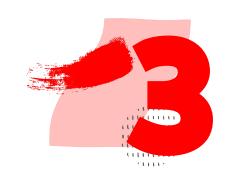
News Creator

WORKSHOPS 2022

DEFINE YOUR BRAND BRANDING AND BUSINESS SKILLS



KEY LEARNING

01

The **details matter** - video titles, thumbnails, and production add up to your branding

03

Engaging **consistently** as a brand will help foster a strong community

02

04

End screens with links to other relevant videos and calls-to-action keep viewers on your channel

Clear and consistent branding can help you stand out on YouTube

HOW TO STAND OUT



Focus on your uniqueness



Ask for your audiences input



Curate a conversation

YOUR CHALLENGE

Pick your favorite creator. Now list three reasons they stand out. What learnings can you apply to your brand?



Additional resources:

Try Google's Color Tool!

Explore the HugoDécrypte channel - featured as a case study in this session

