**SOP: Prepping Youtube Scripts**

1. Update ChatGPT with transcript from last video
2. Open your “Youtube Research” spreadsheet
3. Can you help me come up with a title for my next YouTube video? For this, you are an expert at YouTube SEO and making click-worthy titles that perform well.   
     
   Here is the template for the title: "How to [Solve Problem] with [Tool] – [Outcome/Benefit]"   
     
   Here is what I want the video to be about:   
   - <point 1>  
   - <point 2>  
   - <point 3>  
     
   Additional SEO keywords to consider:  
   - software testing  
   - test automation  
   - artificial intelligence  
   - A.I.  
   - <more keywords>  
     
   From this, I'd like you to give me 10 titles following the template. Also, 5 additional titles that are close to the template, but not quite following it, so I can see if I like those better.
4. Make the folder to house your video and assets in (however you like to organize things) & a copy of your script template
   1. Google Drive folder.
   2. Star it.
   3. Copy script template to new folder
   4. Dropbox folder. Pin in favorites on Finder.
      1. Recordings folder
      2. Finals folder
      3. Thumbnail assets folder
      4. Code folder
5. Open the script template for the video you’re about to write for
6. Copy and paste the video title into the “video title here” spot, and also make the video title the title of the script document
7. If the title has proof numbers in it like “$x,xxx” then go to systeme.io and grab a screenshot - it can be monthly or weekly numbers (but try to make the numbers different for each video) (also don’t include the red or green up and down stats in the screen shot)
8. Upload the proof numbers screen shot to the video’s folder as well as update the numbers in the title to reflect the numbers in the screenshot (it’s extremely important that these match)
9. Use “ChatGPT” to write the “video description.” Ask ChatGPT this question   
   “You are an expert at YouTube SEO and making successful, viral videos.   
     
   Write a 3 sentence youtube description using strong keywords for google search about this youtube video title “[title].”
10. Paste what ChatGPT gave you into the “video description” portion of the script
11. Find one of your top viewed videos that would be the next best step for them to watch next and link to it in the “video to link to next” section.
12. Scroll down to the “next video” section and fill it out. It should say something like “now that you know (video title) you might be wondering (next up video title) but how do you do that? It all starts by watching this video next here because when you pair what you just learned with what’s in this video it’s way more powerful.
    1. “Here’s a complete example: “now that you know the one strategy that made me $3,197 in easy passive income you might be wanting to learn the strategy that made me $8,000,000 in digital product sales to date but how do you do that? It all starts by watching this video next here because when you pair what you just learned with what’s in this video it’s way more powerful.”
    2. If you want to see it in action watch the last 5-10 mins of any of my videos: <https://www.youtube.com/watch?v=3kGvTjeOuAk&t=146s>
13. Scroll to the bottom and add the video tags by putting into chatGPT   
      
    “You are an expert at YouTube SEO and making successful, viral videos.  
      
    Come up with Youtube Video Tags for the Youtube Video "\_title\_”. Make these tags comma delimited. The character count should be equal to or less than 300 characters.”
14. Go to the “sponsored by” and “brand integration” sections and fill in any details needed for the brand integration on this video if it has one.
15. Open the “research spreadsheet” and see which 3 viral youtube videos we are supposed to model for this script and paste them into the “3 viral videos similar to this video to model” section. (this is optional, for advanced youtubers only)
16. Screenshot the thumbnails from both of this viral videos and paste the screenshots in the “thumbnails to model” section
17. Write in what the text on the thumbnails should say. Try to keep the text exact to the OG thumbnails, or change it slightly. If there are numbers involved, ensure those reflect the title of the video. Ensure the text in the thumbnail reflects what the title promises.  
      
    For chat gpt, upload the thumbnail you want to model and use this prompt:  
      
    “You are an expert at YouTube SEO and making successful, viral videos. You know how to make successful YouTube thumbnails that attract clicks. Attached is the YouTube thumbnail I want to model. Could you suggest text for my thumbnail that would be appropriate given the title: "\_title\_". The text should model and look similar to what is on the attached thumbnail. I want to use the new text for my thumbnail.”