

## Creation System (2/5)

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### Introduction

Welcome to Creation System. In this video we explore how to systemise YouTube video creation.

### Creation System Structure

Here's how YouTube video creation works a system:

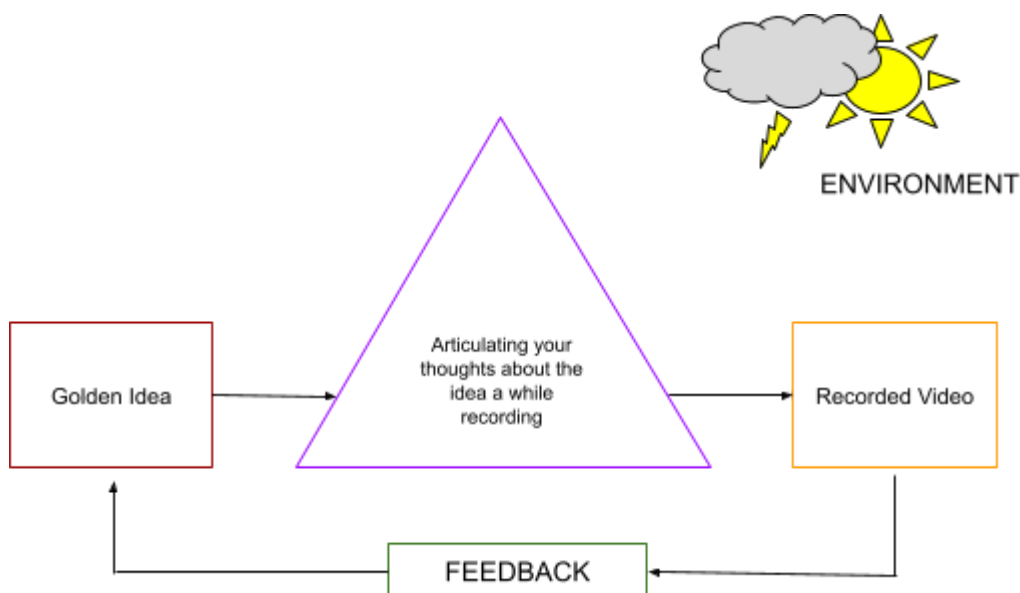
**Input:** Golden idea

**Process:** Articulating your thoughts about the idea (but while a camera is rolling)

**Output:** Recorded video

**Feedback:** Recorded videos give feedback on what to improve

**Environment:** Provides information



What's the Process for creation?

**Step 1:** taking golden idea

**Step 2:** listing core points about golden idea

**Step 3:** setting up recording environment

**Step 4:** pressing record, introducing the video

**Step 5:** making your points

**Step 6:** 'outroducing' the video

## What You Have In Place

- ☒ ~~A channel, fully configured and branded ready to go~~
- ☒ ~~4-6 content pillars you're producing content around~~
- ☒ ~~A good understanding of your niche and market~~
- ☒ ~~A quiet place with natural light to record videos~~
- ☒ ~~A tripod and a smartphone capable of recording in 1080p~~
- ☒ ~~15-30 golden ideas ready to go and record~~
- ☒ ~~Trello board that is filling up with random ideas you have~~

## Key Points

- Release any attachment to perfection
- Release any attachment to not wanting to be judged
- You're going to make mistakes
- Imagine you are explaining the idea to a friend, not a camera
- It gets a lot easier the more you practise
- Instead of umming and ahing, pause if you need time to think
- What you are really doing is just thinking but on camera
- Don't worry about your appearance, just focus on the value


## Content Forms


Mid-Long has 3 main forms:

Camera - explains ideas that can be better understood when articulated

Miro - explains ideas that can be better understood when articulated & visualised

Zoom - use when interviewing someone (or use riverside, it's better to be honest)

Camera example:  The Next HUGE Agency Trend: 2022's Easiest Niche (link [here](#))

Miro example:  Best SMMA Offers To Use in 2023 (This Got Me 700+ Clients) (link [here](#))

Zoom example:  How To Build A \$10k/mo SMMA (Ray's Experience) (link [here](#))

Shorts have one form: Camera.

Mid-Long form structure:

1. Hook (in this video I'm going to.....)
2. Intro (set up in channel foundations)
3. Point 1, point 2, point 3, point 4, (can go to point 100+)
4. Outro (set up in channel foundations)

That's it. All you're doing is hooking the viewer, introducing yourself briefly, making a few points about your golden idea, then 'outroducing' yourself and your funnel.

## Shorts Structure

1. Explain the idea in as few words as possible

(that's it for shorts, you just hop straight in with no intro, outro or context)

## Mid-Long Form Creation SOP

I personally do not follow a SOP for creation. I don't plan or script my videos, they're all recorded off the cuff with just the idea and no preparation. I've always been able to do this, even before my channel started. I'm very lucky it comes naturally to me, but I recognise it might not for you, so I've devised an SOP to help you plan videos.

**Video length:** should be as long as it takes to properly explain your idea.

### Step 1: Pick the idea

**1.1:** This is simple, just decide which video you want to make.

### Step 2: List points

**2.1:** Now you want to list the points you're going to make.

Use this resource: [Video Creation Points](#) (linked [here](#))

### Step 3: Create video

**3.1:** Print out your points, or have them to hand in some way or another.

**3.2:** Level camera horizontally & centralise yourself to the camera (use phone selfie mode)

**3.3:** Make yourself comfortable & hit record

**3.4:** Start the video **without thinking**. You could talk to a friend about this idea without making mistakes, so have some bloody faith in your ability to speak.

**3.5:** Say 'hi everyone, (your name) here' (or something to this effect) (2-3 seconds)

**3.6:** Hook the video (in this video I'm going to explain.... (idea)). (5-10 seconds)

**3.7:** Explain why the idea is important (5-10 seconds)

**3.8:** Introduce yourself (10 seconds)

**3.9:** Transition to first point (e.g. 'so let's get into it' or 'so the first thing to understand is...')



**3.10:** Make your first point

**3.11:** Connect your first point to your second point

**3.12:** Repeat steps 3.10 & 3.11 for all of your points

**3.13:** Outro part 1 (casually introduce the funnel, don't ask they click, suggest)

**3.14:** Outro part 2 (round out the video 'so that's everything for this video')

**3.13:** Outro part 3 (ask for like, comment, subscribe)

**3.14:** Outro part 4 (end on a really positive note, genuinely thank them for watching)

Tips:


- Points MUST flow. There MUST be a connective statement between each point
- Instead of saying 'um' or 'uh' or 'ah' just pause, as it's much easier to edit
- Don't be afraid to pause to think
- Have your points to hand in order
- If you have 10 points, just imagine you are making 10 mini vids
- It might be easier to make your points as individual videos (whatever feels natural)

Instead of seeing video creation as this big scary task where you have to create one big video, just see it as creating a bunch of tiny videos and stitching them together. It's easier to think of a 10 minute video as ten, 1 minute videos.

All you have to do is make your points in the right order and connect them together with cuts, and the video is complete. This removes a lot of the fear out of making YouTube videos.

Don't be afraid to have your points to hand during the video, or using them as prompts.

For example, I used a point prompt in my best vid to date. Watch this at 01:23:

 **Best SMMA Cold Email Template 2022 (This Got Me 350+ Clients)** (link [here](#))

^ also watch this to observe how I connect points so it flows and keeps people's attention.

Timestamps for point connection above: 01:55, 04:02, 05:59, 08:40, 14:40, 18:00, 19:20.

Notice at 19:41 how I am not attached to perfection. A car horn beeps, but I just carry on.

Mistakes will be cut and the video will be coherent. However, we're not worried about the editing of the video yet, so don't worry about this.

Your 1st video probably will really suck in contrast to your 100th video. Get over it.

## Shorts Creation

### Tips

- Be extremely concise (60 secs max, I prefer trying to make them 30 secs max)
- Shorts are like tweets, you just basically state a thought

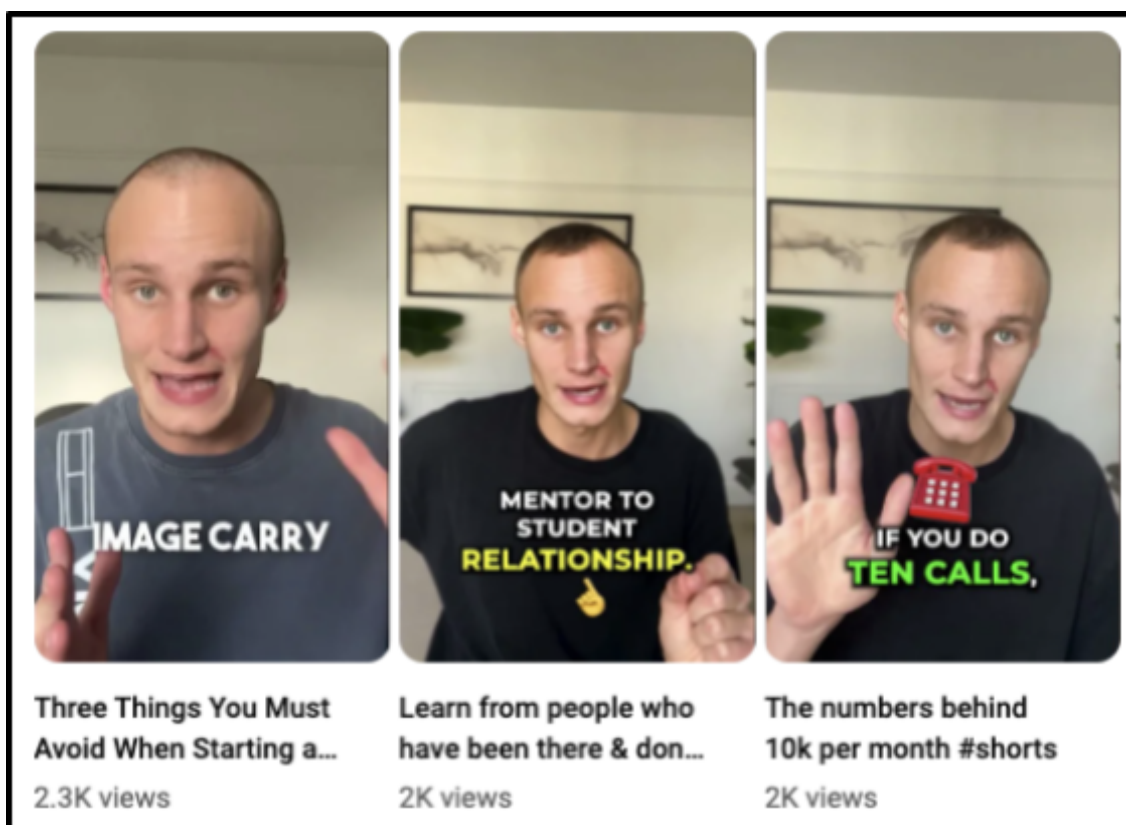
Don't cut your long form videos into shorts, this doesn't work very well.  
(Confirmed by Mr Beast).

You can follow the same SOP as above for Shorts, it's not rocket science.

The only nuances:

- Record vertically not horizontally
- Make sure your head/face is centralised but slightly above the middle of the video  
(this is so when an editor adds subtitles, the person can still see your face)

Examples:





## **How To Become More Articulate**

- Only create videos on topics and ideas you truly understand
- Practice verbalising your thoughts with voice notes whenever you can
- Read (a lot)

Let's get to work. Go make your first video now! (action item to take immediately)