☐ BRANDING

- ☐ Name of Company (Business)
- ☐ Description of Business
- ☐ KeyWords
- ☐ Domain Name

What Came First? The Chicken or the Egg? YouTube or a Website?

☐ YOUTUBE

- ☐ Setting Up Account
- ☐ Branding Account
- ☐ Canva.com

(Images and Opening and Introductions)

- [ ] Loop.com

- [ ] Making Your First Video

- [ ] Upload and Make It Live

- [ ] Rules to Monetize:

(The YouTube monetization policies are a collection of policies that allow you to monetize on YouTube. If you're a YouTube partner, your agreement including the YouTube partner program policies require compliance with these monetization policies in order to potentially earn money on YouTube.)

- Live in a country or region where the YouTube Partner Program is available.
- Have more than 4,000 valid public watch hours in the last 12 months.
- Have more than 1,000 subscribers.
- Have a linked AdSense account.

(There Needs to Be Value in Your Content. You Need a Reason for People to Subscribe and Keep Coming Back. It is important to have a selection of video content, but if they don't offer value you can have a thousand videos published and it won't do you any good.)

- [ ] Analytics (Create, Analyze and Grow)

- [ ] **WEBSITE (CPanel and WordPress)**

- [ ] Decide and Purchase Hosting

  - **HostGator:** https://partners.hostgator.com/c/1360198/177309/3094
  - **BlueHost:** https://www.bluehost.com/track/mymediahelper
  - **GoDaddy:** (I Would Personally Stay Away From)

- [ ] Website Creation

  - **Disquis**
  - **WordPress (Manual Setup and Wizard Setup)**
  - **Plugins:**
    - Akismet Anti-Spam
    - All-In-One SEO Pack
    - Classic Editor
    - Contact Form 7
    - Disquis for WordPress

- Disquis Recent Comments Widget
- Elementor
- Google Analytics Dashboard for WP (GADWP)
- LeadPages Connector
- NextGEN Gallery
- Official FaceBook Pixels
- Really Simple SSL

☐ Analytics

☐ Social Media

- **FaceBook (Pixels)**
- **Twitter**
- **LinkedIn**

☐ Email Lists

☐ **TRAFFIC**

☐ Advertising

☐ AdSense

☐ Sales Funnels

- [ ] Back Linking
- [ ] BLOGing
- [ ] Email Marketing