

PART 2 OF 5 · STARTER KIT

The 30-Day Launch Plan

*From zero to 20+ published videos and
your first 100 subscribers, day by day.*

by the Hidden Hustles HQ team

How this plan works

Most "30-day plan" guides promise overnight success. This one doesn't. **This is the honest 30-day shape:** by the end of the month, if you stick to it, you'll have 18-25 long-form videos published, 10-15 Shorts, 50-300 subscribers, and 100-600 total watch hours.

You won't be monetised yet. You won't have made any money. But you'll have a real asset that compounds — and you'll know within those 30 days whether faceless YouTube is something you'll stick with for the 12-18 months it takes to actually earn from.

TIME COMMITMENT

Realistic: 8-12 hours per week. Anyone telling you 30 minutes a day will get you there is selling something.

Week 1: Setup and first video

Goal: Make one video end-to-end without publishing. This week reveals where your bottlenecks are.

Day 1: Pick a specific sub-niche

Not "sleep music" — "rain on a cabin roof." Spend 90 minutes on YouTube searching for your niche. Find 5 channels in it. Note their video lengths, upload frequency, view counts, and what their thumbnails do.

Day 2: Install the tool stack

DaVinci Resolve (free), ChatGPT Plus, ElevenLabs Starter (if narrated), Epidemic Sound, Canva (free). Spend 60 minutes on each tool's official onboarding.

Day 3: Set up your channel

Create the YouTube channel. Write the channel description. Design the banner and avatar in Canva. Set up your About section. Don't customise endlessly — done is better than perfect.

Day 4-5: Make video #1 (don't publish)

Full end-to-end: script, voiceover (if applicable), visuals, music, edit, render. Expected: this will take longer than you think. That's the point — you're finding bottlenecks.

Day 6: Make video #2

Should be 30-40% faster than video #1. You're building muscle memory now.

Day 7: Review and write 10 video ideas

Watch your two videos critically. What looks amateur? What works? Then write 10 future video ideas to maintain momentum.

Week 2: Publishing rhythm

Goal: Publish your first 6 videos. Establish a sustainable production rhythm.

Day 8: Publish video #1

Real publish. Real description. Real tags. Real thumbnail. Real terror. Do it anyway.

Day 9: Make video #3

Aim for 90 minutes total production time. You're getting faster.

Day 10: Publish video #2 and #3

Set a publishing schedule: every other day, same time.

Day 11: Make video #4

Try a different format or angle. You're testing what works.

Day 12: Publish video #4 and make video #5

Double-up day. You're building the queue.

Day 13: Make video #6

By now you should be at 60-90 minutes per video. If you're still at 3+ hours, something's wrong — DM me and I'll help diagnose.

Day 14: Review analytics

Open YouTube Studio. Look at watch time, average view duration, click-through rate. Note what's working — but don't make decisions yet. Sample size too small.

Week 3: Volume and Shorts

Goal: Push to 16 total long-form videos. Start daily Shorts. Begin A/B testing thumbnails.

Day 15: Make videos #7 and #8

Batch day. Two videos in one production session.

Day 16: Start daily Shorts

Cut a 60-second version of an existing long-form video. Publish it. Repeat tomorrow.

Day 17: A/B test thumbnails

Pick your two best-performing videos so far. Make alternative thumbnails. Replace them and watch CTR for 48 hours.

Day 18: Make video #9 and a Short

You're now publishing more frequently than 90% of new channels.

Day 19-20: Videos #10 and #11

Maintain the rhythm. Don't break the chain.

Day 21: Review and recalibrate

Look at the data. What format is performing best? Which thumbnail style is winning? Lean into what's working.

Week 4: Doubling down

Goal: Push to 20-25 total long-form videos. Cross-pollinate to other platforms. Plan for the next 30 days.

Day 22-24: Videos #12, #13, #14

Lean fully into whatever format and style is winning. This is where the channel starts to develop a distinct identity.

Day 25: Repurpose content

Pick your top 3 videos. Make a Twitter/X thread for each. Post on Reddit (carefully, value-first) in 2-3 relevant subreddits.

Day 26-28: Videos #15, #16, #17

Final push. Maintain the rhythm.

Day 29: Build the content queue

Outline 15 video ideas for the next 30 days. The reason most channels die at day 30 is they don't plan day 31.

Day 30: Honest review

Open YouTube Studio. Look at all 30 days of data. Decide: am I going to keep going? If yes, schedule the next 30 days. If no, what would need to change?

What success actually looks like at day 30

If you've followed this plan honestly, here's the realistic range of outcomes:

Metric	Low end	High end
Long-form videos published	18	25
Shorts published	10	15
Total subscribers	50	300
Total watch hours	100	600
Revenue earned	£0	£0
Months until monetisation	6	10

Yes, £0 in revenue is the expected outcome. Anyone telling you they earned £10,000 in their first month is either lying or is the 1% outlier. Plan for the 99% case.

THE BORING TRUTH

Faceless YouTube is a content asset business, not a quick-cash hustle. Every video you upload keeps earning for years. The compound effect kicks in at month 9-12, not month 1. If you can keep going for 12 months at this pace, you'll have a real business. If you stop at month 2 because you haven't earned, you'll have wasted 60 days.

The five non-negotiables

Whatever else you do or skip, these five matter most. Most channels that fail to monetise fail because they skipped 1, 2, or 3.

1. License every track

Epidemic Sound, Artlist, or fully-original AI-generated audio. No YouTube Audio Library on its own — too overused, triggers reused-content flags.

2. Unique visual per video

Same fireplace loop on 30 videos = inauthentic content flag. Vary the visuals.

3. Real descriptions

Timestamps, 200+ words, target keyword in the first sentence. Silent video with one-line description = monetisation review reject.

4. Consistent schedule

Weird upload bursts followed by silence look like spam. 3-4× per week, consistently.

5. Disclose AI use

Tick the "altered or synthetic content" checkbox where relevant. Honesty here protects you; hiding it gets penalised harder.

None of these are technically difficult. They're just easy to skip when you're rushing. Don't skip.

What comes after day 30

Day 31 is the most important day in this plan. Most channels die there — not because the work is impossible, but because the absence of immediate reward feels like failure.

If you make it to day 60 with the same publishing cadence, you'll outlast 90% of people who tried this. The compounding curve is real — but it doesn't bend until month 6-9.

Next 30 days: same plan, refined based on what worked. By month 3, you'll know whether this is your hustle or whether you should switch to one of the other three pillars on the site.

— *The Hidden Hustles HQ team*