

HVR METHOD

Introduction: (Most Vital 30 Seconds) - most important part of the video - Needs to emphasize that the video is going to include the answers to the questions that made them click on the video.



1. HOOK (1 sentence)

- Include something in the first sentence that is either interesting or shocking

Hook Options (use 1):

- Question hook - Ask the audience a question they want to know the answer to: "Have you ever wondered how geckos walk on walls and ceilings?"
- Context hook - Drop the audience into the most exciting part of your video (Example - searching for anacondas at night with an exciting cliffhanger like "OMG, OH NOOOO!")
- Statement hook - Start with a bold statement that you back up later in the video (Example - A fitness YouTuber saying "dieting is

the worst thing you can do if you want to lose weight” backed up by data later in the video)

- *In action - The audience is put right in the middle of some kind of action. This can be a strong emotion or it could be a dangerous activity*

2. WHAT (2 - 3 sentences)

- Tease what the video is about and what we will cover (an expansion of the title/thumbnail)
- Give a quick summary, but do not give too much away so viewers do not click off

3. WHY (1 - 2 sentences)

- Tell them why they should stay until the end of the video (increase viewer retention)

4. DO NOT ask viewers to subscribe or turn on notifications

- The viewers will automatically subscribe when we provide enough value (you can pop up a subscribe logo in the edit)

Note - The Hook, What, and Why should re-enforce the questions that should be in their head provoked by the title.

Example (for a video teaching how to create more engaging videos through video editing):

Hook = “Is your video really as effective as it could be?”

Question #1 that the viewer has from the title and thumbnail = What are concepts and techniques to make better video edits?

What/Why #1 = “I’m going to reveal 8 simple techniques and concepts that ANY YouTuber can do to easily transform their videos”

Viewer Question #2 that the viewer has from the title and thumbnail = What is it that I’m not doing?

What/Why #2 = "99% of editors don't use these simple hacks, so in this video I'll walk you through them."

Viewer Question #3 that the viewer has from the title and thumbnail = Will it work for my channel?

What/Why #3 = "But first let me give you examples of YouTubers blowing up their channels using these techniques"

Putting it all together, the introduction would be:

"Is your video editing really as effective as it could be? I'm going to reveal 8 simple techniques and concepts that any Youtuber can do to easily transform their videos. 99% of editors don't use these simple hacks, so in this video I'll walk you through them. But first let me give you examples of YouTubers blowing up their channels using these techniques."

Body paragraphs (Follow Loosely) (x1, x2, x3 etc):

1. Re-Hook Viewer - Let them get excited again by introducing a new question
2. INFO - Provide value on the video topic
3. CLIMAX - Deliver on what people came for in the title (so they get value and don't think you clickbaited them etc. - Every time you answer a question you need to re-hook them in the next body paragraph by introducing another question

Conclusion:

All of these should lead to the final climax at the end of the video (which is the main point of the entire video - usually the main question from the title/thumbnail)

ABRUPT END

End the video without the viewer expecting it

Other Things to Keep in Mind:

- Remove fluff
 1. Fluff kills retention (duration of the user staying on the video)
 2. Cut ruthlessly - when going through the script, cut ANY and ALL parts where you think it could be boring
 3. Cut parts that are unrelated to the topic of the video
- Narrate in third-person view - do not include “I” “my opinion” etc.
- Keep the script simple (10th grade reading level) - do not use big or over-complicated words
- Only include accurate information - make sure you perform your research and have up to date information

Blacklisted phrases:

Do not use the word “article” in the script since we are turning them into videos and don’t want the commentary to say “and in this article we will be going over”

Do not use curse words

No politics allowed. Keep political beliefs away from the script.

Do not attack characters / celebrities in the script