



YouTube Storytelling: Beyond Retention  
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YouTube Storytelling: Advanced Storytelling

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- BONUS: Sushi Ramen - 6M+ Sub YouTuber...
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Introduction - How To Master YouTube Growth



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EM Expired Milk May 15, 2022

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NO Nash Oliveros Jun 28, 2023

GOAT

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RP Richa Prasad Aug 2, 2023

I just finished the course and this is hands down the best YouTube storytelling course I have taken.

I couldn't find your email, David, so leaving my appreciation here.

In case it's helpful to you in further developing this course (you mentioned updating as v3), here is what I wrote in "My Impression" section of my notes:

- This course explained a lot about why some of our videos have such high retention, and how we accidentally stumbled into it.
- I appreciated him explicitly calling out that traditional storytelling structures don't work on YouTube, and explaining why (because trust in any creator is low compared to in cinema).
- The Big Ahas for me were:
  - Pace = speed of moving from point to point. It's not about jump cuts and what not.
    - Likening pace to drumbeat of the story really cemented for me how to think of pacing.
    - His bifurcation of mature audience being >23yo was also helpful.
  - The micro structure and how it plays within the macro structure made me realize why storytellers use index cards when developing a story.
  - While the micro structure maps to PAS framework, he really fleshed out the requirements to make P, A, and S shine on YouTube.
  - Intro itself having an immediate Payoff was an epiphany for me.
  - Contrast is a great lens for me to add to my thinking toolbox when considering how to make an idea more clear or interesting.
  - His breakdown of Airrack's foreshadowing using clips was really helpful. Added another tool in my toolbox.
  - Paying attention to gradients in retention graphs instead of dips and spikes was a really good point.

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RP Richa Prasad Aug 3, 2023

Yes, feel free to use what I wrote as a testimonial. Happy to help spread the word about this awesome course. In case you need to show numbers proof to give the testimonial weight, my channel is <https://www.youtube.com/c/CoachViva>

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