First-video review log

1. Carry over your original test plan

Chosen idea & intended viewer

Viewer question & working title

What will you demonstrate with your own work?

Publish date: planned / actual

Planned review date & decision-changing evidence

2. Can you repeat the full production?

Use one currency and one time unit. Include every session, not just filming. Mark missing records “unknown”; do not turn them into zero.

Cost (currency: _____)	Planned / cap	Actual
Total cash spend		
Materials used / allocated cost*		

*If relevant: distinguish a full grocery pack/pot purchase from what this test uses. Record existing supplies, unused materials or waste below; do not add allocated cost to cash spend as if it were another purchase.

Time (unit: _____)	Planned / cap	Actual
Research, script & shopping/sourcing		
Setup, making/demo & filming		
Cleanup, storage & later sessions		
Edit, thumbnail, upload & checks		
TOTAL active time (count overlaps once)		

Repeatable within your cap? Why / what must change?
Include unused supplies/waste, equipment/storage limits and elapsed waiting time separately from active work.

Production feasibility is about your resources. It does not establish audience demand.

3. Record what was available at this check

Video URL & format (long-form / Short / live)

Actual check date / time

Analytics date range & filters

Open this video's Analytics in YouTube Studio. Copy its labels/units. Use **unknown** plus a reason for missing data; use 0 only if shown. Repeat this page for later checks.

Measurement	Value / unknown & reason
Registered thumbnail impressions	
Views (copy exact label)	
Retention: exact metric & unit shown	

Retention observation: timestamp / passage, or unknown
Record the graph observation separately from your explanation. Add traffic sources or packaging changes since publishing if known.

Exact viewer questions, not your guesses

Copy exact words, comment/video link and check date. If none were visible or accessible, say so—not "no demand."

Question 1 · exact words / link / date

Question 2 · exact words / link / date

4. Choose the next step, with separate reasons

> **A single upload or low exposure is not a niche verdict.** Limited reach leaves demand unresolved. Try clearer packaging, another specific question or more research before judging the niche.

Next decision & reasons
Pursue another test / refine / research more / leave for now. State the production-fit reason separately from the audience evidence and its limits.

Next action, next check date & what would change your decision

Metric notes: Impressions count registered thumbnail displays on YouTube, not external sites/apps. Retention is video-level and typically takes 1–2 days to process; some highlights may not be available. Compare the same format, not Shorts against long-form.

YouTube Help (checked 20 November 2026): Video analytics tips · support.google.com/youtube/answer/12942217
Audience retention · support.google.com/youtube/answer/9314415

Return to the comparison worksheet · Free assessment
youtubenichefinder.brainer.one/resources/two-niche-comparison · youtubenichefinder.brainer.one/assess
Get another blank review log · youtubenichefinder.brainer.one/resources/first-video-review-log

Questions? youtubenichefinder@brainer.one