The 30-Day Faceless YouTube Launch Plan

Make your first two original videos with a process you can repeat.

Faceless means you stay off camera. Your judgement, research and explanation still need to be in the video.

This plan suits beginners working mainly from a phone. Keep the first videos to a manageable length, such as three to six minutes. Add time if your topic needs it.

Week	Finish with
1	One audience, a channel and useful video ideas
2	A checked script, narration and a visual plan
3	Your first finished and published video
4	A second video and one improvement to your process

You need a phone, internet access, headphones, storage space and an editor you can use. Start with your own voice and screen recordings if money is tight.

Thirty days is a working schedule, not a promise of views or income. Extend it when research or editing needs more time.

Days 1 to 7

Choose a viewer and a useful promise.

- ☐ **Day 1** Write who the channel helps and what they should learn.
- ☐ **Day 2** Review five relevant channels. Note questions they answer and gaps you can address.
- ☐ **Day 3** Write ten ideas. Each must answer one specific viewer question.
- ☐ **Day 4** Choose two ideas you can explain accurately with accessible visuals.
- ☐ **Day 5** Create the channel. Choose a clear name, handle and short description.
- ☐ **Day 6** Secure the account. Check YouTube Studio for any verification or feature requirements.
- ☐ **Day 7** Write a working title and one-sentence answer for video one.

A focused starting point

Audience: first-time creators using a phone.
Video one: “Record a clearer voiceover with your phone”.
Video two: “Turn your recording into a simple YouTube video”.

These are connected lessons for the same viewer. Choose your own subject; avoid a channel that jumps between unrelated audiences.

Days 8 to 14

Make the first script accurate and easy to follow.

- ☐ **Day 8** Collect reliable sources or perform the task yourself. Save the links and dates.
- ☐ **Day 9** Outline the opening, main steps, example and ending.
- ☐ **Day 10** Draft the script in language you would actually say.
- ☐ **Day 11** Check every factual claim. Remove repetition and unsupported promises.
- ☐ **Day 12** Record a short narration sample. Check pace and pronunciation.
- ☐ **Day 13** Record or generate the final narration in sections.
- ☐ **Day 14** Match each section to a screen recording, demonstration or useful visual.

Example opening

“Your phone recording can sound distant even when the room seems quiet. Before buying a microphone, try recording closer to the phone in a softer room. I’ll show you a quick test so you can hear the difference.”

If you promise a demonstration, include it. Read your script aloud to measure the actual duration; a word-count estimate is only a starting point.

Days 15 to 21

Finish and publish video one.

☐ **Day 15** Start a 16:9 project in an editor you already use. Import the narration.

☐ **Day 16** Build the rough cut. Place visuals where they explain the narration.

☐ **Day 17** Remove dead time. Add labels or close-ups where a step is hard to see.

☐ **Day 18** Correct captions. Keep any music below the voice; check on headphones and the phone speaker.

☐ **Day 19** Export at a sensible quality such as 1080p. Watch the exported file from start to finish.

☐ **Day 20** Upload privately or unlisted. Add a clear title, thumbnail, description and accurate audience and AI-use settings.

☐ **Day 21** Check processing, playback, links and any copyright notices. Publish when the checks are satisfactory.

A useful thumbnail

Show one clear idea. For the voiceover tutorial, a phone and a simple “Hear the difference” label could support the title. Check that the image stays readable at a small size.

Do not put private information, login details or other people’s messages in screen recordings.

Days 22 to 30

Make video two and learn from the first.

- ☐ **Day 22** Share video one where it answers a relevant question. Respect community rules.
- ☐ **Day 23** Save viewer questions and your own production notes.
- ☐ **Day 24** Outline video two. Improve one weakness from the first production.
- ☐ **Day 25** Draft and check the script.
- ☐ **Day 26** Produce the narration and gather cleared visuals.
- ☐ **Day 27** Edit the rough cut.
- ☐ **Day 28** Check captions, sound, thumbnail and the final export.
- ☐ **Day 29** Upload, run the same checks and publish.
- ☐ **Day 30** Review both videos and choose the next topic.

Read the numbers carefully

Low impressions: you have limited exposure to judge. Impressions with few clicks: review the topic, title and thumbnail. An early retention drop: inspect the opening and whether it delivers the promised subject.

These are clues, not diagnoses. Compare similar traffic sources and video lengths. With very few views, prioritise useful feedback over a sweeping conclusion.

Use this video brief

Complete the brief before opening the editor. It keeps research and production focused.

Viewer and the question this video answers

Working title and the answer in one sentence

Main steps or evidence the viewer needs

Sources and visuals I can use

A simple script structure

Opening Name the problem or question. Show what the viewer will understand or be able to do.

Main explanation Work through the steps in a sensible order. Put each visual beside the point it explains.

Example Demonstrate the task or work through one concrete case. Explain any limitation.

Ending Deliver the answer. Give the viewer one useful next action or a relevant next video.

Ask an AI tool to improve a weak section if useful. Check the result against your evidence and rewrite anything that does not sound like you.

Choose tools carefully

A small set of tools is enough. Paid tools are optional.

Research and scripts Use reliable sources, notes and your own outline. Check any AI-assisted suggestions against your evidence before using them.

Narration Record your own voice or choose a voice tool with suitable usage rights. Check clarity, pace and pronunciation before recording the full script.

Visuals Use your own footage, screen recordings or assets you have permission to use. Choose visuals that help explain the narration.

Keep rights and originality clear

- ☐ Save the source, licence and required credit for each asset. A credit alone does not establish permission.
- ☐ Use YouTube’s Audio Library and follow the selected track’s attribution requirements.
- ☐ Disclose realistic AI-generated or meaningfully altered content when YouTube requires it. AI help with an outline alone does not require that disclosure.

YouTube reviews originality and authenticity. Repetitive or mass-produced videos can be ineligible for monetisation. Check the Earn area in Studio for current eligibility; reaching a threshold does not guarantee acceptance.

Track and repeat

Keep one short record for each video.

Video	Publish date	Next improvement
1	_____	_____
2	_____	_____

Before every upload

☐ Claims checked ☐ Asset permissions saved
☐ Audio and captions checked ☐ Export watched
☐ Title matches video ☐ Required disclosures added

Official checks

YouTube originality and monetisation policies

YouTube AI disclosure guidance

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