Channel Clarity Starter

The cornerstone — grows module by module into your Channel Playbook

What this document is

Every big decision you make in this academy gets recorded here: candidates, lane, niche evidence, viewer, promise, positioning — and later, your pipeline, packaging standards, growth mix, and monetization plan. It starts as five lines tonight and graduates as your Channel Playbook in Module 6. Keep it where you can reach it; every lesson adds a page.

The Sustain Test (Lesson 1)

List 5 topics you could talk about, help with, or explore for a YEAR — no YouTube-worthiness filter yet. Then strike each against one question: "Would I still enjoy making video #40, on a tired Tuesday?"

1. _____ Video #40? YES ■ NO ■
2. _____ Video #40? YES ■ NO ■
3. _____ Video #40? YES ■ NO ■
4. _____ Video #40? YES ■ NO ■
5. _____ Video #40? YES ■ NO ■

MY 2–3 SURVIVING CANDIDATES:

_____

_____

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Your lane + the expectations line

My lane — chosen by sustainability, not bravery

- ☐ Faceless: voice + visuals (voiceover over b-roll, slides, archival)
- ☐ Faceless: screen & hands (tutorials, builds, repairs — the work is the star)
- ☐ On-camera (optional lane — same system, one extra skill)

WHY THIS LANE FITS MY TIME AND ENERGY (one honest sentence):

The expectations line — write it, then sign it

"I am building in months, not days. Small early numbers are the normal path."

Signed: _____ **Date:** _____

Growing pages (added by later lessons)

■ Niche decision + evidence (Lesson 2) ■ Avatar + promise + positioning (Lesson 3)
■ Channel name + launch date (Lesson 4) ■ Idea system + lanes + 30-day plan (Module 2 — page 4)
■ Production pipeline (Module 3) ■ Packaging standards (Module 4)
■ Growth mix + analytics loop (Module 5) ■ Monetization roadmap + Playbook (Module 6)

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Decision log — one line per big call

DATE	DECISION	THE EVIDENCE / REASON

Decisions written with their reasons stay decided. Vague maybes nag forever — that's the whole log.

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Module 2 additions — the plan, on the record

My content system (Lessons 201-202)

Idea container: sheet ■ Notion ■ paper ■ Weekly harvest day: _____

QUEUE SLOT 1 (working title + lane + evidence):

My lane set (Lesson 203)

LANE	FORMAT	DELIVERY	COST /VIDEO

My 30-day plan headline (Lesson 204)

FLOOR: _____ flagship per _____ week(s) + _____ quick/Shorts · MODE: batch ■ weekly ■ micro ■

SLOT 1 PUBLISHES ON (the date, in pen):

Buffer rule + fall-apart protocol live in the 30-Day Content Plan — this page just keeps the headline visible.

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What to do with this document

Your next steps

- [ ] Run the Sustain Test tonight — five candidates, the video-#40 strike-through
- [ ] Choose your lane by sustainability and write the one-sentence why
- [ ] Sign the expectations line — months, not days, in your own handwriting
- [ ] After Module 2: fill page 4 — idea system, lane set, and the 30-day plan headline

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.