

Should I start a second YouTube channel?

A decision guide

Does your existing channel have an active and engaged audience?

YES

NO

Does your new show/series/video have a similar voice as the videos your audience already loves?

Keep one channel.

Since you're still establishing an audience it is ok to experiment and try new videos/shows.

YES

NO

Keep one channel.

Since your new videos will have a similar voice as your existing videos, your existing audience will likely love it! No need to ask them to subscribe twice.

Does your new show, series, or videos appeal to a similar audience or demographic as your existing videos?

YES

NO

Keep one channel. Since your new videos will likely appeal to a similar audience as your existing videos, its not necessary to start a new channel. However, make sure to check YouTube analytics after you release the new videos to confirm it appeals to the same audience.

Do you have the time, resources and passion to invest in both channels?

YES

NO

Start a new channel!

You should start a new channel because you are appealing to a new/separate audience. Make sure that your new channel follows video and channel best practices (youtube.com/playbook). Don't forget to cross-promote to your new channel from your existing channel with annotations, the featured channel module, curated playlists, and channel sections! Best of luck!

Keep one channel.

Being consistent with uploads and audience management is important to growing a successful channel. If you can't do this well for two channels yet, wait to start a new channel.