

REVENUE ROADMAP

 CHANNEL FUNNEL GUIDE



HEY! I'M LIZ...

LET'S FIX YOUR FUNNEL!



LIZ GERMAIN
YOUTUBE STRATEGIST

DEAR YOUTUBER,

CONGRATS

ON TAKING THE FIRST STEP!

This **Revenue Roadmap** shares some of the simplest & best ways to turn your YouTube viewers into buyers. **90% of YouTube creators MISS THESE FUNDAMENTAL STEPS!** And then wonder why their videos don't generate more leads & sales...

The tips shared in this guide only scratch the surface of what's possible for you on YouTube. After growing hundreds of channels to 100k+ subscriber milestones and 6-7 figures (or more!) in annual revenue, I am excited to support you on your journey to make more income & impact with YouTube!

This guide is designed to help you understand exactly how to optimize your Channel Funnel so it generates more organic leads, improves conversions, and drives more revenue long term.

Once you've got the basics fixed, when you're ready for "next level" results, make sure to check out **Channel Amplifier**. Inside this private YouTube training & mastermind, you'll ALSO learn our step-by-step **YouTube GROW Method** for creating more relevant, higher performing videos that help grow your audience on autopilot. It works for channels of any size, in any industry.

When you're ready to go deeper, this is the next best step.
From one YouTuber to another, you've got this!

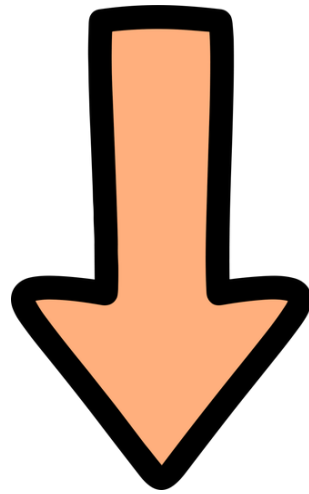


Liz & The Vidfluence Team



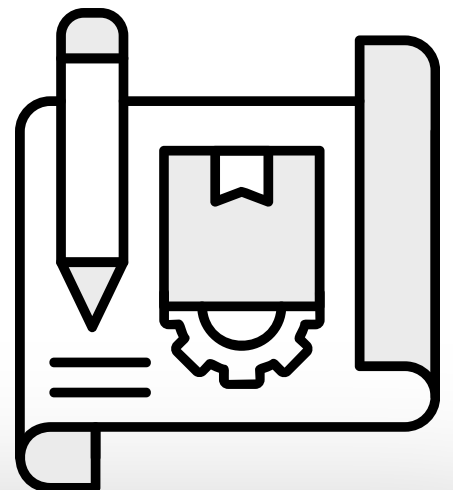
GETTING STARTED

OPTIMIZE YOUR CONTENT

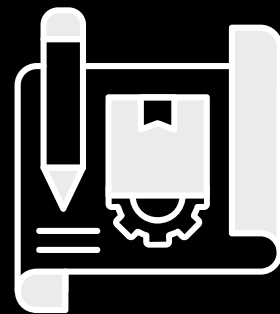


WITH

THE CHANNEL FUNNEL *BLUEPRINT*



THE CHANNEL **FUNNEL** **BLUEPRINT**



Turn more viewers into buyers using the **Capture, Connect & Convert** strategy.

AWARENESS

This simple blueprint demonstrates a visual representation of how many videos you should have in each stage of your content strategy.

CONSIDERATION

From completely unaware that your solution exists, to ready to buy, this **Content-to-Conversion** map helps you better understand how to categorize and produce videos by funnel stage.

PURCHASE

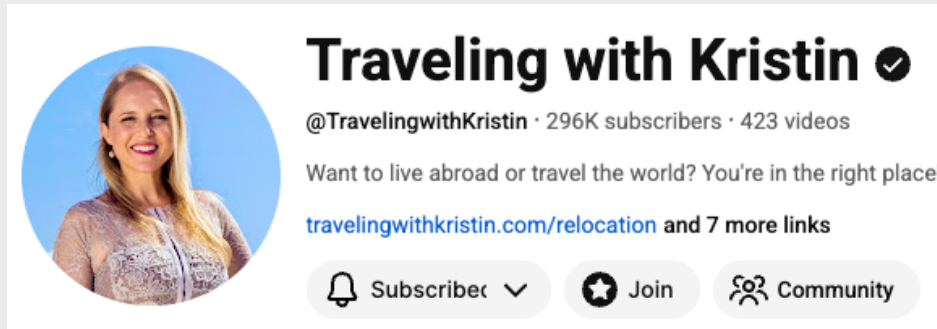
Many creators make only “top of funnel” awareness content and wonder why nothing converts; this makes that problem more visible.

NUMBER OF VIDEOS BY AWARENESS STAGE

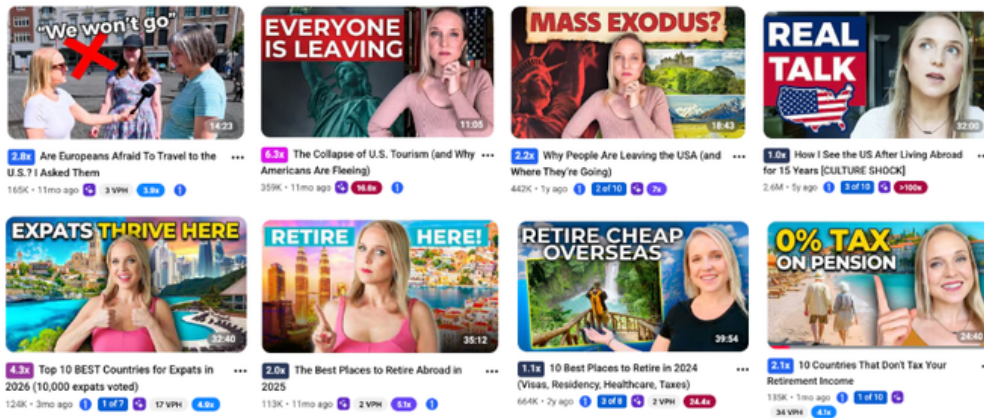


Your content needs a mix of **Capture** (AWARENESS STAGE: broad audience, trending topics), **Connect** (CONSIDERATION STAGE: Help/Education content about your speciality), and **Convert** videos (CONVERSION STAGE: Strategic lead generation videos that drive viewers into your opt-in sequence via a free or low cost Lead Magnet).

CHANNEL FUNNEL EXAMPLE:



Traveling with Kristin ✓
@TravelingwithKristin · 296K subscribers · 423 videos
Want to live abroad or travel the world? You're in the right place!
travelingwithkristin.com/relocation and 7 more links
Subscriber ▾ Join Community



CAPTURE

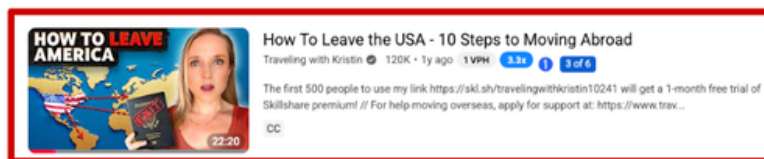
Popular, broad topics that attract a wide audience

CONNECT

Educational content that's catered to your expertise

CONVERT

Strategic lead gen videos that are HIGHLY targeted



HOW TO LEAVE AMERICA
How To Leave the USA - 10 Steps to Moving Abroad
Traveling with Kristin · 120K · 1y ago · 1VPH · 3.3x · 1 of 6
The first 500 people to use my link <https://skl.sh/travelingwithkristin10241> will get a 1-month free trial of Skillshare premium! // For help moving overseas, apply for support at: <https://www.trav...>
CC

If you are seriously considering moving abroad in the next year, fill out this form to apply to speak with our team.*

This application helps us understand where you are in your decision-making process so we can offer personalized guidance or direct you to the most relevant next steps for your goals. By providing your information, you agree to receive communication from Traveling with Kristin and accept our website's Privacy Policy and Terms of Service. Message and data rates may apply. (Reply STOP to opt-out at any time.)

First name*
Jane

Last name*
Smith

Phone number*
🇺🇸 (201) 555-0123

Email*
name@example.com

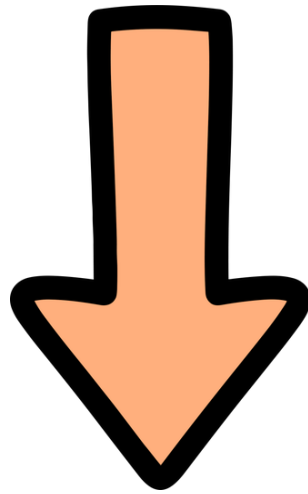
**CHANNEL HOMEPAGE +
VIDEOS ALL LEAD THE
VIEWER TO APPLY**



**& THE OFFER
SOLVES THEIR
MAIN PROBLEM**

NEXT

OPTIMIZE YOUR CHANNEL

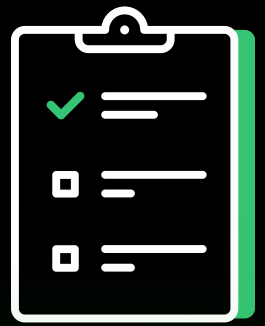


WITH

THE CHANNEL FUNNEL *CHECKLIST*



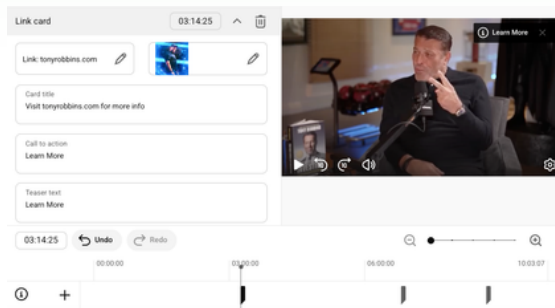
CHANNEL FUNNEL CHECKLIST



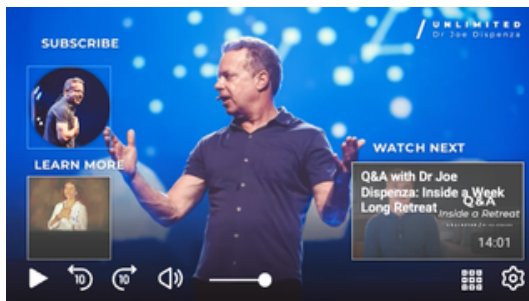
Make sure you have all conversion links optimized, across your videos & the channel.

[Click Here to watch the Demo!](#)

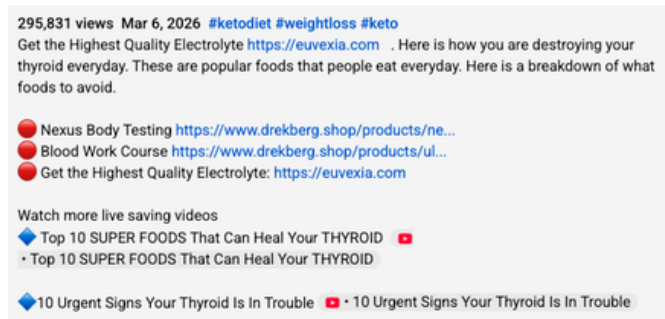
Video Cards Optimized:



Video End Screens Optimized:



Video Description Links Optimized:



Channel Banner Optimized with QR Code:



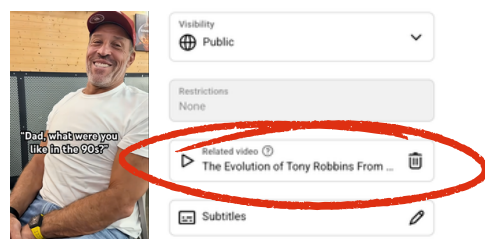
Channel Featured Link Optimized:



Pinned Comments Optimized:



All Shorts Have "Related Video" Linked:

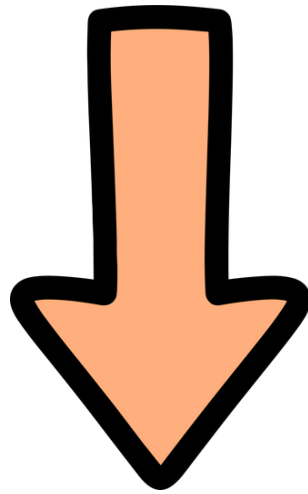


Video CTAs Include Multi-Device Opt-ins:



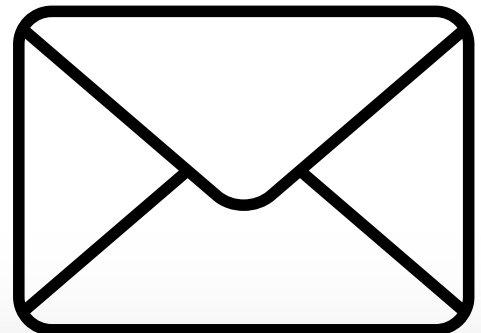
NEXT

OPTIMIZE YOUR CHANNEL

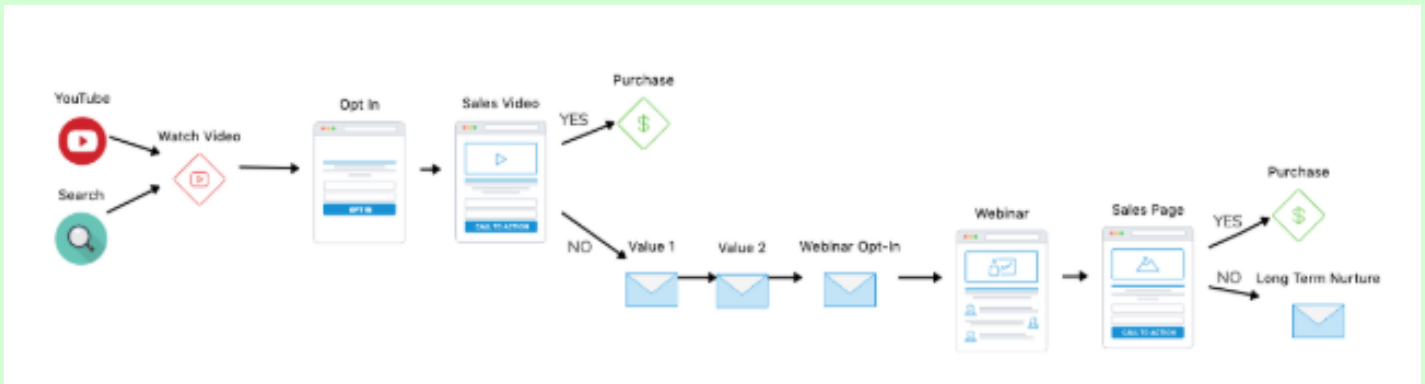
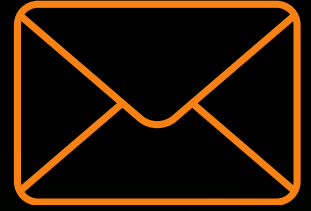


WITH

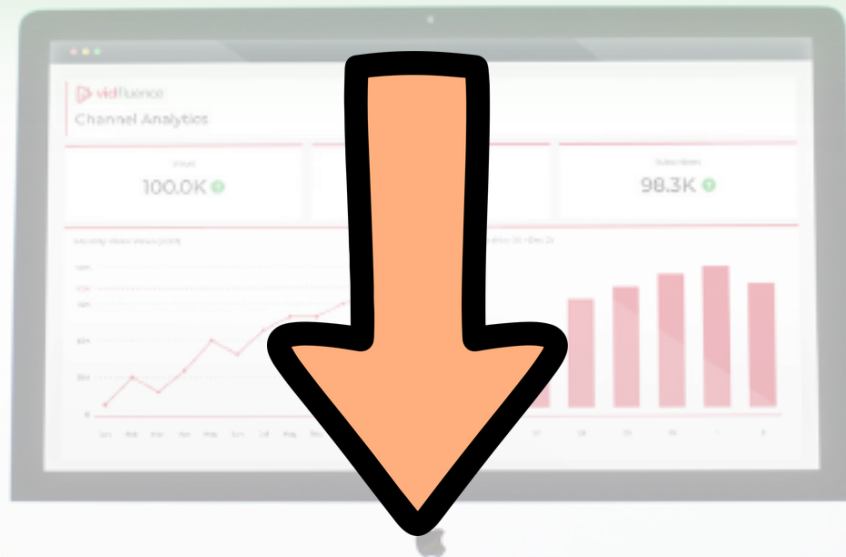
THE CHANNEL FUNNEL *EMAILS*



CHANNEL FUNNEL EMAIL SETUP

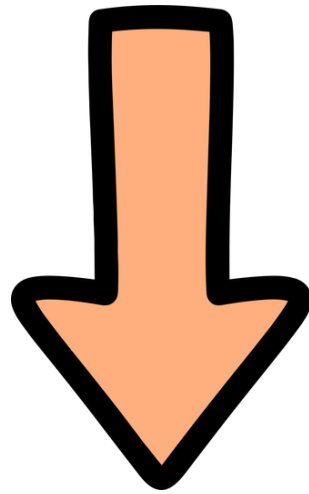


The **"Viewer to Buyer" CTA Swipe File** — After testing this extensively, this is the ideal email sequence structure that we've found converts best. If you do not already have this back-end email architecture set up, this is an actionable step you should deploy as soon as possible. **90% of successful sales will typically happen on the back-end of your channel**, via the email list.



DOWNLOAD

LASTLY,
**OPTIMIZE
YOUR CHANNEL**



BY
**SPEAKING WITH OUR
*EXPERT TEAM***

NEED MORE HELP?

APPLY FOR A 1:1 CHANNEL REVIEW WITH US



**GET CUSTOMIZED SUPPORT
FOR YOUR BUSINESS
& YOUTUBE GOALS**

APPLY NOW



*FOR MORE
YOUTUBE HELP!*