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Do Your Research To Hone In On A Niche Focus

Ok you've decided to start your YouTube channel. Now it's time to do your research and determine a focus area. Sometimes this can be the most challenging part. Like most marketing strategies, targeting a niche area will be more impactful in the long-run.

The goal here is to find the intersection between your own expertise and missing information that currently isn't available on YouTube.

If you're not sure where to start, ask yourself this question:

"If I were an eLearning professional looking to learn new information, tips or advice, what would I want to know?"

Write down your list of ideas. By putting yourself in the mind of the learner, you'll easily be able to brainstorm a solid list of creative video ideas for your new channel.

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Best Regards

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