

Course Outline: YouTube Automation (8–12 Weeks)

Course Overview

This program is designed to equip learners with the skills to build, manage, and scale automated YouTube channels without on-camera presence. The course focuses on content strategy, outsourcing, monetization, and long-term channel growth.

Learning Outcomes

By the end of this course, learners will be able to:

- Understand the YouTube automation business model
- Identify profitable niches and target audiences
- Create and manage content workflows using outsourcing
- Optimize videos for SEO and audience retention
- Monetize YouTube channels effectively

Course Modules

Module 1: Introduction to YouTube Automation

- Overview of faceless channels
- Industry trends and opportunities
- Understanding YouTube algorithm basics

Module 2: Niche Research & Market Analysis

- Selecting profitable niches
- Competitor analysis
- Audience targeting strategies

Module 3: Content Strategy & Planning

- Scriptwriting frameworks
- Content calendars
- Viral content structures

Module 4: Video Production & Outsourcing

- Hiring freelancers (scriptwriters, voice-over artists, editors)
- Workflow automation tools
- Quality control techniques

Module 5: YouTube SEO & Growth Strategies

- Keyword research
- Title, tags, and thumbnail optimization
- Watch time and engagement strategies

Module 6: Monetization Methods

- YouTube Partner Program
- Affiliate marketing
- Sponsorships and brand deals

Module 7: Scaling & Channel Management

- Managing multiple channels
- Analytics and performance tracking
- Scaling revenue streams

Assessment & Certification

- Weekly assignments
- Final project (launching a YouTube channel)

- Certificate of Completion (Aligned with UK CPD standards)

Course Outline: Podcasting (8–12 Weeks)

Course Overview

This course provides learners with the practical and strategic knowledge required to create, launch, and grow a professional podcast. It covers content creation, technical setup, branding, and monetization.

Learning Outcomes

By the end of this course, learners will be able to:

- Plan and structure a podcast series
- Record and edit high-quality audio content
- Distribute podcasts across major platforms
- Build and engage an audience
- Monetize podcast content effectively

Course Modules

Module 1: Introduction to Podcasting

- Podcast industry overview
- Types and formats of podcasts
- Identifying target audience

Module 2: Content Planning & Branding

- Naming and positioning your podcast
- Episode planning and scripting

- Brand identity and cover art

Module 3: Equipment & Recording Setup

- Microphones and audio gear
- Recording environments
- Software tools for recording

Module 4: Audio Editing & Production

- Editing techniques
- Sound design basics
- Publishing-ready audio formats

Module 5: Publishing & Distribution

- Hosting platforms
- Distribution to Spotify, Apple Podcasts
- RSS feeds and metadata

Module 6: Marketing & Growth

- Social media promotion
- Audience engagement strategies
- Collaboration and guest strategy

Module 7: Monetization & Scaling

- Sponsorships and ads
- Subscription models
- Scaling your podcast brand

Assessment & Certification

- Practical assignments
- Final project (launching a podcast episode/series)
- Certificate of Completion (Aligned with UK CPD standards)