

YouTube Strategy Playbook

Choose topics people want. Package them clearly. Learn from every upload.

A working guide by David Ekisola

For creators and channel operators who need a repeatable way to decide what to make next. Six modules, 24 short lessons, 40 title examples, and worksheets for research, packaging and review.

The method

Find evidence > choose a viewer > make a clear promise > deliver it > review > follow up.

How to use it

Work on one real channel throughout. Each lesson ends with an output and a check. Keep your notes in a spreadsheet or a notebook. Do the work before moving to the next module.

September 2026 edition. Self-paced PDF. Examples are illustrative, not customer results. No guarantee of views, subscribers or income. Interfaces and available features can change.

START HERE

Your first useful decision

Do not redesign everything at once. Pick the next upload and identify the biggest uncertainty: whether people want the topic, whether the promise is clear, or whether the video delivers it. Your job is to reduce that uncertainty before spending another production day.

Module 1: Audience and baselines

Module 2: Demand and topics

Module 3: Positioning and packaging

Module 4: Retention and satisfaction

Module 5: Analytics and diagnosis

Module 6: Experiments and follow-ups

Then use the title lab, the three projects, and the reusable worksheets. The last page links to official YouTube documentation for metric definitions.

Make this

Write your channel, intended viewer, next topic, and one question this guide should help you answer. If you have no channel yet, choose one viewer and one problem you know well. Research comparable channels instead of inventing a baseline.

Check your work

Can you name an actual decision? "Get more views" is a goal. "Should I make another repair video or test ownership psychology?" is a decision.

07. The 30-minute demand check

Use ten minutes to inspect related videos, ten to read viewer questions, and ten to compare candidate promises. This is a timebox for an initial decision, not a scientific validation standard. If the topic depends on a factual claim, reserve time to verify it.

Worked example

For "Why men keep the same truck for 20 years," investigate ownership, repair attachment, nostalgia and distrust of replacements. Evidence about truck reviews alone may not support the psychological angle.

Make this

Complete the demand worksheet. Give appetite, audience fit and production feasibility a 1-5 score, with one sentence of evidence for each. Rank ideas; do not treat a total as a guaranteed green light.

Check your work

Pick the strongest supported idea you can deliver. If evidence is thin, label it a small exploration test and control production cost.

08. Build a usable backlog

A backlog should help you choose, not reward collecting. Group ideas by viewer need and recurring format. Include the cost of making them and the next question they could lead to. Keep an archive for ideas that no longer fit.

Worked example

An old-truck cluster might include keeping it, repairing it, passing it down, and deciding when to replace it. Each needs a distinct question. Five near-identical videos are not a meaningful series.

Make this

Create 20 ideas across four clusters. Shortlist five with an evidence note, proposed title, promised payoff, production cost estimate and follow-up.

Check your work

Reject ideas that are only clever titles. You should be able to describe the useful or emotional payoff in a sentence.