



YOUTUBE STRATEGY

QuHarrison Terry

02/01/2023 806 Subscribers

EXECUTIVE SUMMARY

Current State

The “QuHarrison Terry” channel was established in 2015. It is currently categorized in the **People & Blog** niche. QuHarrison’s audience is built around AI, ChatGPT & Web 3.0 content and major traffic comes from **YouTube Search & External**.

Overall, channel click through rate (CTR) is low to the relative amount of traffic coming from YouTube. We will learn more as content continues to be produced. Audience retention is average, relative to other channels we have worked with in this category, indicating packaging and pacing issues.

Because of the size of the channel and the category, it’s my opinion that this channel is primed for growth if the steps outlined in this strategy are followed.



EXECUTIVE SUMMARY

Broad Recommendations

After reviewing your channel, studying your competition and reviewing the industry in general. My broad recommendations are five fold...

1. Create 2-3 video per week.
2. Focus on creating emotional appeal to connect with your potential audience's needs.
3. Tighten up your edits to speed up the pacing and get to your content more quickly.
4. Enhance overall packaging, title and thumbnails to increase clickability.
5. Utilize playlists, cards and web strategy to direct audience and lead to longer session time.

CHANNEL OVERVIEW

CHANNEL OVERVIEW

Channel stats

- **Public Videos:** 89
- **Average Views Per Video:** 20- 80(90 days)
- **Subscribers:** 810
- **Average View Duration:** 1.45 (90 days)
- **Average CTR:** 7.7% (90 days)
- **Average Retention:** 16.9% (90 days)
- **Average View Per Viewer:** 1.2 (90 days)

CHANNEL OVERVIEW

Your Top 5 Videos in the last 90 Days

| Video | Views |
|---------------------------------------------------------------------------------------------------|-------|
| How To Create Deep Fakes Using iPhone Impressions App Deepfakes Tutorial | 1927 |
| Use ChatGPT to generate MidJourney AI art prompts | 260 |
| Using ChatGPT and Beatiful.ai to Create a Professional Powerpoint Presentation in MINUTES?! | 247 |
| Using ChatGPT to make an AI Avatar of ANYONE with MyCharacter.ai's CharacterGPT - INSANE Results! | 193 |
| Making Money with ChatGPT and MidJourney? How I Started an AI Coloring Book Business! | 189 |

CHANNEL OVERVIEW

Top 10 Keywords on YouTube

| | | | | | |
|-------------------------------------|----|------|-----|------|------|
| how to deepfake on iphone | 77 | 3.2% | 1.0 | 1.7% | 0:47 |
| deepfake app | 35 | 1.4% | 0.3 | 0.6% | 0:35 |
| chatgpt powerpoint | 29 | 1.2% | 2.0 | 3.3% | 4:06 |
| midjourney | 17 | 0.7% | 1.2 | 2.0% | 4:17 |
| deepfake app ios | 11 | 0.5% | 0.4 | 0.6% | 2:00 |
| how to make a deepfake video iphone | 10 | 0.4% | 0.1 | 0.2% | 0:49 |
| chatgpt japanese | 7 | 0.3% | 0.2 | 0.3% | 1:34 |
| deepfake iphone | 7 | 0.3% | 0.1 | 0.2% | 0:50 |
| chatgpt powerpoint presentation | 6 | 0.3% | 0.4 | 0.7% | 3:58 |
| deep fake app | 6 | 0.3% | 0.0 | 0.1% | 0:18 |
| netaverse | 6 | 0.3% | 0.0 | 0.1% | 0:26 |

CHANNEL OVERVIEW

Top 5 Traffic Sources

| Traffic Source | % |
|----------------|------|
| Search | 59.6 |
| External | 19.9 |
| Browse | 8.8 |
| Direct | 5.1 |
| Channel Pages | 2.9 |

CONTENT STRATEGY

Traffic Sources

One of the key reasons behind your channel growth up to this point, is that the majority of your traffic is coming from **Search & External**. The majority traffic under external tab is from **Google**, i.e google has started to index your videos when people search for specific terms. YouTube has categorized your channel based on your content and is showing it to an audience they think will like your videos. We will get into how to broaden your audience more later in this report, but this is definitely helpful for future growth.



CHANNEL GOALS

CHANNEL GOALS

Top Channel Goals

- Increase subscribers & overall engagement
- Increase audience retention to 40%
- Increase AVPV over 2



AUDIENCE AND VALUE PROPOSITION AUDIT

CHANNEL GOALS

Current State

Target Audience: Men and Women 25-44 (majorly men), English speaking, business owners

Unique Value Proposition: Has proven track record, authentic, proven leader



CONTENT STRATEGY AUDIT

CONTENT STRATEGY

Types of Content

The current content is focused on broader topics. QuHarrison has built a loyal following around himself and his knowledge around AI & Web 3.0. The audience is attracted to the character and the storytelling, not necessarily to any one specific topic as he has been getting similar viewership to different content verticals on the channel. This is a good sign for moving forward, positioning QuHarrison well for growth as a thought leader.



CONTENT STRATEGY

Tentpole Events

Tent Pole videos are content based around events, dates, conferences and pop culture trends that could greatly help you with shares and overall exposure.

Examples for the business/personal development Category:

Economically impactful events

Holiday themes

Challenges among other category influencers

Fame Jacking

Trend Jacking



CONTENT STRATEGY

Publishing Frequency

Twice a week is my suggested minimum. I would recommend trying to increase to 3 videos per week moving forward until you reach 20,000- 50,000 subscribers. Then give yourself more flexibility. If time restrictions do not allow for consistency, try to post at least once a week.



CONTENT STRATEGY SHOW FORMULA

CONTENT STRATEGY

Show Formula

Every video series should follow a similar format that's designed to consistently deliver the value your viewers want in a style that's appealing, and also remind them that you are leading a community they should join.

1. Hook/Tease
2. Branded bumper swipe or intro
3. Personal intro/Content: Shareable edutainment, or the 2, 3, 4, 1 formula
4. Calls to action between each point. (subscribe, join my list etc.)
5. Call-to-Action: subscribe & click the bell, comment suggestion, sign-up, giveaways, etc.



CONTENT STRATEGY

Hook/Tease Example:

Your hooks need improvement. Everything should point to a big information reveal and your audience needs to feel that. That is what will keep them watching.

Here are some examples we use for our clients, if you need some more ideas on how to make your hooks even more impactful.

Bold Ex: *“and near the end of this video I am going to share a Secret Chat GPT prompt that no one talks about & will blow your mind...”*

Subtle Ex: *“I spent weeks testing these AI Tools and here’s what I learned...”*



CONTENT STRATEGY

Sample Show Timing:

Show Formula

- 0:01 -0:10 seconds - hook & tease
- 0:10 -0:15 - logo / branding
- 0:15 -0:20 - CTA / Subscribe
- 0:20 -0:25 - Start the content but give someone a MAJOR reason to stick around until the end.

Free stuff, life changing tip...

- 0:25 - content
- 15 seconds before end - CTA / Subscribe
- Last 10 seconds - End Screen



CONTENT STRATEGY

Branded Intro: 10 seconds

There is no branded intro. I would highly encourage you to use a shortened 2-3 second logo swipe to use as transition between your hook and introduction. Use this in every video for brand recall in your audience.

Example:

<https://drive.google.com/file/d/13ny7LJMAkKVwYXWHr7c5uOWRiZ6spmX4/view?usp=sharing>



CONTENT STRATEGY

Personal Introduction:

The personal intro needs improvement. My recommendation is to give a short personal introduction directly after your bumper to allow your hook to be more impactful. The first 10 seconds of your video should be spent giving your audience a reason to watch the next 10 seconds and so on.

Ex:

After your hook:

“Hey everyone, QuHarrison Terry here. My goal with every video is to teach you some of the coolest things about AI and how you can use it to better your finances, business or your everyday work life. If that sounds good to you, let’s get in!”

Use clever language in your personal intro that illustrates your unique value proposition and is memorable.



CONTENT STRATEGY

Content

You are well-spoken, but there is a disconnect with the content resulting in steep audience drop off early on in the content. The goal is to avoid over explanation or giving away too much in the beginning. Avoid taking too much time in coming to the real content which can be the major reason for audience drop. The current retention is at 16.9%, the target should be at least above 40%, but ideally 50-65%.

Resources to learn better editing:

Read: In the Blink of an Eye: A Perspective on Film Editing, 2nd Edition, by Walter Murch

Watch: Hillier Smith on Youtube <https://www.youtube.com/c/HillierSmith>

CONTENT STRATEGY

End of Video CTA's:

At the end of each video, consider a more direct call to action to the next video you want your audience to watch. The best CTA's will be very direct and open a loop where the audience feel forced to watch another video to get all of the information they need. This will help assist in increasing your AVPV and an increase in overall audience session time.

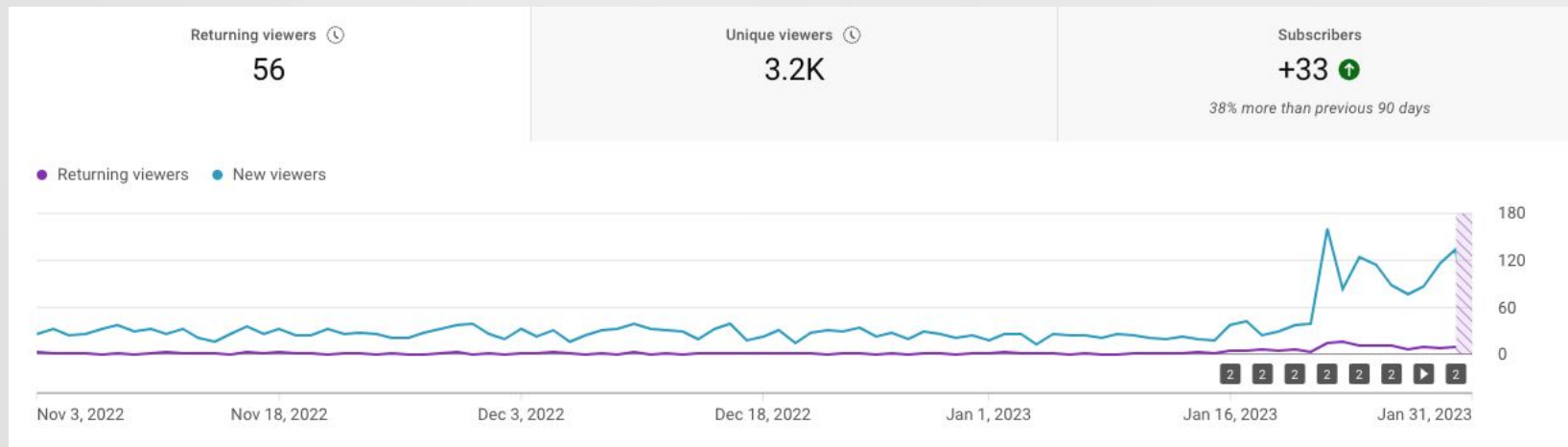
Ex:

"...now that you know some of the best Chat GPT prompts, here's how you can make use of them and make a extra source of income for yourself, click here to watch !"



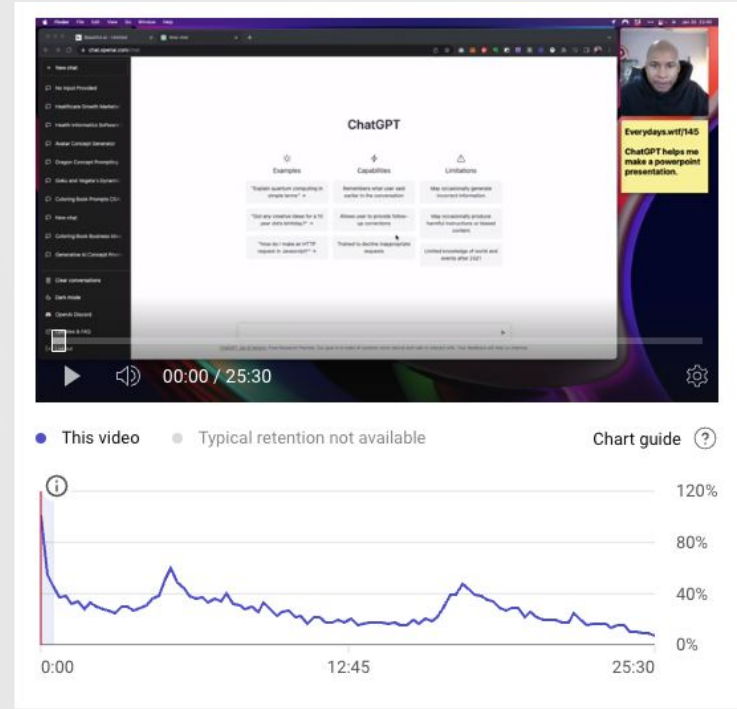
Watchability

One of the bigger problems you are having on your channel comes down to repeat viewership. Your views are coming from new viewership vs repeat viewership at a 57:1 ratio. It is good that you are attracting a new audience, but the goal needs to be to attract a new audience and keep the current audience engaged. This comes down to watchability. We will discuss this more in later in this report.



Watchability

- You need to work on keeping audience attention.
- I would add graphic effects, texts when needed and images/screenshots to give visual references to things while speaking.
- I highly suggest adding a library of 5-10 audio sounds to re engage people's brains every 3-7 seconds
- I suggest adding more jokes, examples and raw emotion
- Add reasons to keep watching like, "the one tip you can't miss..."



Watchability

Rituals - Language Strategy

I suggest building a library of words and phrases that are used to help people become part of the community.

Alex Hormozi does this well with messaging like, “I have nothing to sell you.”

You Suck At Cooking

The don't say pepper, it's “pepper, pepper, pepper.”
They don't say spatula it's “wangangler.” He does not say put the oven on 350 it's “Undoh's On Three Fundo.”

He has created his on language and his audience is in the club like an inside joke that only the community knows.



CHANNEL STRATEGY AUDIT

CHANNEL STRATEGY

Channel Strategy

It's important that your channel is setup and designed to quickly communicate your channel's value proposition to the target audience.

1. Channel Artwork
2. Channel Trailer
3. Channel Icon
4. Channel Keywords
5. About Page
6. Featured Channels
7. Branding Watermark
8. Channel Sections



CHANNEL ARTWORK

Notes:

- Currently, you don't have a cover image
- Ideally, need a phrase with clear value proposition to convey your message your audience at first glance.(eg. helping you get smarter with AI)
- A low hanging fruit as the first link in the banner (checklist/newsletter) to capture emails for future re-targeting

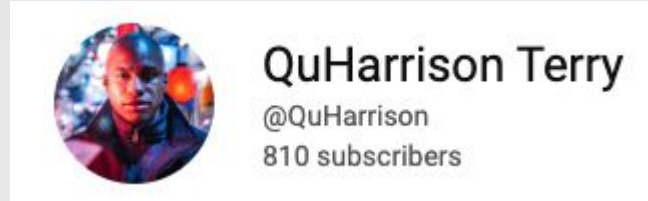


CHANNEL TRAILER

You current channel trailer is really good. My recommendation is create a 2-3 minute video that conveys your life story, your value proposition and your “why.” The goal is to humanize you and get your prospective audience to feel like they relate to you. Research Russell Brunson’s ‘epiphany bridge’ tactic. Your goal is to make your audience feel like watching your channel is a solution to their problem, and that you have the answer to their questions.



CHANNEL ICON



Suggestions:

- No suggestions, this is authentic, piques interest and relates well to branding

CHANNEL KEYWORDS

Current Keywords:

Keywords

Add keywords

Enter comma-separated values

Suggestions:

Ai, technology, chatgpt, nft, Artificial intelligence, prompt engineering, QT, QuHarrison Terry, Openai, chatbot, ai, chatgpt, deep learning, ml, machine learning, chatgpt prompts, dall e 2, chat gpt 3

ABOUT PAGE

Suggestions:

- About page needs some changes. I would consider adding two paragraphs for this section. The first paragraph illustrating the value you bring to your audience.

For second paragraph I would like to see a short bio illustrating your authority and social proof. (the people you have impacted or any feature)

- This is an opportunity to SEO your channel and also an opportunity to rally people behind your mission.

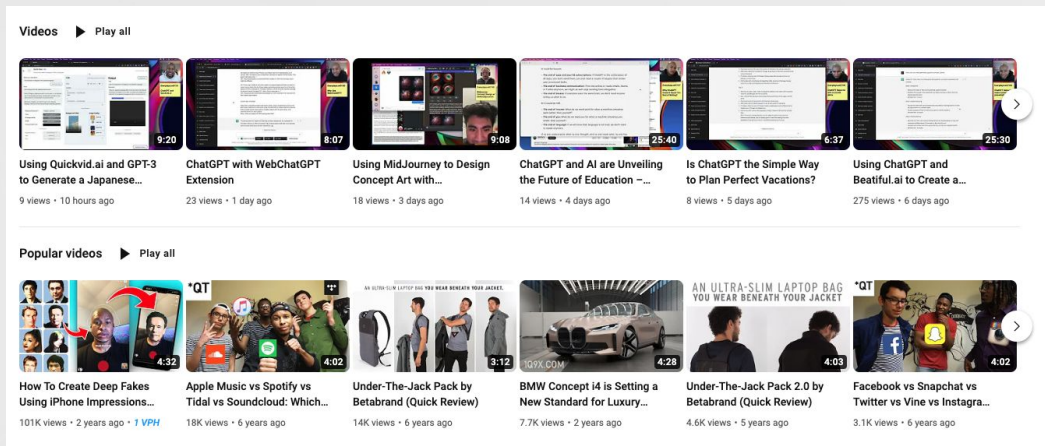
Description

I make videos documenting my thoughts on the future of technology and its impact on society.

CHANNEL SECTIONS

Notes:

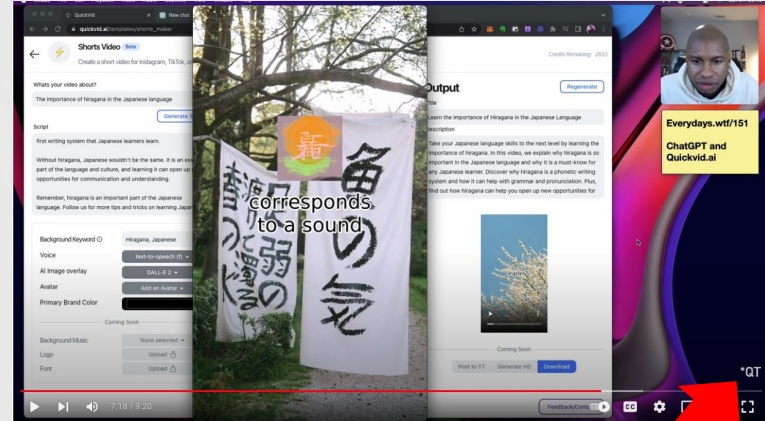
- Consider adding “Uploads” to keep at the top as it is quick for viewers to find your latest content and followed by “Popular uploads” to build trust and authority, which you have done right.
- Make playlist often and consider adding small theme based playlist for better binge worthy content. Eg. Chatgpt Prompts, Best AI tools, etc



BRANDED WATERMARK

Notes:

- No suggestions, you already have a watermark.



VIDEO OPTIMIZATION STRATEGY AUDIT

VIDEO OPTIMIZATION STRATEGY AUDIT

Optimization

The metadata around your video tells YouTube what your video is about and helps viewers decide if they want to click to watch it or not.

- Titles
- Description
- Tags
- Playlists
- Close Captions
- Cards
- Endscreens
- Thumbnails



TITLES

Is ChatGPT the Simple Way to Plan Perfect Vacations?

Suggestions:

Notes:

The best content in your niche focuses on packaging the video right through unique perspective. This is where you will want to focus more heavily on ideation. If you improve your ideas and get good at sharing your perspective, you will rapidly increase the size of your channel.

Specific tips:

- Evoke curiosity by adding strong words
- Use storytelling in your titles for better packaging

Eg: **I used ChatGPT to Plan my Vacation [the results were SHOCKING!]**

DESCRIPTION

Suggestions:

Do you always find it hard to plan the perfect vacation? With so much to choose from, it can be hard to decide where to go. Well, ChatGPT might be the solution for you!

Get the prompts used in the video: <https://Everydays.wtf/146>

- My suggestion is to add a link to specific CTA (can differ from video to video). E.g newsletter, book a call, buy course, etc. Keep an agenda with each video what you want from that and add links accordingly.
- Then you can push people to your other relatable & popular content links, followed by other important & affiliate links.



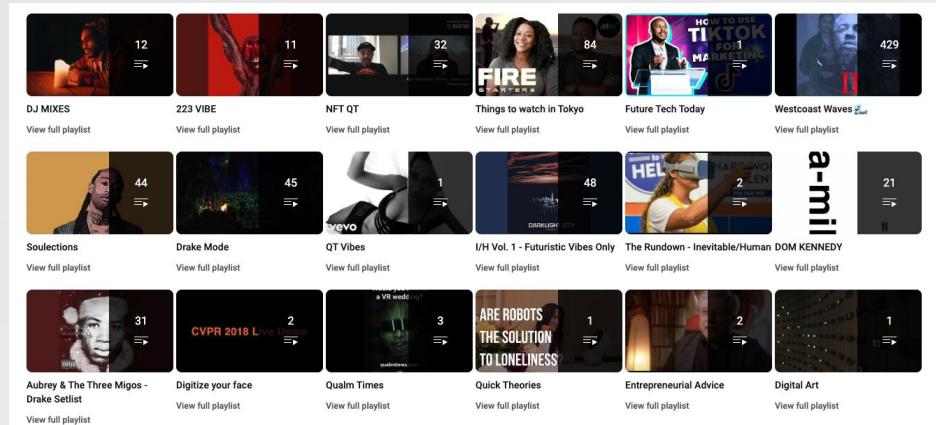
Tags

Suggestions:

- Tags are a low priority SEO effort, but are still a factor in YouTube search and discovery.
- Use a combination of general tags that are somewhat broad in nature as well as specific tags.
- There is no specific number of tags to add, use what's relevant



PLAYLISTS



Suggestions:

- Remove the playlist that doesn't align with the audience
- Create new playlists often - make sure it acts like a mini course or related binge-watchable content.
- **Add a playlist description.**
- Best practice is to use only use about 6-10 videos in each playlist, to avoid audience overwhelm
- Title playlists the same way you would title a video: pitch value so when a viewer sees it as an interactive card or end screen element, they're enticed to click.

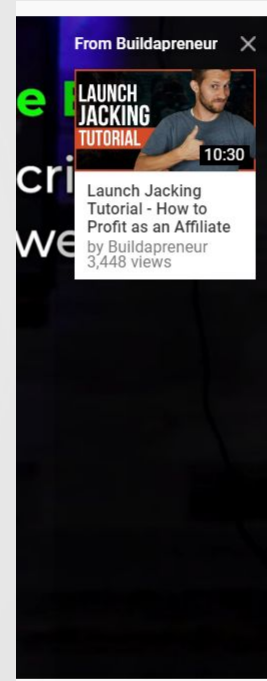
CARDS

Why is this important?

Cards are the best way to point viewers to more content or your website. They also work on mobile devices.

Suggestions:

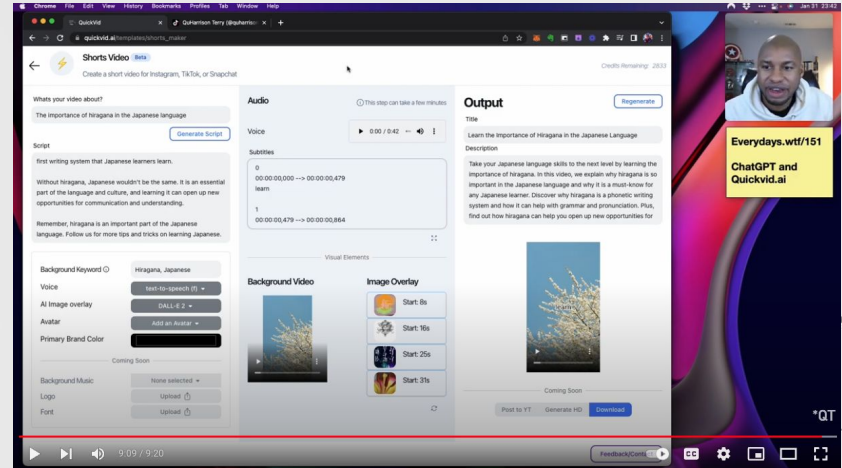
- YouTube gives you 5 card placements per video. Consider using all 5 at strategic times throughout your video.
- Always point to at least one playlist that has an enticing title so people can keep watching.
- Make sure you are looking at relative audience retention to see when people are leaving your videos and put the cards timing a few seconds before that.



END SCREEN

Suggestions:

- You are not using a template endscreen, which is good. It's always better to have your video to continue playing through to the end of the video.
- Considering using verbal phrase of directing people to specific video which co - relates to the current video your audience is watching or just a arrow pointing towards the video.
- Add a playlist only if it acts as a solution to the bigger problem you were talking in the video or considering adding a single video.



CUSTOM THUMBNAILS

Suggestions:

- Need custom thumbnails
- Consistent color
- Use emotion and intrigue
- Adding contextual references in the form of images/screenshots/mockups create curiosity and helps to get better clicks.
- The primary goal of a thumbnail should be to get the audience member to ask a question. If you can get them to ask a question, they will be enticed to click to answer their question.



TITLE/THUMBNAIL STRATEGY FOR ALGO

Title #1 SEARCH OPTIMIZED:

How to change a tire like a pit crew...[speed technique revealed]
The main keyword phrase we are optimizing for is, "how to change a tire." To optimize for longer session time, I added "like a pit crew" not only for curiosity, but also to allow for a series...e.g. "How to fuel like a pit crew" "How to jack like a pit crew"...etc. Depending on your focus, you can create various 'series phrases' to suit your needs. Then the tale end of this title, for added curiosity I included, [speed technique revealed]. We have found that brackets work well.

The thumbnail has been optimized to illustrate speed. For a video like this where we are solving a problem, speed, effort and cost are the most important emotional objections you need to overcome in the eyes of a viewer. If you can convey that your video will be the most helpful, you will win the click. *A variation of this would be tire empty on the left, and tire full on the right. The timer would be above my head in the middle.



TITLE/THUMBNAIL STRATEGY FOR ALGO

Title #2 SUGGESTED OPTIMIZED:

5 CLEVER ways to fix a flat tire that DISCOUNT TIRE DOESN'T WANT YOU TO KNOW...

The wonderful thing about suggested is that when you have a video that lands, you are essentially hijacking a the keyword search optimization that other people have already done for your subject. The goal here is to focus more on appealing to emotion and curiosity, so you can steal the attention of the viewer as they are watching the content they were initially searching for. In this title we are still focusing on the keyword phrase "fix a flat tire" because we want the algorithm to associate our video with that phrase, but you can see that that phase is not the first thing we focus on.

Emotions are powerful and in this title we focus on triggering a couple of them. First, lists convey simplicity and ease. People like clicking on content that is in list format. Second, we used the word "clever." We have tested this extensively and found that it converts better than words like "smart" or "brilliant." People want to be clever because it conveys intelligence and charm. Third, we create an "us vs them" mentality by calling out Discount Tire. Polarization is a good way to create a community. It can also be a good way to lose part of your community, so use it with caution.

The thumbnail was clickbaited for maximum curiosity. I am a huge fan of clickbait. I study it and look for patterns. Bold yellows and red are symbolic for 'warning' and 'stop.' Using the text "tip 3" again conveys curiosity, but also diminishes the stigma that clickbait can sometimes bring by letting our audience know that we are actually going to show in the video what is being illustrated in the thumbnail...which in turn creates more curiosity.

The extreme nature of the thumbnail is also an appeal to curiosity as it is not something that someone would typically associate with fixing a tire.





TITLE/THUMBNAIL STRATEGY FOR ALGO

Title #3 RECOMMENDED OPTIMIZED:

My tire exploded on the highway...this is how we fixed it [TERRIFYING]

We have found that titles that allude to a personal story and combine curiosity and emotion do very well in recommended. Words like, "exploded" and "terrifying" are emotional triggers. We can all relate to those extremes.

We connected the title to the thumbnail in this one with the words "this is how we fixed it." The tire with the duct tape over the hole and the red arrow pointing to the flat tire indicates that this is potentially how we solved our problem. This alone adds emotional curiosity to the design because the prospective audience is thinking "that is so dumb...I have to watch this dumb video." Yes, what we are going for with this thumbnail. Eliciting extreme emotion gets clicks.

Now, with all this said, these are best practices that we have found work more often than not. Will this change? Absolutely. As soon as the majority of people create thumbnails and titles like these, creators will be forced to switch to remain in front of their audience.

Also, these thumbnails are a microscopic representation of what could work on YouTube. Every channel and subject is different, I recommend testing and trying new things always, but keep in mind what audiences react to at a subconscious level.



COMMUNITY DEVELOPMENT AUDIT

COMMUNITY DEVELOPMENT AUDIT

Comments:

Consider replying to the comments which a good way of creating a bond with the audience. As your channel grows and comments become too much to stay on top of, I would recommend taking at least the first hour after releasing a video and responding to comments, or premiering your video and being active in the chat during the premier. This will encourage your viewers to show up in that first hour and lead to higher initial view velocity.

Also make sure to use the “pin a comment” feature for each upload that asks an engaging question. Use this to spark conversation among your audience.

Content:

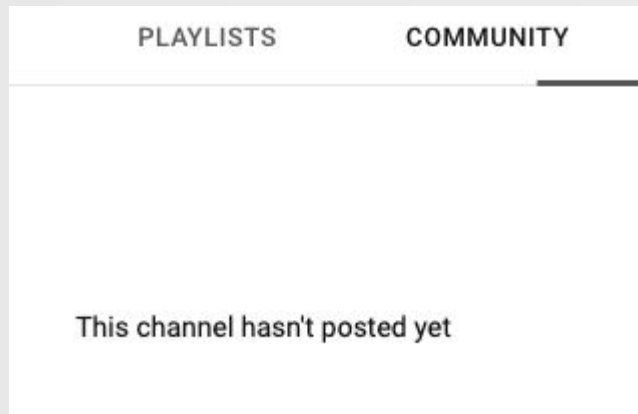
Q&A videos and live videos that respond to comments are a great idea. Make sure to say their names or show a screenshot of their comment. Viewers love hearing their names in videos and it is a good way to to continue to strengthen and build your community.



Community Tab

Suggestions:

- You are not utilizing the community tab.
- Community posts tend to stick around for many days so I suggest only making 2 or 3 max per week
- When creating polls (the post type that does the best) use a link to the latest video in the text. This allows you to get a ton of visibility and lead people to your needed CTA.
- Single image post or carousels can also be utilised with video link in text. Ideally a 1:1 size of recent thumbnail or just even your image.



Distribution Strategy

Distribution

Suggestions:

- I recommend creating value based posts on other platforms to drive traffic back to your content
- The following list is where I recommend sharing.

| |
|---------------------------------------|
| Email |
| Podcast |
| Discord |
| Blog for each video vertical and long |
| IG Reels |
| IG Post |
| TikTok |
| Pinterest |
| Linkedin |
| FB Stories |
| FB Post |
| FB Group |
| YT Stories |
| YT Community Tab |
| Twitter |
| YouTube Long Video |
| YouTube Shorts |
| YouTube Livestream |
| Linkedin Post |
| Linkedin Livestream |

STRATEGY RECOMMENDATIONS

CONTENT RECOMMENDATIONS

AI, Business & Money - 50%

Focus on "AI, Business & Money "50% of the time, and stay creative with each title and lesson to draw the audience in and pique curiosity. The more interesting the point, the better odds for success. You need to focus on creating content with more of an emotional appeal or curiosity factor to trigger a response from a larger suggested audience.



CONTENT RECOMMENDATIONS

Experimental/edutainment - 50%

Focus on “ Experimental and edutainment style content 50% of the time, the idea for this content vertical is to go extreme with the content matter and present to the audience. These types of content has always a upper hand on getting viral and reaching to a wider audience if done right.



SHORT TERM UPDATES

Video Updates:

Content Strategy

Implement Card Strategy

Thumbnail Design

Title Strategy

