Video Demand Research Worksheet

Four public sources · evidence tags · the harvest habit

The four sources — all free, all public

1 · Search suggestions

Type your topic + a space (then a, b, c...). Every autocomplete is a question real people typed.

2 · Small-channel outliers

Videos on channels YOUR size that outperformed — proof the topic pulls without a famous name.

3 · Comments & questions

Under niche videos: "can you explain...", "what about..." — demand written out in full sentences.

4 · Repeated problems

The question friends, forums, and communities keep asking. Repetition IS the evidence.

Tag every idea with its evidence level

P = PROVEN — found in 2+ sources, or a clear small-channel outlier exists

p = promising — one solid source (a strong suggestion, a repeated comment)

h = hunch — your instinct only. Allowed! Just tagged honestly.

Two permanent rules

EVERGREEN over trend while you are small — trends expire before a new channel can catch them.

INSPIRATION, not copying: topics, questions, and formats are free to learn from.

Scripts, thumbnails, and titles are someone's work — never copy them.

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Harvest sheet — search suggestions + outliers

Capture first, judge later. Write everything down; the Idea Bank sorts it next lesson.

SOURCE 1 — SEARCH SUGGESTIONS (topic + alphabet trick; best finds):

SOURCE 2 — SMALL-CHANNEL OUTLIERS (channel · subs · video · views):

Outlier check: is the channel roughly MY size? Is the video 3x+ its channel average?

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Harvest sheet — comments + repeated problems

SOURCE 3 — COMMENTS & QUESTIONS (quote them; note where found):

SOURCE 4 — REPEATED PROBLEMS (what keeps coming up, and where):

Tag the harvest

Go back and mark each line: P ____ p ____ h ____ (count them)

The weekly harvest habit

Fifteen minutes, once a week, same day: one alphabet run, one outlier hunt, one comment scan. The Bank never runs dry, and demand research stops being an event and becomes a habit.

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What to do with this document

Your next steps

- [ ] Run all four sources on your niche — capture everything, judge nothing yet
- [ ] Tag every idea honestly: P proven / p promising / h hunch
- [ ] Prefer evergreen over trend while your channel is small
- [ ] Bring the tagged harvest to Lesson 202 — it seeds your Idea Bank

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.