

NICHOLAS JAMES

BONUS RESOURCE — THE YOUTUBE INCOME CODE

The 90-Day Launch Planner

Your Day-by-Day Companion to The YouTube Income Code

By Nicholas James

How to Use This Planner

This planner turns the 90-Day Launch Plan from Chapter 7 into something you can actually fill in, tick off, and carry with you.

Print it, or fill it in digitally. Either way, treat every blank line as a small promise to yourself.

Work through it in order — Days 1–30, then 31–60, then 61–90. Don't skip ahead. The chapters built on each other. So does this.

Your name: _____

Your channel name: _____

Start date (Day 1): _____

PHASE 1 · DAYS 1–30

The Foundation

This is where you go from idea to a real, live channel with your first video uploaded. Tick each box as you complete it.

Week 1

- ☐ Finalise your niche using the Three-Circle Formula (Chapter 1)
- ☐ Write your ideal viewer paragraph — name, age, location, job, problem
- ☐ Choose and lock your channel name
- ☐ Register your channel with art and keywords

Notes: _____

Week 2

- ☐ Set up your recording space (light, sound, quiet corner)
- ☐ Write your first 8 video topic ideas
- ☐ Write your first full script (hook, intro, body, close)
- ☐ Do a full run-through out loud and time it

Notes: _____

Week 3

- ☐ Record your first video
- ☐ Edit it — even a rough cut counts
- ☐ Design your thumbnail on Canva
- ☐ Upload your first video — don't wait for perfect

Notes: _____

Week 4

- ☐ Share the video everywhere — WhatsApp, status, group chats
- ☐ Start your WhatsApp Community or Telegram channel
- ☐ Reply to every single comment you receive
- ☐ Register your business name with the CAC

Notes: _____

PHASE 2 · DAYS 31–60**The Building**

Consistency is the whole job now. This phase is about rhythm — uploading, growing your systems, and setting up your first income streams.

- ☐ Upload one video per week, every week, no exceptions
- ☐ Create and post your first YouTube Short
- ☐ Sign up for at least two relevant affiliate programmes
- ☐ Add affiliate links to your video descriptions
- ☐ Create your Selar account
- ☐ Outline your first digital product (an ebook is a great start)
- ☐ Set up VidIQ or TubeBuddy (free version) for keyword research
- ☐ Follow and genuinely engage with three creators in your niche

Your Upload Log — Days 31–60

Week	Upload Date	Video Title	Posted?
5			
6			
7			
8			

PHASE 3 · DAYS 61–90

The Momentum

You now have real data. This phase is about using it — and turning your channel into an income stream, not just a hobby.

- ☐ Review your analytics — which videos are working, and why?
- ☐ Launch your first digital product on Selar
- ☐ Reach out to two Nigerian brands whose products fit your audience
- ☐ Begin batch recording (see the planner below)
- ☐ Revisit your three circles — has your niche sharpened?
- ☐ Set your income target for month 4 onward

Your Upload Log — Days 61–90

Week	Upload Date	Video Title	Posted?
9			
10			
11			
12			

Your First 8 Video Topics

Fill this in during Week 2. These are the videos that get you from zero to your first real upload streak.

#	Topic	Hook Idea	Status
1			
2			
3			
4			
5			
6			
7			
8			

Batch Filming Day Planner

Chapter 7 recommends recording a month of content in a weekend. Use this to plan your first batch day.

Batch filming date: _____

Number of videos to record: _____

Location / setup: _____

Outfit changes needed?: _____

Scripts ready before batch day?

Video #	Title	Script Written?	Notes
1			
2			
3			
4			
5			

Your Power & Recording Window Log

Generator noise is one of the hardest things to fix in editing. Map your power schedule once, and you'll save yourself hours.

Day	Best Power Hours	Backup Recording Plan
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Your 12-Week Upload Tracker

One row per week. Track what you posted, how it performed in the first 48 hours, and what you'll do differently next time.

Wk	Upload Date	Title	48hr Views	Notes
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

You Made It to Day 90

If you've filled this planner in honestly, you don't just have a channel anymore. You have a system — one you built one small tick-box at a time.

Go back to Chapter 7 of The YouTube Income Code and keep scaling.

— JP Academy