Channel Launch Checklist

One sitting · zero dollars · policy-safe and live

The launch sitting — in order

- [ ] Run the namer prompt → say finalists OUT LOUD → check handle → decide inside 30 minutes
- [ ] Create the channel: name + handle claimed
- [ ] Two-step verification ON (protects the channel now · required for monetization later)
- [ ] Banner + icon from a free Canva template: name + promise tagline, phone-readable
- [ ] About section: 3 lines, written TO your avatar, finished in your voice
- [ ] Made-for-kids setting answered honestly (for nearly everyone here: not made for kids)
- [ ] Trailer slot left EMPTY on purpose — Module 5 fills it, after videos exist
- [ ] Date + channel name written into the Channel Clarity cornerstone

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The policy floor — ten minutes that save channels

Copyright — the beginner trap, memorized

credited ≠ licensed found-on-Google ≠ free not-monetized ≠ exempt

"Fair use" is a narrow legal defense — not a magic phrase. Never bet a channel on it.

THE FLOOR: if you didn't make it, license it, or verify it's free — it doesn't go in the video.

Safe + free: YouTube Audio Library · licensed stock · your own recordings · public-domain archives.

AI disclosure — the honesty rule

YouTube requires disclosure when realistic content is meaningfully synthetic or altered.

The academy's simpler rule: never let AI impersonate reality or authenticity you don't have.

When in doubt — disclose. It costs nothing and builds the trust your channel runs on.

Community Guidelines + strikes

The common-sense floor: no harassment, dangerous acts, hate, or misleading content.

Three strikes in 90 days ends a channel — helpful creators essentially never meet them.

Self-check before first upload

- [ ] Every asset in my videos: made · licensed · or verified free
- [ ] Nothing synthetic presented as real without disclosure
- [ ] Made-for-kids answered accurately

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What to do with this document

Your next steps

- [ ] Complete the launch sitting top to bottom — buy nothing, skip nothing
- [ ] Memorize the copyright floor before your first sourcing session (Module 3 uses it constantly)
- [ ] Bookmark your channel page — look daily this week; normalize its existence
- [ ] Send the link to one supportive person with your honest first-video timeframe

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.