

YouTube Video Plan & Script Blueprint

[0] - ABOUT...

...THIS TEMPLATE

Use this document as a blueprint for your content creation on YouTube or anywhere for that matter.

Feel free to adjust and change anything and everything as you like.

Keep in mind that platforms evolve and that what works today may no longer work tomorrow.

Always learn and adapt to succeed.

...ME

Learn more about me here: <https://www.niavimi.com/about>

Subscribe to my YouTube channel: <https://link.niavimi.com/YTsub>

Like this? Buy me a coffee: <https://link.niavimi.com/bmac>

Thank you! 🙏

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[1] - IDEATION & RESEARCH

IDEAS

Brainstorm and research ideas. Create a list of ideas that you can access from anywhere (your notes app, Google Sheets, ...) and write down all ideas that come to mind anywhere, anytime.

Get inspiration from other YouTube creators or from questions of your target audience posted in the comments section or on Twitter, Reddit, Quora, etc.

Your notes:

KEYWORDS / TITLES

Research your “competitors” on YouTube and copy keywords and titles into a spreadsheet as inspiration.

Use tools such as [TubeBuddy](#) to help you with the research and ideation.

Also use the search predictions in the YouTube search bar, e.g. if your target keyword is ‘affiliate marketing’, start searching for ‘a affiliate marketing’, then ‘b affiliate marketing’, ‘c affiliate marketing’ and so on. YouTube is showing you what people are actually searching for.

Use platforms such as AnswerThePublic as well to find out what people are searching.

Write down keyword phrases that you could create content about.

Your notes:

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TITLE

Come up with first title ideas for your video (optimal < 70 characters; average 8 words).

The title should contain your keyword phrase and it needs a strong hook that works together with your thumbnail to “sell the click”.

Your notes:

THUMBNAIL

Come up with thumbnail ideas.

This is the visual hook. Make sure it looks good even on small screens or when shown in the sidebar on YouTube. Use the [Thumbs Up](#) tool to check how it looks.

Best practices that usually get most clicks are using large faces/images, bright colors, and as few words as possible.

It needs to pop off the page. Look at your competitors on YouTube and see what style of thumbnails they use.

Use tools such as [Canva](#) or order your thumbnails on [Fiverr](#).

Your notes:

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[2] - PREPARATION & GOAL

VIDEO TOPIC / ANGLE (what makes this interesting?)

What's the point of your video?

Your notes:

What do you want to say?

Your notes:

What question are you answering?

Your notes:

Why do you want to share this?

Your notes:

OUTCOME OF THE VIDEO

Entertain, inspire, educate. By the end of your video, what do you want to have taught the viewer, what change do you want to have made in the viewer's life, what do you want to help them understand, what's in it for them?

Your notes:

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[3] - META DATA & SCHEDULE

DESCRIPTION

Ideally somewhere between 150-300 words.

The first one to two sentences “above the fold” (before someone needs to click on “show more”) should contain your keyword and the CTA, your call to action. Get their attention above the fold so that they open your full description.

Focus on the video topic, do not add generic descriptions. Also add your links to your funnels or websites, as well as links to other related videos and playlists you have on YouTube.

Keep them on your channel!

Your notes:

HASHTAGS

Use up to 3 hashtags in the description. These hashtags will also appear by the title.

Your notes:

TAGS

Keep tags relevant to your main keyword and include common misspellings of your content or videos. Make the main keyword the first tag.

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Use [TubeBuddy](#) for tag suggestions. Include tags that are only specific to your channel, e.g. your name, your brand, your channel name in all your videos.

Keep in mind that tags are no longer as relevant as they used to be; YouTube itself states that *"... tags play a minimal role in helping viewers find your video."*

Your notes:

SCHEDULE

Consistently publish at the same time(s) so that people know when you post and look forward to it.

Your notes:

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[4] - SCRIPT

HOOK (~15 seconds)

Concise introduction. Hook people using the same keywords that they're searching for.

Tell them the value of your video, present a hook for them to look forward to so they continue watching. What are they going to learn? What are they going to gain from watching?

Script Voice-over	Visuals / Sounds

TRAILER (~4-5 seconds ; *if any*)

Branded intro or trailer. You could order it on [Fiverr](#) as well.

INTRO (~15-30 seconds ; *if any*)

Talk to the viewer who you are and why they should listen to you. Share a little bit about your story so that you make a connection with that new visitor. Do not assume that they know who you are.

Script Voice-over	Visuals / Sounds

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CONTENT (50-75% of 7-12 minutes)

Share content and story. Deliver the value from the hook you mentioned earlier.

Always think about features (what it is), benefits (what it does for them), meaning (what the features and benefits mean to them).

Script Voice-over	Visuals / Sounds

INTERMEDIATE CTA / HOOK (~20-25 seconds at 50-75% of the video)

Tease and remind people what's coming next so they keep watching until the end of the video.

Surprise the viewers by overdelivering with additional bonus tips that help them get where/what they want faster/cheaper. Ask them to like and comment down below.

Script Voice-over	Visuals / Sounds

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CONTENT CONTINUED (25-50% of 7-12 minutes)

Share content and story. Deliver the value from the hook you mentioned earlier.

Always think about features (what it is), benefits (what it does for them), meaning (what the features and benefits mean to them).

Script Voice-over	Visuals / Sounds

CALL TO ACTION (CTA) / OFFER

Keep viewers on the platform and on your channel. Typically, just add one end card linking to the next video you want to send people to.

You want the viewers to watch several of your videos in a row. This not only increases the watch time on your channel, but also boosts the 'session time' and the 'average views per viewer' (APVP) metric.

The longer the viewers stay on your channel and the more videos they watch, the better. Alternatively, tell them to click a link to get to where you want your viewers to go (your website, merch shop, affiliate offer, etc.).

Script Voice-over	Visuals / Sounds