

The Burger Strategy Checklist

To Grow Faster on YouTube

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Working title: (Write here)

Date:

1. Ideation Phase: T.I.P.S (bottom bun)

In Progress ▾ Topic: “Example: Web design (= big audience)”

No ▾ Idea: “How to create a lead generating survey on a WordPress site to get more clients”

No ▾ Packaging:

☐ Title: I get 200% more leads on my website with this”

☐ Thumbnail: A screenshot of a survey on the left, me pointing to that and smiling. White block letters “This works!” Single color background.

No ▾ Script:

☐ Start with a question & label your audience

- “Example: Are you running a business but your website is not generating any leads?”

☐ Explain what you’re gonna tell them

- “In this video I’ll show you how to start getting leads by installing a simple plugin on your website”

☐ Introduce yourself

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[video](#) [web page](#)



- “I’m John Doe, a web designer and marketer. My channel is all about helping small businesses to increase their revenue...”

☐ Deliver the value (ideally in 3 steps)

- First step...
- Second step...
- Third step...
- *“Watch this next to learn more”*

2. Creation Phase: S.E.T (patty & fillings)

No ▾ Setup:

- ☐ Use your phone or microphone to record and check the sound
- ☐ Set up your scene; lights & background
- ☐ Set up your camera and check the image quality

No ▾ Expression:

- Before shooting, get into a good mood and energize yourself with uplifting music, movement & positive affirmations.

Your energy and body language has more to say than what comes out of your mouth.

No ▾ Take:

- Press Record! Read your script, retake any bad takes, and enjoy the process. Each time you’re getting better!
- Check the clip and sound and move on to the final phase.

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3. Delivery Phase: E.D.U (top bun & sesame seeds)

+ You're doing a great job - keep going!


No ▾ Edit: Bring the files over to your editor, cut out the bad takes and pauses, add texts, transitions, b-roll and sound effects. Watch the final render through once.

No ▾ Design: Create the final version of the thumbnail and the title.

- ☐ Zoom out and think, would you click on that thumbnail?
- ☐ Would that title make you click or can you make it "hotter"?

No ▾ Upload on YouTube:

- ☐ Add the title
- ☐ Add the description (include keywords & links)
- ☐ Add the thumbnail
- ☐ Add tags
- ☐ Add end-screen
- ☐ Publish & share on social media

 **Well done!** Make sure you have **Yes ▾** in each box to get more views and grow your channel faster. Skipping steps only hurts your growth.

Review: (Use this space to analyze the results after 1 week).