

YouTube Blueprint

The YouTube Blueprint is a structured guide for video content creation. It outlines each step from conceptualization to publication, ensuring alignment with your content strategy. This blueprint is a key component in crafting videos that are both engaging and relevant to our target audience. Its consistent application is essential for maintaining the quality and coherence of our YouTube content.

A fundamental point to always bear in mind is that there are only three click worthy emotions.

1. Curiosity
2. Desire
3. Fear

Let's start with some definitions.

Loops, Hooks and Packaging

In YouTube creation, a **"hook"** and a **"loop"** are techniques to keep viewers engaged.

What is a hook?

A "hook" is what you use at the start of a video. It grabs the viewer's attention. Think of it like a teaser. It shows something interesting or asks a question that makes the viewer want to keep watching.

What is a loop?

A "loop" is a way to keep viewers interested throughout the video. It can be a story or a series of questions. The idea is to create curiosity or provide a reason for the viewer to stay until the end.

Both are used to keep people watching and to stop them from clicking away.

Example Hooks

The Billion Dollar WordPress Page Builder Idea 🔥



Is this the best WordPress Theme ever!



Example Loops

Cliffhanger Technique:

At various points in the video, introduce an interesting point or question and promise to address it later. For example, if you're explaining a tech concept, you might say, "And in a few minutes, I'll show you the one mistake most people make with this." This keeps viewers watching to find out the answer.

Progressive Storytelling:

Start with a story or a scenario that's incomplete. Gradually reveal more details throughout the video. For instance, if you're explaining how to solve a technical problem, begin with a real-life scenario where this problem occurred, and unfold the story as you discuss the solution.

Interactive Loop:

Encourage viewer interaction by posing questions and promising to reveal the answers or respond to comments in your next video. This not only keeps viewers engaged but also encourages them to watch your future content.

Packaging

Packaging in this context refers to how you present your video to potential viewers. It's the first impression, crucial in getting people to click and watch. The title and thumbnail are key elements.

Title:

- It should be catchy and clear, summarizing the video's content.
- Use keywords that your target audience is likely to search for.
- Make it intriguing without being clickbaity.

Thumbnail:

- The thumbnail should be visually appealing and relevant to the video content.
- Include an image that represents the video's theme or a moment that captures attention.

Check your packaging

- **Big:** Your title and thumbnail should suggest that the video covers something significant or highly desirable.
- **Easy:** They should indicate that the content is accessible and easy to understand.
- **New:** Implies that your video offers fresh, updated, or novel information.
- **Safe:** It should come across as trustworthy and not misleading.

What burning questions do these bring up in your viewers?

- What will I learn from this video?
- Is this information relevant to my current needs or interests?
- How will this video solve a problem or answer a question I have?
- Does this video offer something unique compared to others on the same topic?
- How much time will I need to invest in watching this video? Is it worth it?
- Is the content of this video beginner-friendly or for advanced users?
- Will the video be engaging or just informational?
- How credible is the information in the video?

Order the questions:

Is this information relevant to my current needs or interests?

What will I learn from this video?

Does this video offer something unique compared to others on the same topic?

These three questions are likely what viewers most care about. They address the viewer's desire for relevant, informative, and unique content. Your title and thumbnail should be designed to answer these questions implicitly, encouraging viewers to click

Here are 10 elements frequently found in videos that get a lot of views, ranked from the most to the least common. You will learn how to implement these elements and explore some illustrative examples.

Curiosity

How to use it:

- Open a loop
- Talk about the future
- Challenge assumptions

Examples:

- The Secret Money Saving Rule I Learned In Japan
- Do THIS to Get Him Hooked in the EARLY STAGES of Dating
- These AIs Are About to Revolutionize Biology

Negativity

How to use it:

You can use negativity to get people to click by talking about:

- Drama
- Fear
- Loss aversion
- Moving away from pain

Examples:

- Why THIS Was One Of The Most Terrifying Scenes In Film History
- The Most Powerful Exercise You Are Probably Not Doing
- 8 Hunting Rifles I Regret Buying

List

How to use it:

This one is simple – just make a list!

Examples:

- I QUIT My \$120,000 Job After Learning 3 Things
- Top 10 Most HARMFUL Foods People Keep EATING
- 5 Biggest Tornadoes In All History

Timeliness

How to use it:

Make a video about what's on everyone's mind right now. (This is also called newsjacking or trendjacking.)

Examples:

- 20 Halloween Candies You Should Never Eat
- The 6 TOP Stocks To Buy in June 2021 (High Growth)
- Housing Market... A Correction or Crash? (& WHEN?!)

Authority

How to use it:

Reference people with influence (like Elon Musk) or people in positions of influence (like doctors).

Examples:

- 5 Ways Rich People Make Money With Debt
- Why Alton Brown Is Warning People About San Marzano Tomatoes
- Firearms Expert Reacts To Call Of Duty: Vanguard's Guns

Deep Desire

How to use it:

Talk about people's biggest goals (not something they just kinda want to achieve).

Examples:

- How to Change Your Life in 3 Weeks [by 2022]
- How To Lose Stubborn Belly Fat NOW!
- START Doing This and Never Be POOR or BROKE Again

Time Frame

How to use it:

Tell the audience how long it will take them to reach their goals.

Examples:

- How to Relieve Lower Back Pain IN SECONDS
- The Fastest Possible Way To Retire Off Dividends - Live Off Dividends
- 1 CARB Keto Nutella in 10 Minutes | Low Carb, Sugar free, & Healthy

Beginner Tips

How to use it:

Call out beginners specifically and tell them how to reach their goals, or make a guide to help beginners get started. This works because beginners are eager to learn and they're the largest part of any market.

Examples:

- How To Get Your First Push Up - Beginner Callisthenics and Motivation
- Amazon FBA Tutorial For Beginners In 2021 (Step by Step)
- How to Buy Your First Apartment Complex (Step-By-Step)

Epic or Extreme

How to use it:

Do something epic or extreme, or talk about an epic topic.

Examples:

- Scientists Have Found Most Horrible Planet In Known Universe
- I Made A Giant 30-Pound Kit Kat
- INSIDE the SMALLEST Apartment in NEW YORK CITY | 60 ft.2 Micro Studio

New Opportunity

How to use it:

Show your audience a new way of achieving their goals.

Examples:

- 10K Followers in 10 Days (MY NEW STRATEGY!)
- A Minimalist Approach to Online Business - How we DOUBLED our revenue!
- Prefab Casitas are the Next Affordable Housing Solution

The Feynman Technique for creating learning content

The Feynman Technique is a four-step method designed to help individuals understand, remember, and explain concepts more effectively. Named after the Nobel Prize-winning physicist Richard Feynman, known for his ability to explain complex subjects in simple, clear terms, this technique is based on the premise that teaching a concept is a powerful way to learn it. The steps are:

1. **Choose a Concept**: Select the topic or concept you want to learn about.
2. **Teach it to a Child**: Explain the concept in your own words as if you were teaching it to someone with no background in the subject, such as a young child. This forces you to simplify the terminology and make the concept as clear as possible.
3. **Identify Gaps and Go Back to the Source Material**: Review what you have explained and identify any gaps or areas that you found difficult to explain. This highlights the parts of the concept you don't fully understand. Go back to your study materials to fill in these gaps.
4. **Review and Simplify**: Finally, review your explanation again and simplify it further if possible. The goal is to make the explanation as concise and straightforward as you can, ensuring that you've distilled the essence of the concept.

The Feynman Technique is effective because it encourages active learning, self-teaching, and the identification of knowledge gaps, thereby facilitating a deeper understanding of the subject matter.

How to write a script and format for a teleprompter -

<https://x.com/mcguirebrannon/status/1778249357491356069>

STEP 1: PACKAGING TEMPLATE

Title:

Thumbnail:

Why is this packaging?

Big:

Easy:

New:

Safe:

What burning questions do these bring up in your viewers?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8

Order the questions so that you pick the three you think they most care about

STEP 2:

Write a statement hook:

Write a story hook:

Write a question hook:

Pick a winner

STEP 3 - WRITE A SET UP

Pick your top three questions from step one, write a set up that follows the B.E.N.S system that lets people know you'll be covering all three of them.

STEP 4 - LOOP (optional)

Pick one of your other questions from step 1 and open a loop asking it, explain and pay it off.

STEP 5 - POINT 1

What story could you tell to make your point? Write a hook to segway into your story

STEP 6 - POINT 2

What story could you tell to make your point? Write a hook to segway into your story

STEP 7 - POINT 3

What story could you tell to make your point? Write a hook to segway into your story

STEP 8 - CTA HOOK

Write a hook, a bold statement or super intriguing question can work well here, set up that the viewer still has problems, point to another one of your videos to solve them