

THE BUYER'S TEST, HANDED TO YOU EARLY

The YouTube Due-Diligence Checklist

Before a buyer wires money, a due-diligence firm runs a 17-point analysis to find everything wrong with the channel. This is that exact checklist, turned around so you can pass it before anyone runs it on you.

17

CHECKPOINTS

6

CATEGORIES

\$2.4k+

WHAT BUYERS PAY FOR THIS

Why a checklist is worth more than a pep talk

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 committing. Those firms charge upward of **\$2,400** for a written report, and they require access to the channel dashboard and a profit-and-loss spreadsheet before they start.

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

HOW TO USE THIS

- 1 Walk every checkbox.** An unchecked box is not a failure, it is a task. The goal is to surface what a buyer would ask for before they ask.
- 2 Be honest about the weak ones.** Buyers discount risk they discover far more than risk you disclose. Document the soft spots; do not bury them.
- 3 Each item names what fixes it.** The tag on the right points to the prep document that turns a red flag green.

What a buyer verifies, and how to be ready

A BUSINESS & NICHE

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

B PROFIT & LOSS

03 Revenue verification

Buyer fear: the revenue is inflated, cherry-picked, or simply not real.

Prepare: gather dated revenue screenshots and 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

C CHANNEL ANALYTICS 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.

DUE -
DILIGENCE
CHECKLIST

 07 Watch time & retention

Buyer fear: weak retention signals the algorithm will cool on the channel.

Prepare: export watch-time and retention data; highlight your stronger formats.

DUE -
DILIGENCE
CHECKLIST

 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.

DUE -
DILIGENCE
CHECKLIST

 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.

DUE -
DILIGENCE
CHECKLIST

D MONETIZATION 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

E WORKLOAD & TEAM **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 **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**F** VALUATION & DEAL **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
WORKSHEET **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

Two things almost no seller prepares

Clear these and you look more prepared than nearly every channel a buyer evaluates.

01 Verification access, done safely

Every serious buyer wants to verify revenue and analytics with their own eyes, and the standard way is temporary, read-only access to your channel dashboard. Most sellers either refuse out of fear or hand over too much. Neither inspires confidence.

Prepare: know in advance how to add a buyer as a limited, read-only viewer for a verification window, and how to remove them cleanly afterward. Offering this proactively is one of the strongest trust signals you can send. Confirm the current process directly with the platform before you do it, since access rules change.

02 Raise the value before you list

Buy-side firms sell a separate growth-opportunity teardown for around a thousand dollars, because spotting untapped upside is exactly what a buyer wants to see. You can do the seller's version yourself.

Prepare: before listing, write a one-page "growth opportunities" sheet, untapped revenue streams, content the channel has not tried, sponsor or affiliate potential, expansion ideas. It reframes your channel from a static asset into one with room to grow, which is what lifts the multiple.

YOU HAVE THE TEST. NOW PASS IT.

Every red flag here has a fix.

This sheet shows you what a buyer checks. The preparation kit gives you the trackers, SOPs, and buyer materials that turn each checkbox green, so by the time you list, there is nothing left for a buyer's analyst to find.

START FREE Take the 2-minute sale-readiness quiz to see where you stand · then prepare with the kit