

THE BUYER'S TEST, HANDED TO YOU EARLY

The 17-Point YouTube Sale-Readiness Checklist

Before a buyer pays, they verify the business, the numbers, the ownership, the risks, and whether the channel runs without you. Here is that 17-point check, the same buyer's test buy-side firms can charge around \$2,400 for. 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 areas they score, the business and market, the financials, the audience and platform health, the ownership and rights, the operations, and the verification and deal terms, 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 Creator Deal Guide 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 & Market

Your niche and why it keeps earning

01 Niche durability

Buyer fear: The topic is a passing trend that fades after the sale.

Prepare: Explain why the niche keeps attracting viewers and earning: the evergreen-versus-trend mix and the durable demand behind it.

VALUE DRIVERS
GUIDE

02 Content repeatability and concentration

Buyer fear: Future performance rides on one video, one format, or one trend that will not repeat.

Prepare: Show the format is a repeatable process, and that no single video, format, or trend carries the channel.

SOP TEMPLATES



Financials

Your money, proven

-
- 03 Revenue verification**
- Buyer fear:** The revenue is inflated, cherry-picked, or simply not real.
- Prepare:** Back reported revenue with dated platform exports, payment records, and statements a buyer can confirm.
- REVENUE TRACKER
-
- 04 Revenue trend and seasonality**
- Buyer fear:** They are buying the channel right as it quietly rolls over.
- Prepare:** Show at least twelve months of revenue by month, with honest notes on every spike, dip, and seasonal pattern.
- 12-MONTH SUMMARY
-
- 05 True profit after all operating costs**
- Buyer fear:** Hidden costs mean the real margin is far thinner than claimed.
- Prepare:** Include the real cost of producing and running the channel, and add back owner-only costs a new owner would not carry.
- PROFIT SUMMARY
-
- 06 Revenue-source concentration**
- Buyer fear:** One sponsor, affiliate, or stream is one change away from zero.
- Prepare:** Break income down by source (AdSense, sponsors, affiliates, products, licensing) and reduce any single-source dependency before you list.
- REVENUE-BY-SOURCE TRACKER
-



Audience & Platform Health

Your traffic, audience, and standing

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- 07 Account standing and monetization history**
- Buyer fear:** A hidden strike, warning, or invalid-traffic flag threatens monetization.
- Prepare:** Document strikes, warnings, monetization issues, invalid-traffic or reused-content concerns, and any past restrictions, with their current status.
- RISK CHECKLIST
-
- 08 Traffic and audience quality**
- Buyer fear:** The traffic is bought, bot-driven, or concentrated in low-value regions.
- Prepare:** Show where views come from, which countries they are in, and that the traffic is genuine, broad, and sustainable.
- RISK CHECK
-
- 09 Watch time, retention, and top-video concentration**
- Buyer fear:** Weak retention, or a few carry-videos, mean the algorithm will cool on the channel.
- Prepare:** Export watch-time and retention data, highlight your consistent formats, and show how much depends on your top few videos.
- FIX-FIRST REPORT
-

Ownership & Rights

What you own and can transfer

10 Copyright and licensing rights

Buyer fear: Borrowed music, footage, or images could pull monetization after the sale.

Prepare: Prove the channel has the right to use its videos, music, footage, images, and branding, with licenses on file.

ASSET &
COPYRIGHT
CHECKLIST

11 Contractor and intellectual-property agreements

Buyer fear: A past editor, writer, or designer could later claim ownership of the work.

Prepare: Have written agreements that assign ownership of work created by editors, writers, designers, presenters, and other contractors.

CONTRACTOR
AGREEMENT
TEMPLATE

12 Transferable and excluded assets

Buyer fear: Key assets cannot move, or it is unclear what is even included in the sale.

Prepare: List everything included in the sale, and anything that cannot or will not transfer: accounts, files, brand, email list, socials, and tools.

ASSET TRANSFER
CHECKLIST

E

Operations & Team

How the channel runs without you

13 Owner dependence and weekly workload

Buyer fear: This is a full-time job disguised as a passive asset.

Prepare: State exactly what the owner does, the honest weekly hours, and what a buyer must replace. Lower, well-documented hours raise the multiple.

OWNER-
DEPENDENCY
MAP

14 SOPs, team roles, and continuity

Buyer fear: The channel is really one person, and the knowledge leaves with them.

Prepare: Document the essential workflows and who does what, contractors included, and show who will keep working after the sale.

SOP & TEAM
TEMPLATES

15 Ongoing costs and post-sale investment

Buyer fear: The new owner faces surprise costs to keep the channel running.

Prepare: Show the normal operating budget and any likely near-term investment the channel will need after handover.

EXPENSE
TRACKER

F

Verification & Deal Readiness

Proving it and handing it over

16 Safe verification and transfer plan

Buyer fear: Verifying the channel means risky access, or the handover turns into a mess.

Prepare: Know how a buyer verifies the numbers without your password, and map the transfer step by step, with access granted and removed cleanly.

BUYER ACCESS &
VERIFICATION
SOP

17 Data room, liabilities, and disclosures

Buyer fear: An undisclosed contract, debt, or obligation surfaces after closing.

Prepare: Organize the supporting documents in one data room, and disclose contracts, obligations, refunds, disputes, taxes, and known risks up front.

DATA-ROOM &
DISCLOSURE
CHECKLIST

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 creatordealguide.com/channel-checkup. Every red flag here has a fix in the \$39 Fix-First Report.

Disclaimer

Everything here is education, not advice. Creator Deal Guide sells educational guides, tools, templates, and courses that help YouTube creators prepare and sell a channel. That is all they are. We are not financial, legal, tax, investment, or accounting advisors, and nothing we publish or sell is professional advice of any kind. We do not know your full situation. Before you make a money, tax, legal, or business decision, talk to a qualified professional who does.

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.

We do not guarantee results. We cannot promise a sale, a price, a timeline, a valuation, or any specific outcome. Examples, ranges, and case descriptions are illustrations, not predictions of what you will get.

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