**YouTube Scripts**

YouTube is still considered a trend, eventually it'll go away.

This will work for anything related to YouTube & any platform that might replace it

Writing is writing, sales is sales

Best way to study youtube writing → look at trending, or most viewed, study the pattern

Copywriting is related to pattern recognition.

In YouTube, the pattern is in the title.

<u>"Top ten…"</u>

Top ten list works well.

"Top ten rags to riches stories."

<u>"X vs Y"</u>

Example: Sony vs canon
"This vs. that" scripts work very well.

<u>Trends on youtube</u>

If there's a new trend but it's still relatively new, you can get into the bandwagon early and make high-quality content.

If you wrote/recorded in 24 hours you can jump on a trendy subject and a lot of people will search for it.

<u>"Telling a story."</u>

A story relevant to your niche will do very well

<u>"Bait and switch"</u>

It's when you tell them something obviously wrong "why you should never water your plants"

The script will have a punchline talking about watering plants, but certain plants can not need to be watered.

<u>"Reaction videos"</u>

Taking advantage of viral clips, reacting to them, commenting, or watching them.

<u>"How-to..."</u>

Good content, it'll help people engage.

<u>"Everything wrong with…"</u>

Pessimism or negativity grabs attention.

These things are not individually exclusive, they can be stacked together.

Thesis = idea you're trying to convey, you can convey it in all sorts of packages.

If you're trying to teach about a niche relative to expertise, package it in a youtube script

This is like a menu of options to play around with.

Social currency → if I share it with my friends, they'll think better of me.

Give people a nugget of info in each top 10, it'll give them info to show off with.

Nuggets → memorable and shareable

You need to know the:
- Reference
- Name of topics
- Interesting facts
- Transitions

It's interesting to listeners and viewers, but it's predictable to copywriters.

At the end, add soft CTA. "like, subscribe, click here for discount code"

Questions:

What type of content is most commonly used on YouTube?

How can you capitalize on a trend early?