

Find Your Channel Idea

A worksheet for adults over 50 who are ready to turn their experience into something useful.

You don't need to invent something new. You need to find something you already know that other people are still trying to figure out. This worksheet will help you do that in four short steps — no experience with YouTube required.

STEP 1

Take stock of what you know

List everything that comes to mind — jobs held, skills developed, hobbies practiced, problems solved, industries you've worked in, or life experiences you've navigated. Don't filter. Quantity matters here.

Career & Work History	Skills & Hobbies	Life Experience

STEP 2

What do people already ask you?

Think about the questions friends, family, colleagues, or strangers have asked you over the years — things they assumed you'd know. These questions are a direct signal of where your knowledge is valuable to others.

Write down the questions people ask you — or situations where someone turned to you for help:

Of these, which question comes up most often or feels most natural to answer?

STEP 3**Choose one person to help**

The most useful YouTube channels are not made for everyone. They're made for someone specific. Imagine the one person who needs exactly what you know. The more clearly you can picture them, the better your videos will be.

How old are they?*e.g. 55–70*

What's holding them back?*e.g. fear they're too old, don't know where to start*

What do they do or did they do?*e.g. retired teacher, trades worker*

What would they type into YouTube?*e.g. 'how to start a channel after 50'*

What are they trying to figure out?*e.g. how to start a YouTube channel*

What does success look like for them?*e.g. one video published, 100 subscribers*

STEP 4**Write your channel promise in one sentence**

Fill in the blanks. Don't overthink it — you can revise it later. The goal is to commit to a direction so you can make your first video.

My channel helps _____ (who) learn how to
_____ (what) so they can _____ (why).

Your first video idea

Based on what you wrote above, what is one useful video you could make this week?

What would you title that video?

Write it the way someone would actually search for it on YouTube.

You do not need expensive equipment, a perfect studio, or a young person's energy. You need something worth sharing — and a practical way to begin. **Your experience is not behind you. It's your advantage.**

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