**🎥 VIDEO 5**

**“How to Plan a 30-Day Content Strategy That Keeps Watch Time Growing”**

**Viewer Type:** Emerging strategist → ready to execute a real plan

**[0:00 – 0:45] — HOOK (The Action Promise)**

🎬 *Visual: Calendar overlay with blocks filling in fast.*

**Narration:**  
“In the last four videos, you’ve learned:

* Why 4000 watch hours in 7 days is mostly a myth
* How to grow watch time without daily livestreams
* How to make videos people actually watch
* How to pick a niche that compounds attention

Now it’s time for the missing piece: **planning your content for an entire month** so your watch time grows automatically — even when you’re not uploading every day.”

🎬 *On-screen text:* “30-Day Content Strategy Blueprint 🗓️”

**[0:45 – 2:00] — SECTION 1: The Power of Planning Ahead**

🎬 *Visual: You drawing a 30-day calendar on a whiteboard.*

**Narration:**  
“Posting randomly is a common killer of growth.  
When you plan ahead, you can:

* Connect videos into a watch chain
* Balance long-form videos, Shorts, and follow-ups
* Avoid burnout

Think of it like building a machine.  
Every video is a cog — and together, they keep viewers moving from one video to the next.”

🎬 *Overlay:* Example: “Long-form → Shorts → Follow-up → Watch Loop”

**[2:00 – 3:30] — SECTION 2: How to Break Down 30 Days**

🎬 *Visual: Calendar blocks labeled with types of content.*

**Narration:**  
“I break 30 days into three content types:

1️⃣ **Anchor Videos** – 8–10 minutes, searchable, your main watch-time drivers  
2️⃣ **Shorts** – 2–3 per anchor, designed to pull viewers into the long-form video  
3️⃣ **Follow-up / Update Videos** – 3–5 per month, keeping the loop alive

Here’s the math:

* 8 anchor videos × 10 min = 80 minutes
* 24 Shorts × 1 min = 24 minutes
* 5 follow-ups × 6 min = 30 minutes

Total watchable content: **134 minutes** that’s fully connected into a watch-time ecosystem.”

🎬 *Overlay:* Animated calculation with timeline arrows.

**[3:30 – 5:00] — SECTION 3: Planning Each Video**

🎬 *Visual: Notion / Trello board mockup.*

**Narration:**  
“For each video, plan:

* **Title + Hook** → so viewers lean in within 3 seconds
* **Retention Tricks** → micro-hooks and open loops every 25–30 seconds
* **Next Video Recommendation** → the link in the flow

If you do this for 30 days, every piece of content feeds another piece — watch time compounds automatically.”

🎬 *Overlay:* Example board: Video A → Short → Video B → Video C

**[5:00 – 6:15] — SECTION 4: Tracking & Adjusting**

🎬 *Visual: Analytics overlay, blurred numbers.*

**Narration:**  
“Planning isn’t enough — you need feedback.  
Track:

* Average view duration
* Retention spikes / drop-offs
* Click-through rates from Shorts

Adjust the next week’s videos based on what works.  
The goal isn’t perfection — it’s **iterative growth**.  
Each small improvement compounds over time.”

🎬 *Overlay:* “Week 1 → Week 2 → Week 3 → Week 4 → Growth”

**[6:15 – 7:15] — SECTION 5: Automation & Tools**

🎬 *Visual: Notion, Trello, or Google Calendar dashboard.*

**Narration:**  
“You don’t need expensive software.  
I use simple tools to schedule and organize:

* **Notion** for planning
* **Google Calendar** for posting schedule
* **YouTube Studio** for tracking analytics

This way, your content ecosystem runs like a machine —  
with minimal effort day-to-day.”

**[7:15 – 8:00] — SECTION 6: The Big Picture**

🎬 *Visual: Montage of past videos, charts rising slowly.*

**Narration:**  
“When you combine everything:

* Smart watch-time system
* Retention-focused videos
* A compounding niche
* And a 30-day plan

You finally have a **realistic system** for growing watch time organically —  
without stress, without guessing, and without fake hacks.”

**[8:00 – 8:30] — OUTRO / NEXT STEPS**

🎬 *Visual: You speaking directly to camera.*

**Narration:**  
“In the next video, I’ll show you **how to repurpose these 30 days of content** into Shorts, clips, and bonus videos —  
so your watch time continues to compound even after the month is over.

Subscribe and hit the bell — because your channel’s growth is about to go to the next level.”

🎬 *On-screen text:* “Next: How to Repurpose Your Content for Maximum Watch Time”

**🎨 PRODUCTION NOTES:**

* Keep **visual cuts every 20–25 seconds** to reset attention.
* Use **calendar overlays, Notion boards, and animated flow arrows** to make abstract planning tangible.
* Include **proof visuals from your own channel** (blur analytics where needed).
* Maintain a **mentor-like tone** — calm, confident, actionable.