Packaging System (⅖)

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Introduction

Welcome to Packaging System. In this video we explore how to systemise YouTube video packaging. 'Packaging' consists of what we do to get people to click the video, and keep watching it when they do.

Packaging System Structure
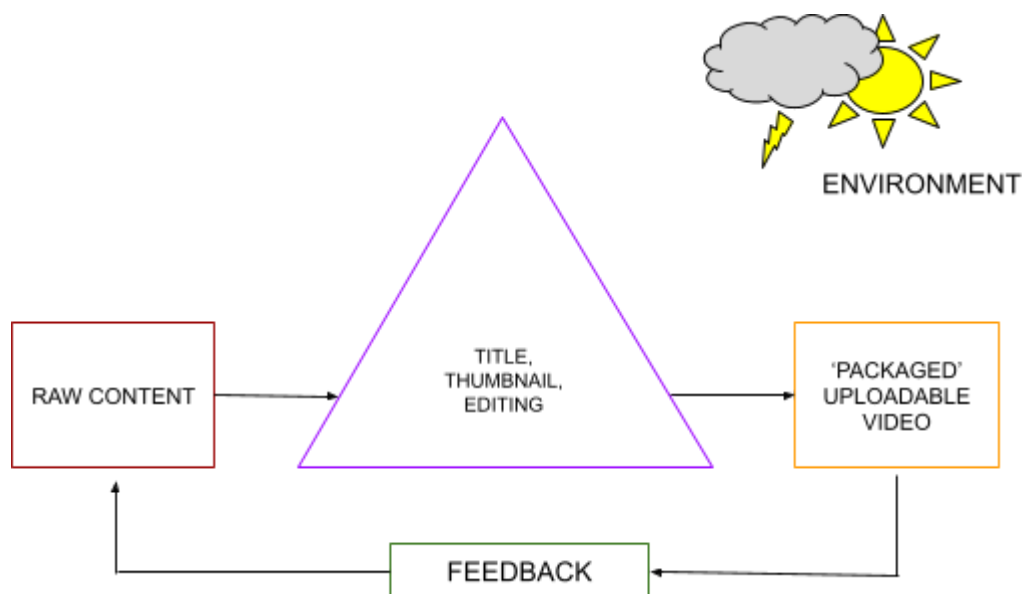
Here's how YouTube video ideation works a system:

Input: Raw content
Process: Title, thumbnail, editing
Output: 'Packaged' uploadable video
Feedback: Packaged videos that do well can inspire future raw content
Environment: -

What's the Process for packaging?

Step 1: come up with a click-worthy title for the video
Step 2: create a click-worthy thumbnail for the video (doesn't have to be done by you)
Step 3: remove big mistakes and constant fillers from the video
Step 4: add simple cuts to the video to make it 'choppy' and to make it flow
Step 5: add all of the above to your content planner ready for distribution

If doing shorts: no thumbnail is needed, and editing should consist of subtitles + music.

Packaging Principles

Think of your YouTube videos like a food item in a grocery store or supermarket. The items that sell the most have the best packaging (and of course, the best products, if you buy a shit product because of good packaging, you only do it once).

Here are some key points for packaging videos (titles & thumbnails):

- Keep it simple, the message should be clear and easily understood
- Focus on a result or outcome
- Position the video as a vehicle for them to get something they want
- Don't be afraid to clickbait (provided your content helps)
- Title and thumbnails should act as an INCENTIVE

The market wants, desires and craves certain things (outcomes in their life). They have a goal, and they're going to watch videos that they believe help them realise that goal. If you understand wants, desires & cravings, you understand how to title and thumbnail well.

Titles and thumbnails give the market an idea of whether or not the video is valuable to them.
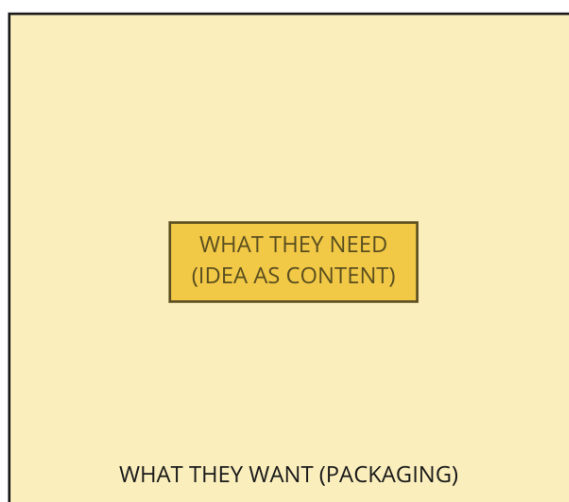
It comes down to two principles:

- The title and thumbnail should call out something they want.
- The video content is what the market needs to get what they want.

When you make a video you have to ask yourself the following question:

<mark>**"How can I position this idea & content as a way
for someone to get what they truly want?"**</mark>

This question is the secret to packaging.

The market knows what it **wants**, but not what it **needs** to get it. Therefore, if you position the video as the need, the market won't resonate with it (since it doesn't recognise it as important), and therefore won't click or watch, even if it truly was what they needed.
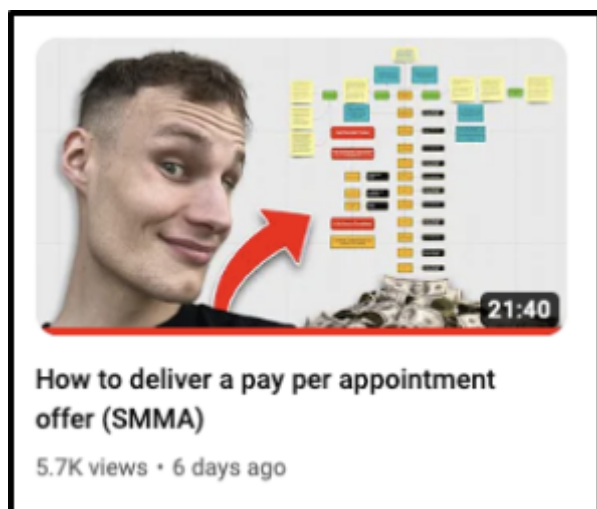
Example:

You WANT to lose weight.
You NEED intermittent fasting.

What is the market gonna be more aware of?

Packaging Examples

Example 1:

How to deliver a pay per appointment offer (SMMA)
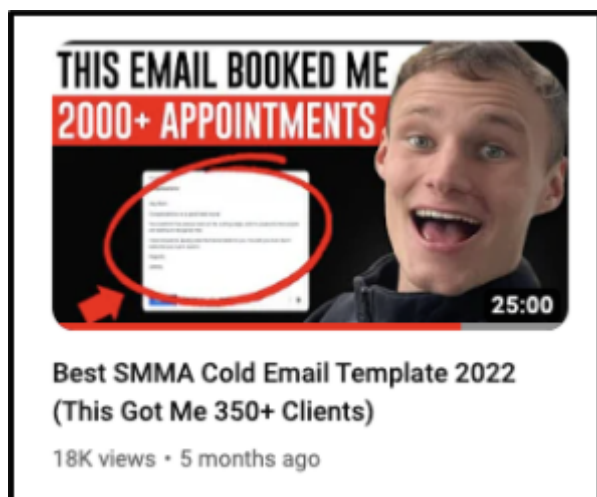
5.7K views • 6 days ago

What they want: knowing how to deliver a pay per appointment offer

What they needs: a followup process for leads that come into their clients businesses

Idea: golden followup process

Imagine I titled this video: 'how to follow up on leads for your client'

Best SMMA Cold Email Template 2022 (This Got Me 350+ Clients)
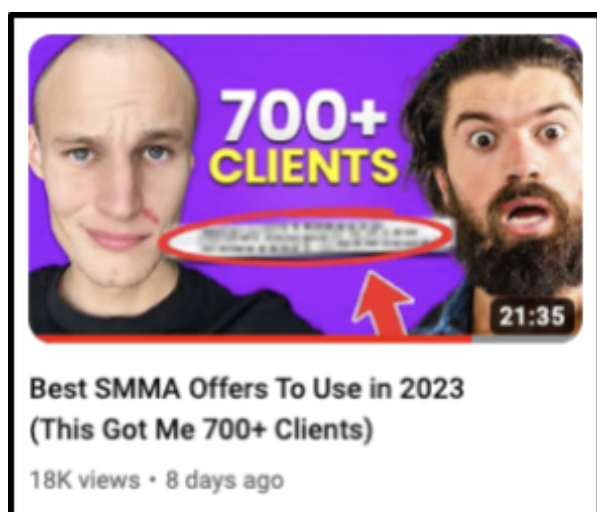
18K views • 5 months ago

What they want: the best cold email template to book appointments

What they need: advice on how to think about cold email

Idea: a few points on writing cold emails

Imagine if I just titled this video '5 points on how to think about cold emailing'

Best SMMA Offers To Use in 2023 (This Got Me 700+ Clients)

18K views • 8 days ago

What they want: a good offer for their business that attracts clients

What they need: a framework to think about offers to truly understand them

Idea: a way to visualise offers

Imagine if I just titled this video 'a visualisation of offer building'

What they want: knowing how to get clients

What they need: specific answers to specific questions they didn't know they needed to ask

Idea: group q&a session

Imagine if I just titled this video 'group Q&A for subscribers'

How To Get SMMA Clients In 2022 Masterclass
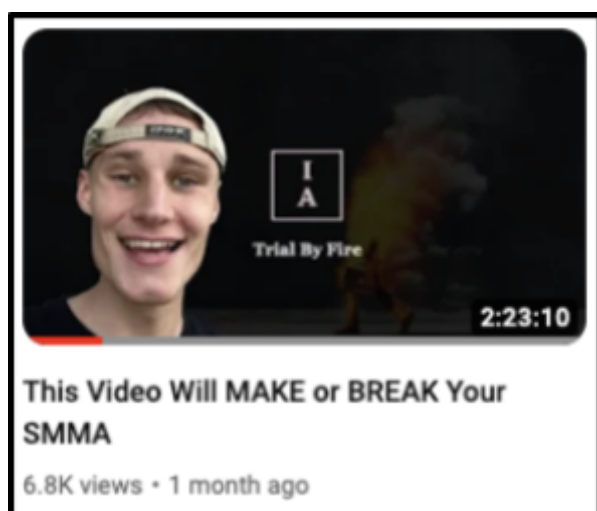9.2K views · 5 months ago

What they want: to build a successful agency, knowing how it all works & seeing how someone else did it

What they need: advice on the first few things to do

Idea: just a rant about starting an agency

Imagine if I just titled this video 'some things I'd recommend you'd do if starting an agency'

I Tried SMMA For 5 Years (My Experience)
8.1K views · 4 months ago

What they want: to 'make' it and not to have their business 'break'

What they need: awareness of how pain avoidance and resistance works

Idea: trial by fire (mindset module)

Imagine if I just titled this video 'Trial by Fire'

This Video Will MAKE or BREAK Your SMMA
6.8K views · 1 month ago

Some great channels to get more examples from: (Becker, Hormozi, Stephan, Hamza)

External Packaging

External packaging = titles and thumbnails.

The easiest way to write banging titles and create banging thumbnails is to fill your mind with banging titles and thumbnails. Here's how:

1. Make a copy of this spreadsheet: ⊞ Top 50-100 Titles Exercise (linked [here](#))

2. Go to the top 5-10 channels in your niche (direct or indirectly competitors)

3. Sort their videos by popular

4. Add the titles, thumbnails (insert > image > into cell) & view count of the top 10 videos for each channel

5. When inputting view counts, just put the raw numbers (no commas)

6. Once done, click on column D to highlight the entire column

7. Go to data > sort sheet > click 'sort sheet by column D (Z to A)'

8. Now you have the top 50-100 titles and thumbnails that have been PROVEN to get attention and click from your niche, this is a massive asset

Titles:

I don't have a set SOP I can give you for title writing, but I can give you a document that took the top videos on YouTube and sorted their titles into categories (10 key elements to go viral).

📄 Viral Title Elements (linked [here](#))

Other key points:

- Curiosity
- End outcome or goal (go to the end)
- Drama is good
- Negativity is good (or drama)
- Simple is good
- 49 characters or less …

Finding Title Buzzwords:

Certain niches have buzzwords, find them and include them as often as you can.

Thumbnails:

Key points to thumbnails:

- Always ALWAYS show your face (ideally with some sort of emotion)
- Face position on the left
- The thumbnail should support the title
- The thumbnail should give the title visual context

I don't make my own thumbnails. Instead I'd suggest hiring a thumbnailer.

You can find plenty of good ones on fiverr.com. @thumbgod is a good one.

To manage the thumbnailer:

- Provide 20-30 different pictures of your face (head and shoulders)
- Provide 'short text' (2-4 words) per video
- Provide access to your mid-long form content scheduler
- Aim to pay $15-$20 per thumbnail
- Explain the content scheduler and how they work
- Share your google drive

Thumbnailers have a tendency to take the easy route and follow the same style for all of your videos. Encourage them to be creative, otherwise they will make thumbnails that look like everyone else's thumbnails (sometimes you can provide extra visuals or guidance for the thumbnail).

Internal Packaging

Internal packaging = editing.

If editing your own videos:

- Just cut out mistakes, you have more important stuff to be doing

Hiring an editor:

Once again, I'm not a video editor and I don't intend on becoming one, but I can share some key points.

Key points to video editing:

- Keep it really simple
- Jump-cuts are good (this is where your video flows in commas no full stops, so you're never taking long pauses)
- Stock b-roll can be used (I don't use it), use storyblocks if you want to get it

- The editing should support the video, don't let it distract from the video itself
- Some panning and zooming and other cut strategies
- Use your creativity

NOTE: It's likely you don't even need an editor. I only use one because my market has a fried attention span.

To find a video editor, go to fiverr.com.

To find a good one, send your raw content with the above instructions (decide on whether you want to use b-roll or not) to the candidates that seem good. Watch their edit and simply pick the one that seems best to you.

To manage the editor:

- Provide access to your mid-long form content scheduler
- Provide access to your shorts content scheduler (if doing shorts)
- They should know how to edit a short, just show them some of mine
- Keep it hands off - just let them do their job and don't micro-manage
- Give them access to your drive so they can upload edited videos
- Explain the content schedulers and how they work
- Request they keep 4-6 videos ahead at all times incase something happens
- PRICE: $50/video & $15/short

Use your knowledge of your niche to determine editing style.

In summary, you need your videos to look DIFFERENT and BETTER than everyone else's.

Action Item

Title, thumbnail and edit your video now. Don't worry about hiring a thumbnailer or editor for this one. Just make something random in canva and use iMovie or some free software to cut out mistakes. This should not be taking you any longer than 30 minutes.

Do it now!