



MODULE 6 PRACTICE SHEET

Sharing, Optimizing & Promoting Your Videos

Publishing a video is not the finish line.

It's the start of a process — and that's a good thing.

You don't need to "game the algorithm."

You need clarity, consistency, and good habits.

1 - Before you upload (1-minute check)

Before clicking upload, confirm:

- ☐ File name roughly matches your video topic
- ☐ Audio is clear
- ☐ Video starts cleanly (no awkward silence)
- ☐ You know who the video is for

That's enough.

2 - Upload settings (do this every time)

When uploading your video:

- ☐ Set visibility to **Private** or **Unlisted** first
- ☐ Choose **Not made for kids** (unless it truly is)
- ☐ Let YouTube finish its checks

Never rush publishing. Calm uploads prevent mistakes.

3 - Title, description & clarity

Keep this simple:

Title

- ☐ Clear
- ☐ Honest
- ☐ Focused on one idea

Description

- ☐ Explains what the video is about
- ☐ Matches the title
- ☐ No keyword stuffing

Optional shortcut:

Use your transcript + AI to generate a clean description.

4 - Thumbnails (quiet but powerful)

Your thumbnail should:

- ☐ Show one clear idea
- ☐ Be readable on a phone
- ☐ Look calm, not crowded

Use Canva if needed.

Simple beats flashy.

5 - After upload checklist (important)

Once the video is uploaded:

- ☐ Add a **pinned comment**
- ☐ Add the video to a **playlist** (if available)
- ☐ Review everything once more
- ☐ Then publish

Publishing is a decision — not a reflex.

6 - The first hour after publishing

You don't need to obsess.

If possible:

- ☐ Be available

- ☐ Reply to early comments
- ☐ Acknowledge engagement

Even a few interactions help.

7 - Promotion (light, not pushy)

Promotion is not shouting — it's guiding.

Choose **one or two** places:

- ☐ Your email list
- ☐ Social media
- ☐ A relevant group
- ☐ Your website

Say what the video helps with.
That's enough.

8 - Understanding performance (without stress)

Early results reflect:

- ☐ Timing
- ☐ Testing
- ☐ Platform learning

They do **not** define:

- ☐ Your ability
- ☐ Your potential
- ☐ Your future growth

Ask better questions:

- Are people staying longer?
 - Are comments meaningful?
 - Does this feel natural to make?
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9 - One rule to remember

If you remember only one thing from this module:

YouTube rewards clarity and consistency far more than perfection.

10 - Mini habit (recommended)

After every video, do this:

1. Watch it once on your phone
2. Note one thing to improve next time
3. Move on

Progress comes from repetition.



When to move on

Once uploading feels calm and repeatable, you're ready for

Module 7: Growth, Reflection & Long-Term Direction