1. Create goals for your YouTube channel
2. Write a channel “about” page
3. Upload the channel icon and channel art images
4. Add social and blog links to your channel page
5. Create a branded video intro and / or outro
6. Edit video before uploading for audio optimization and to remove pauses
7. Perform keyword research for video to be uploaded
8. Create a keyword rich video title and description
9. Add relevant links to description of video on YouTube
10. Watch and like your own video after uploading to YouTube
11. Add any desired links and annotations to uploaded video(s)
12. Share video on all social networks and promote on blog(s)
13. Create playlists to group your uploaded videos
14. Customize your channel page to display most engaging content
15. After uploading a few videos, apply to the YouTube Partner Program (YTPP)
16. After being accepted into the YTPP, monetize all applicable videos
17. Attempt to find other monetization channels outside of YouTube
18. Interact and respond to your users on YouTube
19. Review your YouTube analytics for successes, failures and trends