



# Youtube Proposal



Prepared for :  
Chloe Elise



@TheStressBall

20  
25

# Overview

This YouTube channel is a combination between mental wellness and visual appeal, designed to bring to light stress and anxiety and how to cope with it in the day to day life through relatable, and science based content. Aimed primarily at Gen Z and Millennials, the channel offers real-world tools, creative coping strategies, and honest conversations about stress delivered in a enjoyable manner

Unlike clinical channels or upbeat lifestyle influencers, this channel occupies a unique space where viewers can learn and grow. Content will include the underlying causes of stress, daily routines, brief educational breakdowns of anxiety and how it may present itself and interpersonal communication. The primary space will be long form youtube videos with voiceovers and in addition short form videos for build a following.

By building a strong community centered around emotional safety and useful tools, this channel aims to become a trusted digital space for anyone looking to feel calmer, more aware, and less stressed overall.

This channel is dedicated to helping people navigate the everyday challenges of stress and anxiety through practical, relatable, and easy-to-use tools. Created for viewers who feel overwhelmed, overstimulated, or emotionally stuck, the content offers factual evidence but not a clinical or expert tone. Like the audience it talking to a friend.

This channel makes mental wellness accessible, honest, and personal. It's a space where viewers can find clarity, comfort, and actionable relief.

---

# Research

Recent scientific studies reveal that stress is not merely an emotional response; rather, it is a complex biological process that significantly impacts the brain, body, and behavior. When the demands placed on an individual surpass their coping abilities, the brain activates a series of physiological reactions, releasing stress hormones such as cortisol. While this response can be beneficial in the short term, prolonged activation can result in long-term damage to both the body and brain, leading to conditions such as anxiety, depression, cardiovascular issues, and cognitive decline.

Stress, in simple terms, is your brain's way of responding when it thinks you're in trouble, this underlying nature of human beings. It triggers your body to go into "fight or flight" mode, the same reaction you'd have if you were being chased by a wild animal. This is helpful in real danger, but not so much when you're just dealing with everyday problems. Some people have it more amplified than others.

If your brain decides a situation is too much for you, it keeps sounding the alarm, making you feel overwhelmed. When that happens a lot, it can start to affect your sleep, your physical well-being, your mood, and even your health. Not all stress is bad and there are ways to manage it. Things like breathing exercises, talking to someone you trust, going for a walk, or changing how you think about the situation can help calm your brain down.

Over time, learning how to handle stress gives you more control, and helps you feel more confident and balanced in tough situations.

Techniques such as Cognitive Behavioral Therapy, mindfulness meditation, physical exercise, and robust social support networks have demonstrated consistent benefits. These methods help individuals reframe their thoughts, regulate reaction responses, and adopt behaviors that foster resilience and recovery.

As research progresses, it becomes increasingly evident that understanding and managing stress is crucial not only for individual health but also for cultivating healthier communities and workplaces.

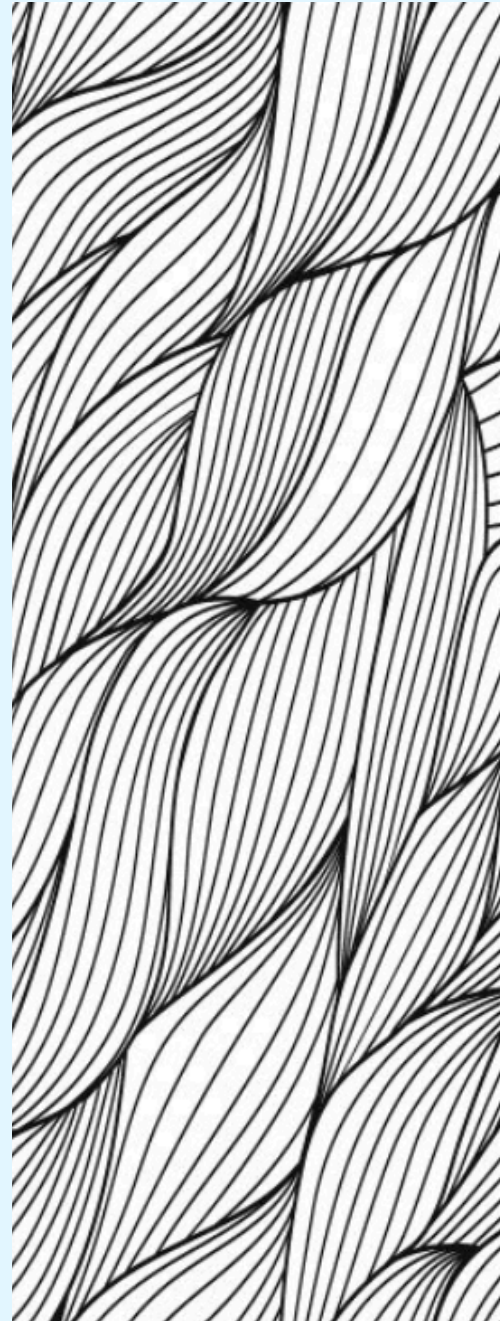
---

# Goals/Objectives

The channel's mission is to build a space that helps people reduce stress and anxiety through real-world tools, emotional support, and practical education. To achieve this, your goals the channel will be designed as a calming space to build community, deliver valuable learning, and help people while maintaining authenticity and mental wellness.

- **Educate Through Relatable, Science-Based Content**
- **Provide Practical Tools That Actually Help**
- **Build a world. that people feel safe to learn and grow as people**

This channel is a calm corner of the internet a space where you can pause, breathe, and just be. Whether you're feeling overwhelmed or simply need a mental break, it's a place to relax, unwind, and reset without pressure or judgment.



# Target Audience

This channel is created for individuals who are feeling overwhelmed, overstimulated, or mentally drained especially teens and young adults navigating the pressures of school, work, relationships, and constant digital noise.

Our target audience includes Gen Z and Millennials who may struggle with anxiety, overthinking, or burnout, and are actively seeking tools for their daily lives. They're not necessarily looking for therapy, but they do want practical tools, relatable content, and a peaceful space where they feel understood.

Whether it's a student dealing with academic stress, a creative facing self-doubt, or a young professional trying to find balance, this channel offers gentle guidance, honest conversation, and small steps toward relief. Stress and Anxiety will always be there, people just need to find ways to win the battles, not the war.

## Age Range:

18–35 years old  
(with a core focus on Gen Z and Millennials)

## Gender:

All genders but leans slightly toward women, based on wellness content engagement trends.

## Life Stage:

Teens who are dealing with Social Relationships and School Pressures

College students balancing academics and life

Young professionals navigating burnout or career pressure

Creatives and entrepreneurs dealing with the real world

Anyone wanting to better their mental wellness for future Success



SERIES TITLE

**@TheStressBall**

THEME

**Cinamatic and Relatable Conversation**

TECHINICAL STYLE



# Deliverables

## **Weekly Video Content:**

One, 10-20 minute YouTube videos per week

Formats include:

- Visual routines and Stress Reducing Practices with Voiceover learning
- Create a visually appealing atmosphere.
- "Relatable Real Talk" stories

## **YouTube Shorts:**

1-2 short-form videos per week 5 minutes or less

Content includes:

- Shortened Version of the full video
- Facts about stress and anxiety
- Building Tools for the Future

Community Engagement:

- Weekly Instagram Community posts (polls, quotes, discussion prompts)
- Responding to comments to build viewer trust and dialogue
- Themed Playlists
- Movie Watch List
- Digital Wellness Resources (Apps, books and other website tools)
- Checklist
- Journal Prompts

Main Goal:

Optimized for long watch-time (Make the video enjoyable to watch)

## **ARTIFACTS:**

Script • Storyboards • Film/Footage • Graphics • Voiceovers • Rough Cuts (Video) •  
Final Cuts (Video) • Instagram Posts • Cut Down Videos • Tools to Help

# PRODUCTION PLAN

## PRE-PRODUCTION

- Come up with Idea/Concept
- Write a Script
- Storyboard
- Plan Shots & Camera Angles
- Gather Props and other need material

## PRODUCTION

- Capture Footage
- Record Voiceover
- Make sure everything was included

## POST-PRODUCTION

- Gather and organize footage
- Rough Cut
- Add Visual Effects if needed
- Attach Voiceover and Music
- Final Cut
- Post online , promote on other platforms



# Ideas/Concepts

## Activities

- Paint By Number
- Thrifting
- Working Out
- Music
- Yoga
- Reading
- Comfort Tv Show or Movie

## Topic Ideas

- What Anxiety Feels Like
- Why I Sometimes Avoid Social Situations
- When Stress Becomes Chronic
- How to Talk to Friends and Family About Your Anxiety
- How I Manage Anxiety During Big Life Changes
- What I Wish I Knew About Stress in My Teens
- Why It's Okay to Take Mental Health Days

# PROJECT LAUNCH

Youtube Video:

Released Sunday at 12pm PST

TikTok Video:

Released Tuesday and Friday at 12pm PST

Instagram Post:

Released Sunday and Monday at 12pm PST

---

## Week:

Monday - Research & Write Script

Tuesday - Finish Script, Storyboard & Obtain Props

Wednesday - Film & Record Voiceover

Thursday - Edit Rough Cut

Friday - Final Cut

Sunday - Post

## EQUIPMENT

- Camera
  - Maybe Lighting
  - Adobe Premiere
  - Youtube, TikTok, & Instagram Accounts
-

# Final Thoughts

This channel is more than just a collection of videos about stress and anxiety, it's a welcoming, calm refuge in the often overwhelming digital world. It's a place where viewers can come to slow down, breathe deeply, and find practical tools that genuinely help them feel lighter and more in control.

Mental health is a daily battle for some people and they can't fix it but that can learn how to deal with it through honest conversations and approachable guidance, this channel embraces the messy, real parts of anxiety without judgment or pressure.

By approaching the content with scientific evidence but keeping it relatable and friendly, the channel creates a unique blend of credibility and warmth. Viewers aren't just watching videos of random doctors giving them advice. Being a friendly face is always more welcoming.

Each video is an invitation for someone feeling overwhelmed to take a breath, know they're not alone, and discover a practical way to unwind.

Over time, this channel can become a vital resource and safe space that inspires lasting calm, resilience, and self-compassion in its viewers. Stress and Anxiety is talked about a lot but the resources for helping someone through it are not as much, that's what this channel is all about.



# Thank You

