

## Monday May 14 10-11:30AM PST

### Class Dates and Times

Monday May 14 10-11:30AM PST - Focus on Content

Tuesday May 15 9-10:00AM PST - Office Hours (1 hour early)

Wednesday May 16 10-11:30AM PST - Focus on Recording

Thursday May 17 10-11AM PST - Office Hours

Friday May 18 10-11:30AM - Focus on YouTube

Saturday May 19 10-11AM - Office Hours

**Class location:** <https://zoom.us/j/858342626> Come ready to join your instructor and classmates on your webcam.

**Class Website:** <https://www.authenticwestfilms.com/yt101-student-area-2/> (username=your email address, password= youtube101)

Brighton West [Brighton@AuthenticWestFilms.com](mailto:Brighton@AuthenticWestFilms.com) [www.AuthenticWestFilms.com](http://www.AuthenticWestFilms.com)

## Day 1 (Monday) Focus on Content

### YouTube for Discovery, not just Hosting

#### Why YouTube / Content Marketing 101

YouTube is #\_\_\_\_ Search Engine & \_\_\_\_\_ most popular website

Long Term Benefit vs Short Term Exposure on FB or Advertising



YOUTUBE



FACEBOOK VIDEO

Content Marketing = giving away your best stuff for free

## What's your Why / Personal Brand?

Successful YouTube channels are usually centered on one strong character with a strong message and conviction. People should get to know you, why you do what you do, and know what to expect from you.

## How to prepare content:

### What Videos Should You Make?

**P**\_\_\_\_\_ - Benefit you get from making this video (Grow email list by getting viewers to download your Lead Magnet: "Dating after Divorce - are you ready for the next Mr. or Mrs. Right.")

**T**\_\_\_\_\_ **A**\_\_\_\_\_ - People who can deliver the Purpose (Divorced women who are deciding if they are ready to start dating again.)

**V**\_\_\_\_\_ - Benefit your Target Audience gets from watching your video. (Determine if they are ready to start dating again.)

So you would make a video titled, "How to decide if you are ready to date again after a divorce"  
<https://www.authenticwestfilms.com/blog/get-more-video-views/>

## YouTube Algorithm Explained

Just like Google, Facebook and other social media, what the user sees is determined by an algorithm. The goal of the algorithm is to provide the user with the best experience and keep them coming back to the website or spending more time on the website.

**S**\_\_\_\_\_ - Viewers can type a search phrase into the YouTube search bar or into Google.

**S**\_\_\_\_\_ - Videos are suggested to viewers on their YouTube start page, after watching a video or alongside videos they are watching.

\* TubeBuddy - free Google Chrome Extension for tracking the algorithm.

Metadata - the information you add when you post your video.

Social Signals - the information YouTube gathers from your viewers.

### **The 3 types of content on YouTube**

H\_\_\_\_\_ - great for starting a channel. Best discovery value. How to....

H\_\_\_\_\_ - great for building community. Interviews. Q & A. Behind the Scenes

H\_\_\_\_\_ - Once or Twice a year. High Intensity video for wide exposure.

<https://www.youtube.com/watch?v=nQDqh0hBodU>

### **Magic Formula for Script Writing**

H\_\_\_\_\_ - first 5-20 seconds. You confirm the value your video will provide.

B\_\_\_\_\_ - next 5 seconds. Your branding graphics and music.

C\_\_\_\_\_ - next 1 - 5 minutes. You share the promised value.

C\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - last 10-30 seconds. You tell your viewer what to do (typically your purpose.)

<https://www.authenticwestfilms.com/blog/subscriber-nation/the-youtube-magic-formula/>

### **Gear you'll need**

Stable / Right Height: [Tripod](#) and [SmartPhone Clamp](#)

Good Lighting: North facing window (no direct sunlight) or [Umbrella Light](#)

Good Sound: [Lavalier](#)

## Homework:

**Buy needed equipment.**

**Script and record a video.** Record a crummy video with your smartphone. In your video, address one common pain point your audience experiences. Write down the Purpose, Target Audience and Value. Use the Magic Formula when creating your outline / script. Don't worry about looking good on camera - this is video 1. Upload your video to Frame.io.

Watch some of your classmate's videos on Frame.io and comment.

Purpose: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Value: \_\_\_\_\_

Magic Formula:

Hook: \_\_\_\_\_

\_\_\_\_\_

Branding: \_\_\_\_\_

\_\_\_\_\_

Content: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CTA: \_\_\_\_\_

\_\_\_\_\_