

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

02

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

03

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

04

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](#)