

Creator

Vlogging Extraordinaire

Growth Plan

Objectives:

Create and grow a vlog that documents Creator's transformation from early-20s uncertainty to a confident, happy and successful person.

General Themes:

- Creator's personality and preferences (you being you!)
- Going back to school
- Living in Florida
- Things you want to talk about (other topics)

New Channels:

YouTube

TikTok

Format

Every episode follows a consistent format:

- Hook
 - Clear tension or question
 - Example: "Why am I going back to school at 23?"
- Experience
 - Real-life footage, reflection, story, humor
- Reflection
 - What I'm learning
 - How I'm changing
- Community Building
 - Invite audience into conversation
 - CTA

Process:

1. Creator picks the topic
2. Film (vlog format)
 - a. At home
 - b. At various locations
 - c. Speaking into camera when possible/comfortable
 - d. Recording voiceovers when needed
3. Rough cut of core story
4. Thumbnails / Titles
5. Final draft / approval
6. Post vlog
7. Post shortform content (repackaged vlog moments)
8. Grow

Production Ready Concepts: Titles & Thumbnails

Things to do in Florida

Locations:

- Busch Gardens Tampa Bay – Theme park with roller coasters, animal encounters, and live shows
- The Florida Aquarium – Marine life exhibits and interactive experiences
- ZooTampa at Lowry Park – Zoo with animals from around the world and seasonal events
- Tampa Riverwalk – Waterfront trail for walking, biking, dining, and city views
- Bayshore Boulevard – Long scenic sidewalk along the bay for walking and biking
- Tampa Water Works Park – Park with water features and family-friendly spaces
- Henry B. Plant Museum – Historic museum highlighting Tampa's Victorian-era history
- Museum of Science and Industry – Interactive science and technology exhibits
- Tampa Bay History Center – Museum focused on local and regional history
- Ybor City – Historic district with nightlife, shops, breweries, and restaurants
- Sparkman Wharf – Outdoor dining and entertainment area by the water
- Gasparilla Pirate Festival – Annual pirate-themed parade and celebration
- Clearwater Beach – Nearby beach destination for swimming and sunbathing
- St. Pete Beach – Popular nearby beach with resorts and restaurants
- Shell Key Preserve – Natural island area for kayaking, wildlife viewing, and beaches
- Other popular food/travel places

INTRO

Creator records:

- Intro to the location

B-roll

- The most scenic parts of the visit

MID

(Pick one)

- Creator's personality and preferences (you being you!)
- Going back to school
- Living in Florida
- Things you want to talk about
- Opinions of the specific location

B-roll

- TBD

End

- CTAs (follow, sub, etc.)

Why I'm Going Back for My Master's at 23

INTRO

Creator records:

- I'm getting my masters
- Brief history / background

B-roll

- Options: at the school (might be better kept private)
- Old personal footage relevant to history/background story

MID

Creator records

- Why I'm getting my master's degree
- Hopes for what it will allow me to do in the future

B-roll

- Academic / work setting

End

- Future of me vlogging / school experience
- CTAs (follow, sub, etc.)

General Recommendations:

- Batch produce 3–5 episodes before launch
- Launch on new channel to avoid algorithm confusion
- Do not promote new channels to existing profiles until after it gets organic momentum.