

30-Day YouTube Growth Plan

Purpose: A day-by-day plan to build real, public watch time on your channel through better topics, stronger openings and a steady publishing rhythm. Print it and tick things off as you go.

Before you start, check the current figures in YouTube Studio under Earn. At the time of writing, YouTube's entry tier asks for 500 subscribers, 3 public uploads in 90 days, and 3,000 watch hours or 3 million Shorts views; the higher tier asks for 1,000 subscribers and 4,000 watch hours or 10 million Shorts views. Always confirm the live rules.

Your starting numbers (write them down)

- ☐ Subscribers today: _____
- ☐ Public watch hours in the last 12 months: _____
- ☐ Average view duration: _____
- ☐ Top 3 videos by watch time: _____
- ☐ Target date for review (day 30): _____

Week 1: Get clear (days 1 to 7)

1. Day 1: Write one sentence: "I help [who] to [do what]." Put it in your channel description.
2. Day 2: List 10 questions your customers ask you most often. These are your video topics.
3. Day 3: Search each question on YouTube. Note what already exists and how you could do it better or more locally.
4. Day 4: Open YouTube Studio, then Analytics, then Audience retention on your best video. Note where people drop off.
5. Day 5: Choose your three best topics and write a title for each that is clear and honest.
6. Day 6: Check your equipment: sound first, then light, then camera. Do a one-minute test.
7. Day 7: Rest, then book two filming sessions in your diary for next week.

- ☐ Channel sentence written
- ☐ 10 questions listed
- ☐ Three topics chosen
- ☐ Filming booked

Week 2: Make and publish (days 8 to 14)

1. Day 8: Script the first 30 seconds of video one. Say what viewers will learn, then start teaching.
2. Day 9: Film video one. Film a second video while you are set up.
3. Day 10: Edit. Cut pauses, intros and anything that does not help the viewer.
4. Day 11: Make a thumbnail: one clear face or object, five words or fewer, high contrast.
5. Day 12: Write the description: first two lines should explain the video, then add chapters.
6. Day 13: Publish video one as public. Share it in an email, a blog post or a LinkedIn post.
7. Day 14: Reply to every comment. Note the questions for future videos.

- ☐ Video one public

- ☐ Thumbnail and chapters added
- ☐ Shared in two places
- ☐ Comments answered

Week 3: Build the viewing habit (days 15 to 21)

1. Day 15: Check retention on video one. Where did people leave? Write down one change.
2. Day 16: Create a playlist and add video one. Name it after the problem it solves.
3. Day 17: Publish video two. Mention video one at the end and add an end screen.
4. Day 18: Cut a 30 to 45 second Short from video two that teaches one point.
5. Day 19: Publish the Short with a clear hook in the first two seconds.
6. Day 20: Add a pinned comment on each video with a question for viewers.
7. Day 21: Review which title and thumbnail got the most clicks. Note why.

- ☐ Retention reviewed
- ☐ Playlist created
- ☐ End screens added
- ☐ One Short published

Week 4: Review and repeat (days 22 to 30)

1. Day 22: Script and film video three using what you learned from retention.
2. Day 23: Edit and add chapters.
3. Day 24: Publish video three and add it to your playlist.
4. Day 25: Message three people in your niche about a possible guest appearance or collaboration.
5. Day 26: Add your videos to relevant pages on your website.
6. Day 27: Reply to comments and update any weak titles or thumbnails.
7. Day 28: Cut a second Short from video three.
8. Day 29: Fill in the review below.
9. Day 30: Plan the next 30 days using your best-performing topic.

Day 30 review

- Subscribers now: _____ (change: _____)
- Public watch hours gained this month: _____
- Best video and why: _____
- Where viewers leave: _____
- One thing to do more of: _____
- One thing to stop: _____

Honest watch-time reminders

- Only public long-form watch hours count towards the 4,000-hour target.
- Hours from your own paid ads do not count towards eligibility.

- Never pay for views, hours or subscribers. It breaks YouTube's policy on engagement manipulation and can put your channel at risk.
- Growth usually takes months. Consistency beats bursts.

Need help with your video strategy? Visit deliveredsocial.com.

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.