First Video Checklist

title: First Faceless Video Checklist description: A free, printable checklist that takes you from "I want to start a faceless channel" to your first published video, with the rules that protect your channel. date: 2026-10-31

Your First Faceless Video: The Checklist

Free download from Meo Playbook (meowplaybook.com). Print it, tick it, keep it.

This checklist takes you from zero to your first published faceless video. It's honest about what matters: one well-made video teaches you more than ten rushed ones. Nothing here guarantees views or income; it helps you make a video that has a fair chance and doesn't break YouTube's rules.

Policy links were current when we checked them (31 October 2026). YouTube changes its pages; re-read them before you rely on any detail.

Stage 1: Decide (one evening)

- [ ] I can describe my channel in one sentence a viewer would care about (not just "history" or "facts").
- [ ] I wrote down 20 specific video titles for this niche, and they aren't the same video with different nouns.
- [ ] For a typical video, I can find at least three reliable sources and enough legal visuals.
- [ ] I chose a voice option: my own / a hired narrator / an AI voice whose plan allows commercial use.
- [ ] I picked one free editor and will stay with it for at least five videos.
- [ ] I have a realistic pace (for example, one video every one or two weeks).

Stage 2: Set up (about an hour)

- [ ] Channel created; name and short description say what the channel is about.
- [ ] Account verified, so custom thumbnails are available

(YouTube Help: video thumbnails).

- [ ] 2-Step Verification on for my Google account (also needed for the Partner Program later).
- [ ] One folder per video: `01-script`, `02-audio`, `03-visuals`, `04-project`, `05-export`, plus `asset-log.csv`.

Stage 3: Research and script

- [ ] One question the video answers, written as a single sentence.
- [ ] A one-line promise: "By the end, you'll understand why..."
- [ ] Two or three reliable sources read; every number written next to its source.
- [ ] Things that are uncertain or disputed are marked as such.
- [ ] Script follows a structure (cold open, setup, middle, payoff, close).
- [ ] First sentence is a true, specific hook. No greeting, no "in this video".
- [ ] Filler cut ("it's important to note", "let's dive in", "in today's world").
- [ ] Read aloud once, start to finish. Stumbles fixed; long sentences split.
- [ ] Length matches the story (about 150 words per minute is a good planning number).
- [ ] If AI helped, I did the research and the final wording myself.

Stage 4: Voice

- [ ] Recorded or generated in sections; every name and number pronounced correctly.
- [ ] Levels steady from start to end; no clipping, no sudden loud sounds.
- [ ] I have the right to use this voice commercially (saved the licence terms with the date).
- [ ] The voice does not imitate any real person.

Stage 5: Visuals and music

- [ ] Roughly one new image or shot every 4 to 7 seconds; faster in the hook.
- [ ] A mix of types: maps, diagrams, archival images, illustrations, text cards.
- [ ] One visual style throughout.
- [ ] No film, TV, game or music clips I don't have rights to.
- [ ] No real person's face in AI images; no brand logos.
- [ ] All text and labels added in the editor, not inside AI images.
- [ ] Music from the YouTube Audio Library or a licence that clearly covers YouTube.
- [ ] Every asset in `asset-log.csv`: file, source, licence, date.

Stage 6: Edit

- [ ] Cut to the voice; slow zooms and pans on stills.
- [ ] Captions checked by hand (names and numbers especially).
- [ ] Watched the whole video once without stopping; fixed every boring moment I noticed.
- [ ] Exported with the editor's YouTube preset.

Stage 7: Before you press Publish

- [ ] Title: the most interesting *true* description of the video, important words first.
- [ ] Thumbnail: one clear focal point, three words or fewer, readable on a phone.
- [ ] The first 30 seconds confirm what the title and thumbnail promise.
- [ ] Description: what the video covers, sources listed, credits required by licences.
- [ ] AI disclosure checked: is anything realistic, synthetic and mistakable for a real person, place or event? If yes,

disclose (YouTube Help: altered or synthetic content).

- [ ] Originality: my own script, my own structure, not a copy of another video

(YouTube channel monetization policies).

- [ ] Chapters added if the video has clear sections: at least three timestamps in the description, in order, the

first at 0:00, each chapter at least 10 seconds long (YouTube Help: video chapters, checked 31 October 2026).

Stage 8: One week later

- [ ] Opened the retention graph. Wrote down the share still watching at 30 seconds.
- [ ] Found the biggest dip and watched the 20 seconds before it. Wrote one sentence on why viewers left.
- [ ] Read every comment. Noted questions, corrections and requests.
- [ ] Picked **one** thing to do better in video two.

Do not

- Buy views, subscribers or likes. It breaks YouTube's

fake engagement policy.

- Post your link in other channels' comments or in communities that don't allow self-promotion.
- Judge the channel on video one. Look for patterns after about ten.

More free help: what it really costs to start a faceless channel, 12 faceless YouTube mistakes and the free script-length calculator. The Production Planner (9 USD) turns this checklist into a reusable pipeline with a brief template, an asset licence log, a 12-week calendar and a monthly review.

Support and decisions are handled by the shop owner. Contact: support@meowplaybook.com.

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