

THE BUYER'S TEST, HANDED TO YOU EARLY

# The YouTube Due-Diligence Checklist

Buyers run a 17-point check before they pay, the same buyer's test buy-side firms can charge around \$2,400 for. Here it is, free. Tick what you can prove, and each gap names its fix.

**17**

CHECKPOINTS

**6**

BUYER CATEGORIES

**~\$2,400**

WHAT FIRMS CAN CHARGE



## Read this first

When someone is serious about buying a YouTube channel, they rarely trust the seller's screenshots. They hire a buy-side due-diligence firm, or run the same playbook themselves, to verify the numbers and hunt for red flags before they commit.

Here is the part most sellers never realize: **the buyer's checklist is public knowledge.** The categories they score, revenue, trends, analytics, monetization, workload, and valuation, are the same every time. Which means you can prepare for the test before you sit it.

**A buyer pays thousands to find what is wrong with your channel. This sheet hands you the same list first, so you fix the problems before a buyer's analyst ever finds them.**

1

### Walk every box

An unchecked box is not a failure, it is a task. Surface what a buyer would ask for, before they ask.

2

### Be honest about weak spots

Buyers discount risk they discover far more than risk you disclose. Note the soft spots, do not bury them.

3

### Each item names its fix

The tag on the right points to the Content Cash Cow page or tool that turns that red flag green.



## The 17-point checklist

Tick each box you can prove today. Work top to bottom, by the same six areas a buyer scores. The tag on the right names the fix.

A

### Business & Niche

Your niche and how it runs

#### 01 Niche durability

**Buyer fear:** The topic is a passing trend that fades after purchase.

**Prepare:** Write a one-page summary of the niche, the evergreen-versus-trend mix, and why the topic keeps earning.

LISTING  
TEMPLATE

#### 02 Operational metrics

**Buyer fear:** The channel is chaotic and only the current owner understands it.

**Prepare:** Document how the channel actually runs: cadence, formats, and the repeatable process behind each upload.

SOP TEMPLATES



## Profit & Loss

Your money, proven

- 
- 03 Revenue verification**
- Buyer fear:** The revenue is inflated, cherry-picked, or simply not real.
- Prepare:** Gather dated revenue exports, and be ready to grant temporary read-only dashboard access during diligence.
- REVENUE TRACKER
- 
- 04 Trailing revenue trend**
- Buyer fear:** They are buying the channel right as it quietly rolls over.
- Prepare:** Build a twelve-month revenue-by-month view, with honest notes explaining every spike and dip.
- 12-MONTH SUMMARY
- 
- 05 True profit after costs**
- Buyer fear:** Hidden costs mean the real margin is far thinner than claimed.
- Prepare:** Track every expense and present a net-profit figure that survives questioning. Add back owner-only costs a new owner would not carry.
- PROFIT SUMMARY
- 



## Channel Analytics

Your traffic and audience

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- 06 RPM / CPM quality**
- Buyer fear:** The niche pays poorly, so revenue is fragile per view.
- Prepare:** Pull your RPM and explain it in the context of your niche and geography.
- VALUATION GUIDE
- 
- 07 Watch time & retention**
- Buyer fear:** Weak retention signals the algorithm will cool on the channel.
- Prepare:** Export watch-time and retention data, and highlight your stronger formats.
- FIX-FIRST REPORT
- 
- 08 Audience geography**
- Buyer fear:** Traffic is concentrated in low-value regions.
- Prepare:** Show your top-country breakdown and note the share from high-value markets.
- FIX-FIRST REPORT
- 
- 09 Traffic-source mix**
- Buyer fear:** The channel depends on one fragile source that could vanish.
- Prepare:** Document where views come from (browse, search, suggested, external) and flag any single-source dependency.
- RISK CHECK
-



## Monetization

How durable your income is

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- 10 Revenue diversification**
- Buyer fear:** One hundred percent AdSense is one algorithm change from zero.
- Prepare:** List every revenue stream. If it is all AdSense, adding even one more stream before listing is the highest-leverage fix you can make.
- REVENUE-BY-SOURCE TRACKER
- 
- 11 Monetization durability**
- Buyer fear:** The current revenue depends on something temporary.
- Prepare:** Show that sponsors, affiliates, or products are recurring rather than one-off, and note contract terms where they exist.
- REVENUE EXPANSION CHECKLIST
- 



## Workload & Team

How transferable the work is

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- 12 Team & roles**
- Buyer fear:** The channel is really one person, and that person is leaving.
- Prepare:** Document who does what, contractors included, so the work is visibly delegable.
- TEAM & CONTRACTOR TRACKER
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- 13 Weekly hours to operate**
- Buyer fear:** This is a full-time job disguised as a passive asset.
- Prepare:** State the honest weekly hours and what they cover. Lower, well-documented hours raise the multiple.
- SOP TEMPLATES
- 
- 14 Post-sale investment needs**
- Buyer fear:** The new owner faces surprise costs to keep it running.
- Prepare:** List ongoing costs and any near-term investment the channel will need after handover.
- EXPENSE TRACKER
- 



## Valuation & Deal

Your price and the deal

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- 15 Defensible value range**
- Buyer fear:** The asking price is a guess with nothing behind it.
- Prepare:** Enter the room with a profit-based range you can justify, not a number you hope for.
- VALUATION CALCULATOR
- 
- 16 Asking-price sanity**
- Buyer fear:** The price ignores the channel's actual risk profile.
- Prepare:** Sanity-check your number against the readiness factors a buyer weighs, and adjust before you list.
- SALE-READINESS QUIZ
-

## 17 Deal-structure awareness

**Buyer fear:** The seller does not understand earnouts or non-competes and gets a worse deal.

**Prepare:** Learn the basics of asset sales, earnouts, and non-competes before negotiating, so terms do not surprise you.

DEAL-  
STRUCTURE  
PRIMER

**Want the number behind the checklist?** The free Channel Checkup scores these same areas and shows what your channel could sell for, in two minutes, at [contentcashcow.com/channel-checkup](https://contentcashcow.com/channel-checkup). Every red flag here has a fix in the \$39 Fix-First Report.

### Disclaimer

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**Our tools give estimates, not facts about your channel.** The Sellability Score, the Valuation Calculator, and any number, range, or multiple we show are rough educational estimates built from general market patterns. They are not an appraisal, a formal valuation, or an offer. What a channel actually sells for, or whether it sells at all, depends on the buyer, the niche, the marketplace, the timing, and your own numbers, all of which are outside our control.

**You are responsible for your own numbers and decisions.** You must verify your revenue, profit, traffic, ownership, rights, and every other figure yourself before you rely on it or share it with a buyer. Treat our guidance as a starting point you check, not a result you trust.

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