



"TUBE RANKING SECRETS"

Viral Video Intro-Outro Takeoff Template

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When to use this:

My Most Used Templates When I Want to Produce Mega Valuable Content.
My Guarded SUCCESS SECRET VIDEO TEMPLATES.

Short Form

Intro:

1. Interaction
2. Relate
3. Blind Bullets that crush objections
4. Stay to End
5. Future Pace

Content:

Step by Step or Tip by Tip (for every step)

1. Introduce the Step
2. Why is it important
3. What it is and what it can do for you

4. Show how to do it
5. Tie it down with commitment and desire

Outro:

1. Segway into CTA – Call To Action
2. Why Now (instead of waiting)
3. CTA
4. Subscribe
5. Watch this other video

--- INTRO ---

1. (a) Restate the title of the video

1. (b) Ask a question around the title they want say yes to

Title of video: 4 Fast Ways to Cope with Social Anxiety

EXAMPLE:

**** 1. (a)** In this video i'm going to show you "4 Fast ways to cope with Social Anxiety"

**** 1. (b)** Do you want "4 Fast ways to cope with social anxiety?"

2. Understand their Pain/Problem (be in their shoes, make them relate to you, get them to say yes)

****** I completely understand how Social Anxiety can make you feel on a daily basis.

Maybe you been in a situation where: *(make them create images in their head)*

- Problem/pain (Fear that you said something wrong?)

Or Maybe you

- Problem/pain (Worry about others' disapproval?)

Or Maybe you're just

- Problem/pain (Afraid of rejection, of not fitting in?)

(can also use: "This is for you if..")

(You wanna connect with them on a logical and emotional level, you want them to say, wow this guy really gets me! Doesn't have to be bullet points, can be one paragraph, just make sure you connect and build some trust with the person that clicked your video)

3. Crush Objections With 3 Curiosity + Benefit Bullet Points

(Most important part of the intro, you need to open loops and make them curious about what they're gonna see in the video. Crucial for high watchtime)

These are the core "Universal" objections anyone has for anything (use whichever you like)

(time) - How long is this gonna take for me?

(effort) - How much effort do i have to put in?

(money) - How much money is this gonna cost?

(capability) - Will i be able to do this?

(belief) - I've tried things like this before why should this time be different?

(trust) - Why should i trust you? (we try to do this in step 2 - Pain/problems)

(fear) - fear of change, fear of failure, fear of the unknown.

(conflict) - They wanna get out of a situation they're in, but don't see how they can do so without betraying the essence of who they are. How can you give them an out and/or show this isn't a valid concern?

(confusion) - Where do i start, how do i finish, can i do it if.. [insert unique situation here]

(timing) - Is now the right time for them? Did they miss the boat? Is it too early for them?

In this video i'll show you..

- The Social Anxiety ritual i use to calm my nerves in just 5 minutes (time)
- Why this method is fun and easy compared to the other boring methods (effort + belief)
- How get completely for free that anyone of any age can do (money + capability)

(Don't overthink this, give them a cool benefit they'll get from watching the video and add some curiosity words to make them say "how? I need to know this")

Example:

Title: 4 Simple Ways To Impress Your Guest At A Dinner Party

(This is not the steps, it's just curiosity bullet points)

Tip to making good bullets -> Craft each bullet as if it were to serve as your headline.

- Plan a stress-free dinner party so you can enjoy yourself as much as your guests
- Understand how pros organize their home kitchens for faster cooking with less mess
- The vegetable cutting technique pros use to chop fast without cutting their fingers
- Discover three little-known recipes to impress even the most discerning guests

4. Stay to the end CTA

****** And if you stay to the end of this video i'll give you the "2 minute ritual i've used daily for 5 years to cope with my anxiety"

(This should be your free giveaway at the end. Doesn't have to)

5. Future pace

Imagine life without this problem

6. Subscribe + Free Giveaway

"But before that, if you like videos about (what you're channel is about) Subscribe to the channel and tick the notification bell, also i have a (Free giveaway hook) in the description down below"

****NOTES ON INTRO**

What we're trying to do with the intro is

- > Get their attention
- > Tell them the Pains, Problems and Fears they have about this topic to connect with them on a logical and emotional level (without pain your content will have no impact)
- > Say that this video is the solution to their massive problems (Now they are thanking you)
- > 3 Open Loops that is Benefit + Curiosity so they wanna stay on the video to close the loops
- > CTA to stay to the end to get your free giveaway (money funnel)
- > Subscribe + Free Giveaway

Minimum 30 sec, Max 1.30 minute intro.

Intro is by far the most important part of them all, if you mess up the intro your entire video is garbage. Follow the script above step by step, the most important part is Open Loops and making them curious about what will happen in the video.

**** Shorter intro example:**

In this video i will show you 4 fast ways to cope with social anxiety.

You'll learn how to...

- Benefit + curiosity
- Benefit + curiosity
- Benefit + curiosity

So make sure you stay all the way to the end

if you like videos about Social Anxiety subscribe + free giveaway"

--- CONTENT ---

6. Tip/Step #1 (Teach some awesome stuff)

Step by Step or Tip by Tip or Criteria (for every step)

1. Introduce the Step
2. Why is it important

3. What it is and what it can do for you
4. Show how to do it
5. Tie it down with commitment and desire

Notes on tips

- Either go deep into 1 tip or do more
 - What they need to do and why
- This is the content part of your video
- Give real good information that helps them, don't waste their time
- Make sure you don't linger on a slide too long, 15 sec max of the same image/slide
- Talk in a "YOU" Language pattern
- Pattern interrupts
- Incremental
- Believe in what you're saying
- What's in it for them (so you can...

7. Tip/Step #2 (Teach some awesome stuff)

8. Tip/Step #3 (Teach some awesome stuff)

9. Tip/Step #4 (Teach some awesome stuff)

10. Tip/Step #5 (Hardest to do tip as the last tip)

--- OUTRO ---

11. Segway into your CTA

To do this correctly your Content should be “The hard way” your free giveaway should be “The easy way”. Faster, easier, cheaper, better. Without all the problems

** Now, as you might realize these tips take quite a bit of time/effort/money.

12. Why they need to solve the problem now

** I undertand that if you have “big problem” you wanna get rid of it as fast/easy/cheap as possible. Right?

12. CTA

That’s why i’ve put together a (hook to your free giveaway) to make this easier/faster for you

With this you’ll never have to worry about (big problem) ever again because it will teach you exactly how to (desired outcome)

So click the link in the description now to get your free download
(Arrow going down, showing a screenshot of the link)

13. Subscribe

And if you want more videos on (what your channel is about) make sure you subscribe so you don't miss out on future videos

1-second pause

****NOTES OUTRO**

It's pretty basic, use script above, don't hard sell or be aggressive, you're here helping people and your free giveaway + Course Selling + Affiliate product should be the thing they need that can help them the most with whatever problem they have.

--- END ---

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