

YouTube Content Strategy Template

One-page channel strategy, content pillars, 90-day calendar, and KPI tracker.

1. Strategy One-Pager

Channel mission (one sentence)

[We help AUDIENCE achieve OUTCOME through FORMAT — e.g. ‘We help first-time creators pick profitable niches through data-driven teardowns’]

Target viewer

[Who exactly? Age range, situation, what they type into YouTube search at 11pm]

Viewer's #1 problem

[The single pain your channel solves better than anyone]

Your unfair advantage

[Access, skill, data, or story competitors can't copy]

North-star metric (12 months)

[e.g. 100K subs / 4K watch hours / \$5K MRR from the channel]

Upload cadence

[e.g. 1 long-form per week + 3 Shorts — pick a cadence you can hold for 6 months]

Primary monetization

[AdSense / sponsors / product / affiliate / services]

2. Content Pillars (3–5)

Pillar	Problem it solves	Outlier proof	Keywords	%

3. 90-Day Calendar (first month)

Week	Pillar	Working title	Keyword	Result

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4. Monthly KPI Tracker

Month	Subs	Views	Watch hrs	CTR %	AVD	Revenue