

Scaling and Monetizing a YouTube Channel

10 Point Checklist

Rafeh Qazi

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"It's so gratifying when many people tell me they got jobs from watching my YouTube channel. Someone told me, 'hey, I just got a job making \$180,000 a year just from watching your content.' How great is that?"

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Focus on producing high-quality, in-depth tutorials on popular topics that provide immense value. Create content that solves the genuine needs of my target audience.
- Prioritize shooting videos in a single take to speed up the editing process. Publish rapid content while maintaining the high quality my audience expects.
- Amplify my core content. Grow my viewership by repurposing long-form YouTube videos into short clips for Instagram Reels, TikTok, etc.
- Create courses and products that appeal to my audience. Avoid relying solely on YouTube revenue. Recognize YouTube as a top-of-funnel tool to create my community and email list, rather than as my ultimate goal.
- Implement an email marketing funnel. This will help me nurture YouTube subscribers into paid customers. My email campaign can help build audience trust and outstanding results.
- Monitor my viewer analytics closely. This helps me to understand which content drives the most leads. I can then precisely determine the tutorials and topics that resonate with my prime target audience.
- Automate processes and set up systems to provide a high-touch experience for my students.
- Find talented video editors by discovering who industry experts are following on social media platforms like X (formerly known as Twitter).
- Outsource my tasks. This allows me to stay hyper-focused on content creation and marketing. Any task that doesn't directly relate to my core priorities is a candidate for outsourcing.
- Connect with Rafeh Qazi on [Instagram](#) and his [website](#). Discover his valuable content on YouTube growth and monetization strategies to successfully build a loyal and engaged audience.