

1 MILLION VIEW CHEAT SHEET

To reach a million views every week, your content must be engaging, intriguing and useful. Whether it's comedy or business advice, videos that do well are delivering value in some way. Your job is to figure out why your viewers will watch you. Here's how to do it:

WRITE HOOKS

The quality of your hook will determine whether anyone will want to watch your video.

A good hook:

- Intrigues by giving detail on a great story.
- Plants questions in a viewers mind.
- Is clear
- Has energy - closing the gap between you and the viewer.

Remember - hooks are not new -
They've been in every piece of successful
media since the dawn of time.



Bad Hook: "You're making eggs all wrong"

(Viewer put off by a clearly clickbait statement)

Good Hook: "This scrambled egg recipe made me the fastest runner in the world"

(Viewer can tell exactly what the videos about, and is intrigued to watch more)

CRAFT SCRIPTS

Nail the curiosity loop.

A hook is not enough anymore. Every 2-3 lines, your script should continually build intrigue for the audience whilst answering questions created by previous lines. Creators like Christopher Claffin nail this with lines like:

"to understand that, first we need to discuss this."



Joden's writing guide:

Open loop

Explain

Open loop

Explain

Close loop

Close loop

Satisfy hook

DESIGN VISUALS

Short form is often more about the visual than the words

- keep it simple - just your subject & a background
- Keep it eyeline - central screen/just above
- Nail the text hook - people read quicker than they can talk.

UNDERSTAND METRICS

Analytics are the ultimate compass for success. Ignore them at your peril.

Experiment with the previous three points and see what happens to your retention, likes and shares. Keep iterating and stay up to date with the latest news on the platform.