



AuthorityAxis™

FREE RESOURCE — YOUTUBE AUTHORITY SYSTEM

YouTube Authority Checklist

The 10-Point Pre-Launch Framework for Business Experts
and Founders Who Want YouTube to Generate Premium Clients

What This Checklist Will Give You

- ✓ A channel positioning statement that owns a specific lane
- ✓ An ideal client profile with the exact language they search for
- ✓ Four content pillars that connect directly to client acquisition
- ✓ A complete channel setup that signals authority from day one

UPDATED 2026 — Now includes 3-minute AI strategy integration

Compliments of AuthorityAxis™

The AI-powered YouTube authority engine for business experts and founders

authorityaxis.io



ITEMS 1–4 OF 10

01

Define Your One-Sentence Channel Positioning



Write one sentence that says exactly who your channel is for, what problem it solves and what makes it different from every other channel in your space. This is not a tagline. It is your strategic foundation. Every video you make should connect back to it.

ACTION: Complete your positioning statement before filming a single video.

02

Build Your Ideal Client Profile



Write a detailed description of the one specific person your channel attracts. Include their job title, biggest frustrations, what they search for on YouTube, what language they use to describe their problem and what outcome they are looking for.

ACTION: Name your ideal client. Give them a job title, a specific problem and a specific goal.

03

Choose Your Four Content Pillars



Every video you make should fall into one of four content pillars that connect directly to your expertise and your ideal client's needs. These pillars keep your channel focused and make your positioning clear to both YouTube and your audience.

ACTION: Write your four content pillars. Every future video must fit inside one of them.

04

Optimise Your Channel Name and Handle



Your channel name and handle should clearly signal what your channel is about and who it is for. Avoid generic names. Use words your ideal client would search for. Make it memorable and easy to find.

ACTION: Check that your channel name reflects your positioning — not just your personal name.



ITEMS 5–8 OF 10

05

Write a Channel Description That Converts



Your channel description is indexed by YouTube and Google. It should include your positioning statement, your content pillars, your ideal client and a clear call to action. Most people ignore this. The ones who get it right get found faster.

ACTION: Rewrite your channel description with your positioning, your topics and a CTA.

06

Create a Channel Banner That Signals Authority



Your banner is the first visual impression your ideal client gets. It should reinforce your positioning, display your upload schedule and feel premium. A weak banner signals an amateur channel before a single video is watched.

ACTION: Design a banner that clearly communicates who you serve and when you publish.

07

Set Up Your Upload Schedule and Stick to It



YouTube rewards consistency above everything else. Decide on a realistic schedule — one or two videos per week — and commit to it before you publish your first video. Inconsistent channels do not compound. Consistent ones do.

ACTION: Commit to a specific publish day and time. Write it down. Build your system around it.

08

Plan Your First Ten Video Titles



Before you film anything — plan your first ten video titles. Each title should speak directly to your ideal client's pain or desire. Test them by asking: would the person I built my ideal client profile around click on this immediately?

ACTION: Write ten video titles before you film your first video. Titles first. Filming second.



ITEMS 9–10 OF 10

09

Set Up Your Video End Screen and Cards



Every video you publish should have an end screen that directs viewers to your next video, your playlist or your call to action. Cards should appear at strategic moments to keep viewers engaged and moving through your content.

ACTION: Create an end screen template you can use on every video from day one.

10

Connect Your YouTube Channel to Your Business



Every video should have one clear call to action that moves the right viewer toward your business. Your channel description, your pinned comment and your video descriptions should all point to the same next step — whether that is a free resource, a booking page or an email list.

ACTION: Add your primary CTA link to your channel description and every video description.

READY TO BUILD YOUR YOUTUBE AUTHORITY FASTER?

Get Your Complete YouTube Strategy in 3 Minutes

AuthorityAxis™ generates your positioning, ideal client profile, content pillars and strategy to help you grow your YouTube channel and business.

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