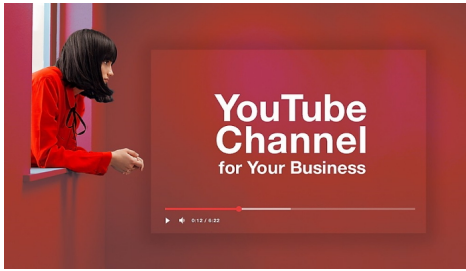


## Should you create a daily YouTube to-do list?

Written by Anna Daimlers

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Getting a vibrant Youtube channel up is pretty straightforward. Reverse engineer your competitors. Buy YT video likes, views & comments from <https://buysocialmediamarketing.com>. Keep repeating until you have a nice base going.

The problem? It's too easy to get distracted.

Now, you may be thinking to yourself, why should I have a to-do list for my YouTube channel? I'm fairly successful. I have a lot of viewers, thanks to the social proof that I bought early on in the form of YouTube views. Why should I bother with some sort of to-do list? Should I just basically create videos based on what I think is awesome and hot?

Well, here's the problem. Your YouTube videos, whether you like it or not and whether you realize it or not, are actually ads for your brand and for what comes next and what came before.

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I know that's a mouthful. There's a lot going on. And unfortunately, a lot of mediocre YouTube personalities and wannabe brands fail at this. They think that YouTube is really just a race to production. Basically, they set up a weekly production schedule and they crank out one video after another. But it turns out that a lot of these materials are tone-deaf.

Sure, they talk about the same niches and they seem to be cohesive and organized, as far as the things that they talk about, but there's a lot missing. It's very easy for somebody who has been following the channel for quite some time to think that these videos are basically just rehashes of one another.

If you're not careful, you might be putting yourself in a situation where a channel fan would say, well, if you've seen one of this guy's videos, you've seen all his videos. The moment your audience members start thinking that way is the moment your channel failed.

I don't say this to be dramatic. I'm saying this because it's the truth. You don't want to do that. You want to always engage your audience members. You want them to get so excited about your latest video that they can't help but binge-watch your whole catalog.

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If you pay attention to personalities like Joe Rogan, every one of his interviews is fascinating. I don't know much about evolutionary psychology and sexual selection. But when he had Von Hippel in one of his shows, my mind was blown. I couldn't help but buy all these books that they were talking about.

You should incorporate the same type of sense of wonder and discovery in your videos. This is crucial to [boosting Youtube video views organically](#) and naturally. Now that I've gotten you excited, here's how you do it.

Always be on the lookout for new ideas

What if I told you that every time you go through your Facebook timeline or you search for information on Google or you view other channels on YouTube, you can run across something interesting?

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Now, you may be thinking that I'm just stating the obvious. But oftentimes, the obvious needs to be stated. You have to be ready when you come across information that makes you say, "I didn't know that."

So, you have to have some sort of an online clipper or browser-based clipper application like Evernote. Keep clicking away. This is really just a souped-up version of a bookmark, but you can sync them across different devices. So when you are at a cafe and you're just looking at your mobile phone, you're reminded of those ideas. And before you know it, you collect enough ideas so you can brainstorm what your new videos would be about.

This would be obviously different from the stuff that you normally talk about and this is where the magic happens. Because you might stumble upon a collection of ideas that would just take your bread to a whole other level.

Always cross-reference your ideas with your competitors

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Another thing that you can do on a day to day basis besides collecting ideas, is to cross-reference those ideas with what your competitors are doing.

This way, you can see whether this idea would have enough legs to give you a competitive advantage. It may well turn out that the idea that you thought was hot, is actually being implemented by your competitors.

Resolve to always experiment

Now, I know that depending on your video type, video production can get quite expensive. When it comes to experimenting with videos, start with the script. That's usually the cheapest way.

So, play around with the scripts and the mockups on your whiteboard. Do you see this thing having legs? Do you see this thing worth throwing money at?

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If you have enough of these experimental ideas and you pick out the things that you believe are most promising, you can run a test. By tracking the results, you can see if a piece of content leads to a new direction that can take your channel to a whole other level of engagement.

This is how you get ahead of the competition. This is how you can make your YouTube channel a success. You have to handle it on a day to day basis. This is why it's crucial for you to have a content marketing and content generation to-do list because marketing and content generation go hand in hand. This way, you can increase your chances of your videos [appearing on Youtube's Trending section](#)

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