AI Video Publishing Checklist: From Idea to Published

Pre-production

- Niche and audience defined in one sentence
- 3 top-performing videos in the niche analyzed (hooks, titles, angles)
- Video goal chosen: views, leads, or sales
- Script type selected (tutorial, review, listicle, story, comparison...)

Script & voice

- Hook written for the first 5 seconds
- Script matches the title promise
- Voice style chosen and tested on 30 seconds
- Pronunciation of brand/product names verified

Storyboard & media

- 84-scene structure reviewed scene by scene
- No repeated or irrelevant stock clips
- Text overlays readable on mobile
- Brand colors/fonts applied consistently

Render & QC

- Full watch-through at 1x speed before export
- Audio levels even, no clipping
- Captions/subtitles checked
- Export in 1080p minimum, correct aspect ratio

Publishing

- Title uses a proven hook formula
- Description has keywords in first 2 lines
- Tags cover main + long-tail terms
- Thumbnail text readable at small size
- End screen and pinned comment added

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