

Day-03-High-Retention-Script

High Retention Scripts Explained

If you've ever wondered why some videos go viral while others struggle to gain traction, it's not entirely luck. Yes, luck plays a role, but the key reason behind viral videos is their **high retention rate**—where the majority of viewers watch the video till the end.

The YouTube algorithm prioritises videos that keep people engaged on the platform for as long as possible. The longer viewers watch, the more ads they see, and the more revenue YouTube generates. If your video doesn't retain viewers, the algorithm won't favor it. But high-retention videos **aren't just a matter of chance**—there are **proven steps** you can follow to craft scripts that maximise retention and increase your chances of being promoted by YouTube.

Crafting Title & Thumbnail

Before you even start writing your script, you need to ensure that your video delivers on the expectations set by the **title and thumbnail**. When a viewer clicks, they do so because they expect something specific. If your video doesn't immediately give them a reason to believe they'll get what was promised, they will **click away**, harming your retention rate.

Step one in crafting a high retention script is actually **coming up with the title**. The thumbnail was designed yesterday. Ask yourself:

- What do I want my viewers to know, see, or feel when they click on my video?
 - What is the expectation I am setting with my title?
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Understanding Viewer Curiosity

Once you have your thumbnail design and the title that is going along with it, put yourself in the shoes of the **viewer**. What questions would they have after seeing your video title and thumbnail? Write down **three to five questions** they might ask. These questions are crucial because they help us craft a script that directly fulfils the expectations of the viewer.

Now, you can dive into structuring the actual script itself.

The Most Important 30 Seconds

The **first 30 seconds** of your video are the most crucial. This is the part of the video where retention drops the most. If you can keep viewers engaged here, you increase the likelihood of them watching the rest of your video.

The key to a strong start? A **powerful hook**.

A great hook makes your viewers think, feel, or engage in some way. There are multiple types of hooks that have been proven to work. Choose one that fits your content best:

- **The Question Hook** – Asking a question makes the viewer answer it in their head, increasing engagement.
- **The Context Hook** – Dropping the audience into the most exciting part of your video right away.
- **The Controversial Claim** – Starting with a bold statement that sparks curiosity (as long as you can back it up).

A great hook isn't just about grabbing attention—it's about keeping it. Your goal should be to **maintain over 60% retention at the 30-second mark**. If you can do that, your video is well-positioned for success.

Providing Context & Exceeding Expectations

After your hook, you need to do two things:

1. **Give Context:** Use the three questions you wrote earlier to provide context to your video. Answer them briefly in a couple of sentences.
2. **Exceed Expectations:** Viewers need to feel that they are getting more than they expected. This can be done by:
 - Showing them how much effort you put into making this video.
 - Offering a free download or bonus resource.
 - Establishing your credibility so they trust the value of your content.

Your viewers need a **clear reason to stick around** until the end. The more you make them feel valued, the longer they will watch.

The Content Selection

Now comes the main part of your video—the actual content. But if you get this part **wrong**, everything else you did up to this point will be wasted.

The key to delivering content effectively is **structure**. One of the best ways to structure your content is the **list format**.

1. Write down all the main points you want to cover.
2. These points will act as the **backbone** of your video.
3. Now, think about how to deliver each point in the most engaging way possible.

Simply listing points isn't enough. **How you reveal information matters**. If you just give away the full point right away, viewers might feel like they've learned everything they need and **leave before the video ends or even skip bits of the video** (dropping watch time and retention rate - affecting video's success). Instead, use a structured storytelling method to keep them engaged.

The Smart Way to Unpack Your Points

For each point in your video, follow this structure:

1. **Re-hook the viewer** – Start with a compelling statement or question.
2. **Tell a short story** – Use a relatable or interesting story to build up to your point.
3. **Deliver the key insight (the payout) at the end** – This keeps the viewer engaged throughout.

For example, this is how Alex Hormozi delivers business advice:

“Imagine you're dating, and there is only one girl on the planet. You're going to find a way to make that relationship work, right? It's the same thing with deals. If you only have one deal on the table, you're going to convince yourself it's a great deal because there's nothing else to compare it to. You always want multiple options. Until you have that, don't move forward.”

He could have simply said, “Always have multiple deals lined up,” but instead, he built intrigue first. This **keeps the audience's curiosity high** and prevents them from skipping ahead.

Maximising Retention Till The End

If you've followed all these steps correctly, congratulations—you've just crafted a high retention video. But there's one more thing you can do to take your channel to another level:

“The Relinking Hack”

YouTube doesn't care about individual videos. **It cares about keeping users on the platform for as long as possible.** If you can help YouTube keep your viewers on their platform, the algorithm will favour your channel.

To do this, **direct your viewers to another one of your videos** at the end of your script. But don't just say, "Go watch this video." Instead, frame it as an **absolute necessity** for them to continue learning.

For example:

"Now that you know how to structure your video for high retention, you're still missing one crucial element—how to craft titles that get people to click. Watch this next video where I break it down step by step."

This method ensures that:

- **Viewers stay on your channel longer.**
 - **You increase overall watch time, boosting your channel's growth.**
 - **You create a loop where viewers keep engaging with your content.**
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Final Thoughts

A high-retention script isn't just about writing well—it's about structuring your video **in a way that maximises engagement.** By following this process, you'll put yourself in the best position to be favoured by the algorithm, grow your channel, and get your videos in front of a wider audience.

Remember, the key is to always **deliver on expectations, keep curiosity high, and never let your audience feel like they've gotten everything they need before the video ends.** Do this, and you'll see your retention rates—and your channel—skyrocket. 🚀

If you are having trouble writing the script! I shall help you write them from scratch (or do it for you) or even take a look at your existing script and help you tweak it a little. Reach out to me → JAGAT@2WEEKS2VIDEOS.COM and just say "I need help with my script"
