

# STELLAR *Life*

Hosted By *Orion*

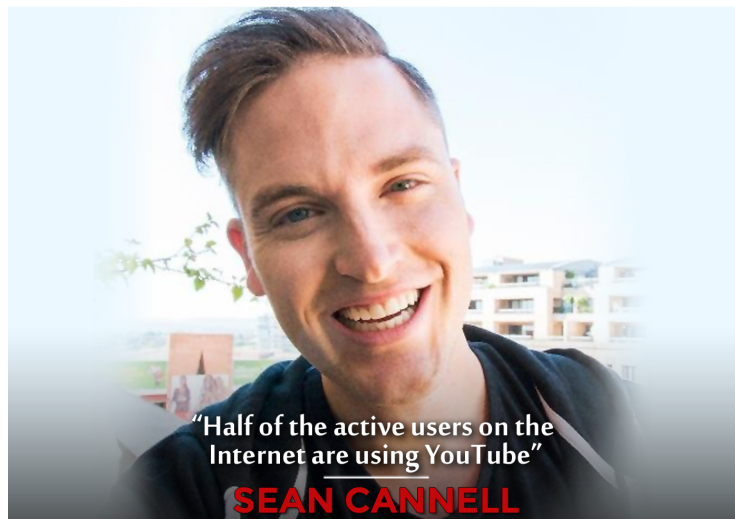
## Building Influence With Video

### 10 Point Checklist **Sean Cannell**

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take **TODAY** to start living a Stellar Life!

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# 10 STEPS YOU CAN TAKE TODAY

**Take charge of your health, wellness, and success.  
Here are 10 steps that can move you closer to your goals – today.**

- Don't be afraid to pursue your YouTube goals. There are plenty of chances to shine on the second largest search engine in the world.
- Focus on being original and unique to stand out from YouTube's crowd of content creators. Take note of Sally Hogshead's words, "different is better than better."
- Make consistent and relevant videos for your target audience. If you try to reach everybody, you'll end up reaching nobody.
- Create a strong YouTube name that represents your brand. Use your first and last name if you are branding yourself or your project name if you are promoting a cause.
- Start your YouTube page with fresh ideas. Don't look at other people's profiles and try to copy their content.
- Invest in proper equipment to produce high quality videos. Find a decent camera, microphone and some lighting.
- Don't expect perfection right away. Your videos will improve in time as you fine tune your skills.
- Aim to educate and entertain your audience because this is what people want from YouTube videos.
- Create a stellar title that is optimized for search and entices viewers to click on your video.
- Take advantage of YouTube suggest to see what people are searching. Type a few keywords and let YouTube give you suggestions.