

Thinking of taking  
your **YouTube** Channel  
to the **next level?**



# Your Roadmap to Becoming a YouTube Influencer

So you're looking to level up your YouTube channel and don't really know if you're doing it right. The more you research, the more you realize that it's not just about uploading a bunch of videos and praying that the algorithm gods will bless you with subscribers. What you need is a solid game plan.



# Remember, Work Smart, Not **Hard**

There's so much information out there on YouTube that it's hard to know which advice you should be listening to. You've probably tried:

**1** Searching **Google** for online courses

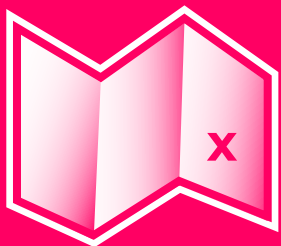
**BUT...** you don't know which sources are credible.

**2** Searching  for tips & tutorials

**BUT...** you don't know which advice applies to you.

**3** **Winging it** and starting without a game plan

**AND...** something just doesn't look quite right.



So what's the best way to get educated about how this platform works, figure out a strategy, and set up your channel in a way that maximizes your results... all in one go?

# Meet Our Experts!

In this digital age, it's important to know that the people you choose to work with have already achieved the results that you are looking to get.



## Meet *Linh Podetti*

Linh is one of the co-founders of DAWN Media Productions, and the owner of an international outsourcing agency, Outsourcing Angel.

Over the past few years, Linh has generated a steady stream of leads for her businesses through her YouTube channel, and has made it her mission to help other business owners do the same.

## Meet *Fei Wu*

Fei is the founder of Feisworld LLC, an agency focused on helping businesses and creative entrepreneurs tell better stories, find more customers and create new revenue streams through YouTube.

Her YouTube channel, Feisworld Media, has 16k subscribers and over 100k monthly views, helping content creators maximize the results they get from the work that they do.



# Presenting the 90-Day YouTube Starter Package!

Our goal here at DAWN Media Productions is to walk you through step by step how to not only build your YouTube Channel from the ground up, but how to use it to support your business in raising brand awareness, attracting more leads, and eventually... drive more sales.

## This package is perfect for...

People who are thinking of starting a YouTube Channel and don't know exactly where to begin, or those who have started up a channel and aren't getting the results they're looking for. Our experts will work hand in hand with you to strategize, implement and create video content for the first 3 months to jumpstart your YouTube marketing strategy, and maximize your long-term results.

The 90-Day YouTube Starter Package covers the **next steps** you need to build and scale your YouTube Channel!



# What's Included?

The 90-Day YouTube Starter Package is broken down into **3 phases**:



## Consultation

This is where we will learn more about your vision for your channel, answer any burning questions, and work with you to translate your vision into a workable strategy through a set of objectives.



## Strategy & Setup

This is where we will be setting project milestones, mapping out your journey with a customized playbook, and setting up your channel. We will be closely monitoring your channel's analytics to revise as needed.

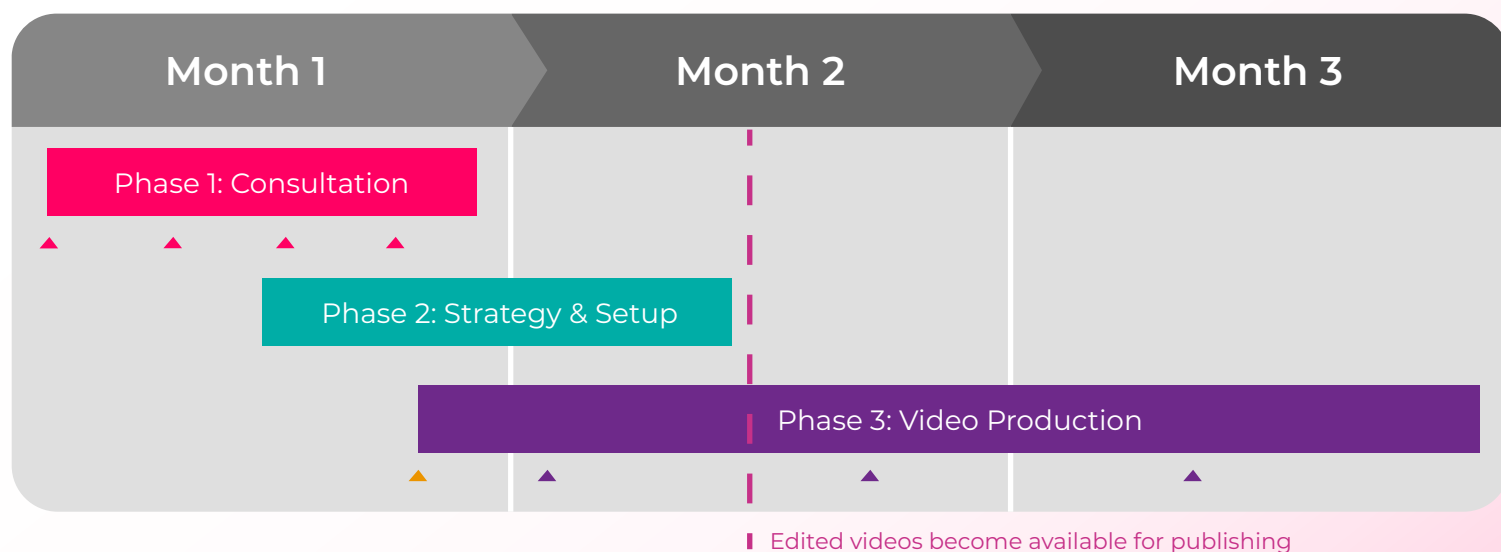


## Video Production

Once we nail down your content strategy, we will be holding your hand in creating the first 12 videos of your new YouTube Channel through facilitating content creation sessions and help you sound natural and authentic on camera!

# What's the Timeline?

The phases of the 90-Day Starter Package will span **3 months** with some overlapping segments:



▶ **4x** 1-hour Consultation Sessions

▶ **1x** Recorded Video Interview Trial Run

▶ **3x** Monthly Facilitated Interviews, 4 YT Videos & 4 Social Media Video Snippets Per Month

# Here's a Full Breakdown!



## Consultation

- ✓ **4x** 1-hour Consultation Sessions
  - ▶ Understanding your business & goals
  - ▶ Educate you about the platform
  - ▶ Give you a mindset for success
  - ▶ Offer tailored advice
  - ▶ Analytics review
  - ▶ Auditing & optimizing output



## Strategy & Setup

- ✓ **First 90-Day Strategy Plan & Setup**
  - ▶ Channel setup
  - ▶ Banner design
  - ▶ Channel about
  - ▶ Channel description
  - ▶ Thumbnail & video style recommendations & design
  - ▶ Recommended topics & titles
  - ▶ Tags & keywords
  - ▶ Recommended playlists
  - ▶ Recommended posting schedule



## Video Production

- ✓ **3x** Monthly Facilitated Video Interviews
- ✓ **12x** Edited Videos (up to 15 min. each)
- ✓ **12x** Social Media Video Snippets (1 min. each)



**Like** What You See?

*Interested?*

Let's see if this package is a good fit for  
your business! Send us an email at  
[support@dawnmediaproductions.com](mailto:support@dawnmediaproductions.com).