

FaZe APEX

GAMER RESOURCES

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Use this handbook alongside Apex's course, "The Daily Content Routine", to get the most out of the course and build your channel to it's full potential. Inside you'll find tools for planning and scheduling out your content, as well as to fine tune the content you put out to make sure it's inline with what your audience is responding to.

☼ Before you start your channel (or after- this is valuable no matter how far along you are) you need to figure out your special sauce. Some people call it your “Brand Voice”, some call it a “Value Proposition”. Here at the Dojo, we like to call it your sauce.

You may not think that you have anything interesting about yourself to really differentiate you from the other Youtubers out there- but you’re wrong. You’ve just known yourself for so long that nothing you do seems interesting to you. You’ve gotten used to yourself. When figuring out your sauce, write out the answers to these questions:

☞ *What are your favorite games?* ☞ *What are your major hobbies?* ☞ *What do you like about yourself?*

☞ *How do you earn a living?* ☞ *Where are you from?* ☞ *Any major achievements or goals?* ☞ *What’s your lifestyle like?*

☞ *Do you have any interesting skills?*



- ▶ These may seem a little silly- it's weird talking about yourself objectively. But this is a start to figuring out your sauce. You could be that guy from Minnesota who plays old school NES games and talks about the philosophical duality of democracy, or you could be the stay at home mom who plays Battlefield while talking smack in a hilariously PG rated manner, coddling losing opponents like children (I think I really may be onto something with this one, this idea is a freebie).
- ▶ If you're creating a Youtube channel to compliment another passion (i.e. Twitch, Competitive Gaming, etc). - figuring out your sauce becomes a lot easier. I'd imagine you already have a shtick on Twitch, and if you're a pro gamer- simple vlogging allows fans to get a glimpse into your lifestyle.
- ▶ Now you've figured out a few interesting elements to your life that can start to make up your sauce. It's time to figure out what you're going to use that sauce to make. Describe who you want to be known as a year or two from starting your channel. Let's say you want to be the #1 authority on First Person Shooters- start making videos that the #1 authority on FPS's would make! Create content for the Youtube channel you want to have, not the one you have now. Since you already figured out your sauce, mix it in with the content your creating to ensure originality and to make it your own. Have fun with it, be yourself, and never forget your sauce.



 **VIDEO SCHEDULING TOOL**

Use this tool to plan out the details of your videos. Plot in the points on the table to start to create a launch plan for your channel. Print out 10-20 copies of the table on page 6 - or just jot them down on a piece of paper!

 **VIDEO TITLE**

Brainstorm a few different possible names for your video- you want something that's going to grab attention. If you're putting up a montage video- what's the coolest thing you did in that montage? Did you hit a no scope from across the map? Try titling it "Insane No Scope from Across the Map *Game Title*", not "Gaming Montage #7"

**MAIN TOPIC VIDEO TITLE**

What is the core focus of your video and what are the main points, jokes, or insights you want to deliver? Every video you put out is a direct representation of you and your brand. Do you want people to know that you're amazing at a specific game? Start putting out impressive highlight clips. A crazy thing about the internet is that it gives every individual the power to craft their own personal brand story- if you want people to think a certain way about you all you have to do is put content out there that tells that story. This section of the tool is here to ensure that whatever you're doing is in sync with your sauce.





KEYWORDS

When you upload a new video to Youtube it asks that you write out some keywords. The keywords you put in here are used in YT's search algorithm to make your videos more accessible. So put in keywords that genuinely represent the video and your channel. You should do a lot of experimentation with these- there is no keyword hack to get you millions of views overnight because every channel is different. You have to continuously track your views and keywords used in order to find the right mix of keywords for your content. Check out the tool VidIQ. It's a nifty little Chrome plugin that will show you the keywords that other people are using to tag their videos. *If you haven't checked out our piece on SEO for Gamers I highly suggest you do so- goes into this in more detail.



UPLOAD DATE/TIME

This one is pretty self explanatory, it's proven by SCIENCE that writing your intentions down makes the more likely to occur- put in the date you want to upload this video and hold yourself to it!



VIDEO TITLE			
MAIN POINT/TOPIC			
KEYWORDS			
UPLOAD DATE/TIME			





Good question! Not everyone has the time to master photoshop, and in this day and age, you don't need to. There are tools like Canva, that make basic graphic design extremely simple. Best of all, you can use it for free.
www.canva.com





Use the calendar on the following page to reverse engineer your content creation flow. Once you've determined your cadence (how many videos a week you release). Write out all the days you want to upload onto this calendar with titles like, "Upload 1", "Upload 2" etc.



Now have a very honest conversation with yourself about how long it's going to take you to create these videos. 2 days? Great. Go back to the calendar and write "Production 1", "Production 2", two days before each video upload date. You've now created your work schedule for staying consistent on Youtube. If this looks a little intimidating- consider slowing down your cadence.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY

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Often times when you're suffering from creative block, a simple reframing of the way you think can do wonders.

Next time you get stuck, fill out this list of 20 videos you SHOULDN'T make- you'll find that some interesting video ideas may emerge from the exercise.



- Get into the habit of tracking all of your video analytics. Youtube has a nifty analytics dashboard with all of this data- however we think it always helps you better grasp data when you've written it out.
- Include the title, a description of the thumbnail, and the analytics data (views, likes, etc). Compare your videos to each other and see if a certain titling style grabs more attention with your audience.

TITLE	THUMBNAIL	VEWS	LIKES	DISLIKES	COMMENT

