

## YouTube: The Creative Checklist

- Define your target audience
- Write your script
- Hire Actors
- Order any necessary props (t-shirts, products etc..)
- Graphic and video editing
- Ad Variants

### Defining your target audience

Asking yourself “who will watch this video?” and answering with “my customers, of course!” is NOT enough. To write a script that’s going to dive straight into the customer’s “must-have” mindset, you need to know *exactly* what makes them tick.

### Writing Your Script

Start with an outline and expand from there. There are lots of free online templates to help get you started.

Your script should include

- Your Hook
- Key Problem/ Emotional Trigger
- Credibility
- Solution
- Call to Action

Remember to keep it short. According to [econsultancy.com](http://econsultancy.com), the best performing ads on YouTube in 2013 were 1m44s long.

### Hiring Actors

Hire Actors Directly - There's No Need For Agencies. You can find actors on:

- Facebook Acting Groups

- Fiverr
- Online Acting or Talent Databases such as mandy.com
- Do it yourself or ask a friend, family member, or staff member

## **Release Forms**

Release forms are essential. A release form gives you the legal right to distribute content using your actor's likeness. Without one, extreme cases have seen companies getting sued.

The form is a short legal document that protects you and represents an explicit agreement between both parties.

Here is a FREE Resource of an example of a release form you can give your talent.  
file:///E:/Downloads/Generic\_Talent\_Consent\_Form.pdf

## **Ordering Props**

Props aren't a deal-breaker for your shoot, but they're something you should seriously consider if you're working with branded content.

For example, we have ordered branded T-shirts for our actors to wear in the videos.

You can order cheap T-shirts on websites such as Vistaprint.com

## **Graphics and Video Editing**

Once a videographer has shot your content, it'll need editing, polishing, grading and graphics.

If you don't know much about motion graphics, you can always find a few examples of things you've liked from other ads. Share these examples with your videographer and editor, and they can attempt to replicate them.

## **Variants**

A quick way to get a lot of mileage out of your video ads is to vary the introductions. Alternative hooks let you use a wide variety of graphics, pop-up text, animation and

B-roll footage. Avoid stock footage as it's expensive. It also won't do you any favours with your audience, as they can smell stock footage from a mile away.

We suggest having at least 5 variants per video so you can split test in YouTube.