1. Find a video editing program that works for you
2. Modify audio levels to be comfortable (not too loud, not too quiet)
3. Edit out mistakes and pauses
4. Add a branded intro / outro
5. Export video using YouTube recommended settings
   1. File Type: .mp4
   2. Audio Codec: AAC-LC
   3. Video Codec: H.264
   4. Resolutions:
      1. 2160p: 3840x2160
      2. 1440p: 2560x1440
      3. 1080p: 1920x1080
      4. 720p: 1280x720
      5. 480p: 854x480
      6. 360p: 640x360
      7. 240p: 426x240
6. Use keywords when creating a title and description for video
7. Upload video