

THE

# Perfect Video

RECIPE



TRIGGERING THE YOUTUBE ALGORITHM

AND SKYROCKETING YOUR VIEWS

SEAN CANNELL

# **The Perfect Video Recipe:**

1. Big Idea
2. Hook
3. Content
4. Transition

# THINK MEDIA PERFECT VIDEO RECIPE

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## **1. The Big Idea**

Having a strong "big idea" is critical to making a great video. The video concept has to be strong if you're going to get the viewer to click on your video in the first place.

**The "Big Idea" includes your:**

- **Topic**
- **Title**
- **Thumbnail**

**What is the topic of your video?**

You can learn more about finding the best video topic ideas in this video: <https://youtu.be/fYtuiHEztUM>

**What is the title?**

Get help writing a YouTube video title that gets clicks: <https://youtu.be/pgrMDBEbjQE>

**What is the thumbnail?**

Your thumbnail is like the movie poster for your Youtube video.

Get tips for making better thumbnails in under 3 minutes: <https://youtu.be/4X3efQiR6tA>

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## **2. The Hook: Grab the Viewer's Attention in the First 30 Seconds**

*The "Hook" is the first 30 seconds of your video.*

Your goal is to bait the viewer to click with a bold and enticing promise and then actually deliver - ethical clickbait.

### **Big mistakes people make in their video intros:**

- Wasting time introducing yourself
- Long video bumpers and intro music sequences
- Not planning the hook

### **How to power up your hook:**

- Open with a qualifying question
- Remind the viewer they are in the right place
- Give the viewer a reason to watch until the end
- Show what they'll be getting/learning/seeing later in the video

Learn how to make a powerful video intro in these videos:

<https://youtu.be/akNsyafEAMQ>

<https://www.youtube.com/watch?v=GTasoXgD81M>

<https://youtu.be/Q-7zOu8qvxA>

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## **3. The Content: Keep the Viewer Watching Until the End**

### **How to Power Up the Content of Your Video:**

- Quickly deliver on the promise you made in the title - don't hold back to deliver your best point at the end of the video!
- Prepare the outline of your points ahead of time so you can make them clear and concise when you record
- Use visuals - if it's not props of some kind, use a screenshare, whiteboard, slide deck, etc
- Edit your video to make it more engaging - jump cuts, transitions, graphics, and extra video clips

*Check out this video for 20 tips on how to keep people watching your content for longer:*



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## **4. The Transition: Quickly Lead the Viewer to the Next Relevant & Enticing Video**

*You don't want to just end your video, you want to transition your viewer to another video.*

### **Huge Mistakes People Make At the End of Their Video:**

- Spending too much time asking for the viewer to like and subscribe - this should be clear but quick.
- Sending the viewer off of YouTube - this is okay every once and awhile, but generally, you want to keep people on YouTube. That's what YouTube cares about and will reward.
- Not giving a clear and compelling CTA (Call to Action) to another video.

### **Tips for Making a Better Transition:**

- Don't let the viewer know you're ending
- Agitate the problem you're going to solve in your next video
- Give a clear CTA to "click or tap" the screen to watch the next video
- Video series and better than solo videos. Think about how you can make multiple videos on one topic.

Learn how to make video end cards, intros and more:

<https://www.youtube.com/@ThinkMediaTV/search?query=outro>

# ANSWERS TO YOUR BIGGEST QUESTIONS

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## ***What is the best camera and equipment for YouTube?***

Simple YouTube Studio Setup for Beginners (Works with ANY Camera!): [Budget Setups Playlist](#)

Best Simple, High Quality YouTube Video Setup:  
<https://youtu.be/Vpigg-Kh48s>

Best Camera for YouTube: <https://youtu.be/nGjb5eQS7eE>

## ***How do I start and grow a video podcast?***

Basic Video Podcasting Setup! Camera, Microphones and Accessories: [Video Podcasting Setup Playlist](#)

## ***How does YouTube work?***

How YouTube Search Works! 4 Tips for Hacking the YouTube Algorithm: <https://youtu.be/56GXqleolqY>

YouTube Algorithm Hacks: 3 Tips for Getting Views That ACTUALLY WORK: <https://youtu.be/CqitsEf2T5Q>

YouTube Monetization Explained: 5 Ways to Earn Money:  
<https://youtu.be/8riSzz7r7yc>

# ANSWERS TO YOUR BIGGEST QUESTIONS

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## ***What are the best ways to get discovered and get views?***

7 Tips for Getting Views on YouTube in Under 5 Minutes:

[https://youtu.be/tD4cKx\\_jtwc3](https://youtu.be/tD4cKx_jtwc3)

Tips for Getting Discovered YouTube (When Nobody Knows You Yet): <https://youtu.be/5DAFn7TIHDE>

## ***How do I grow my subscribers?***

How to Get Your First 1000 Subscribers on YouTube — 5

Tips: [Free YouTube Class](#)

## ***How do you do effective keyword research for creating YouTube videos?***

How to Get Views FAST with YouTube Keyword

Research (New Strategy): <https://youtu.be/rJe-bmp1a7A>

How to RANK YouTube Videos on FIRST PAGE of Google — 5 Tips: <https://youtu.be/5kdBbcDYK40>

# ADDITIONAL RESOURCES

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## ***YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer***

<https://amzn.to/30ft9wN>

## ***Free 1-Hour YouTube Growth Webclass***

<http://www.thinkmasterclass.com/>

## ***Join our YouTube Course & Coaching Program, Video Ranking Academy***

<http://joinvra.com/>

Think Media is on a mission to help 10,000 purpose-driven people make a full-time living on YouTube.

Sean Cannell runs Think Media and is a YouTuber, international speaker, and coach that helps entrepreneurs build their influence and income with online video.

Sean's YouTube channels have over 3,000,000 subscribers, his videos have been viewed over 300 million times and he has been featured in the "20 Must Watch YouTube Channels That Will Change Your Business" by Forbes. He's helped thousands of entrepreneurs and business-minded creators and is ready to help you on your journey to YouTube success.



## ***NEED HELP DECIDING YOUR NEXT STEPS ON YOUTUBE?***

We completely understand that getting started on YouTube can feel overwhelming. There are so many ins and outs that you can start to question if you're even doing it right.

It's likely that you have a big picture view of what you want your YouTube channel to look like, but you might now know exactly how to get there. That's where we come in.

We are here for YOU! We have created our entire business with YOU in mind.

We not only offer free content on YouTube and social media, but we have created an entire education company to help equip you in your online video journey.

You want to go DEEPER on this and get our Full 7-Step YouTube Success System.

In that case, you'll want to head to [JoinVRA.com](https://JoinVRA.com) and check out our Full Video Ranking Academy program.

**If you're curious about any of our courses before jumping in, we'd love to chat with you. Simply reach out to our team at [ThinkMediaSupport.com](https://ThinkMediaSupport.com) and a team member will be happy to answer any of your questions.**