

5 KILLER TIPS

IN MAKING HIGHLY ENGAGING
YOUTUBE VIDEOS THAT
GATHERS RAVING SUBSCRIBERS IN
NO TIME

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Hi!

Thanks for downloading this e-book!

To get the best out of this e-book, all these tips must be applied immediately.

The main goal of all of these is VIEWER RETENTION, which is a vital element in YouTube Algorithm.

There are more strategies not mentioned here that may work for you. But these are bite size, applicable tips to boost your viewers retention in your YouTube videos.

Best of luck to you, and wishing for your success!

Thanks,

Rene Leanda



TRANSFER YOUR ENERGY THROUGH AUDIO

TIP #1

This may sound counter intuitive, but videos become MORE POWERFUL WITH AUDIO. Sometimes what we see is not enough. It is usually amplified (or can be twisted) if it is delivered thru compelling audio. It may be a POWERFUL OR EMOTIONAL MUSIC, A COMPELLING VOICE OVER OR A NERVE-RACKING SOUND EFFECT.

Ever watched a serious video, with a funny music? What do you feel? Or a funny video with a horrific background music? What energy do you feel?

Audio plays a big part in your videos, so take advantage of this. If you are doing voice overs or talking on camera, make your voice, as clear and energetic as can be. Choose an appropriate music that will conform to the mood or message of the content. If it's funny, put a funny music. If it's serious, put a serious music. Put your sound effects at perfect timing, for viewers not only to "see" but to hear and ultimately feel what is happening.

PRO-TIP: Edit and enhance your audios first before laying out the videos. Make your voice as clear as possible. Remove all noise. Follow the timing of the music.



DOUBLE KILL THOSE “DEAD” AIRS!

TIP #2

This still involves audio. “Dead air” means a point where all sound stops, either a speaker stops speaking or a music stop playing. ONE SECOND of dead air is TOO LONG that it may cause your viewer to skip your video, UNCONSCIOUSLY.

Remove all dead air or pauses on your voice over or vlog. This will make your video fast paced, straight to the point and hence, more engaging.

PRO-TIP: Look at the Audio Wave forms when editing your video. The points where the waves are at the lowest are dead airs. KILL ‘EM ALL!

COMMAND AND THEY WILL FOLLOW

TIP #3

If you want to have more FOLLOWERS, learn how to COMMAND. YouTube viewers are very lazy, they will not “do until they are told to”. Tell them exactly what you want them to do, how to do it.

Click on the “Subscribe button”, “Click on the notification bell”, “Smash the like button”, “Comment down below”, and “Watch until the end of this video”. Anything you want them to do, tell them directly. Command and you will conquer.

PRO-TIP: If you are talking to the camera or doing voice over, record your commands at least 3 times. At the beginning, at the end and somewhere in the middle. You can also put subscribe animation on some parts of the video.



THE 5-SECOND RULE

TIP #4

To make your viewers stay longer watching your video, MAKE THEIR EYES AS ACTIVE AS CAN BE. The moment their eyes get bored, their fingers will itch to click the skip button.

In order stimulate your viewer's eyes, see to it that you DON'T LET YOUR FOOTAGE STAY AT A STEADY FRAME LONGER THAN 5 SECONDS WITHOUT SOMETHING NEW GOING ON.

You can either, insert a b-roll (supporting video), another angle of the shot, creative camera shot, motion graphics, or a stinger video. Anything that will break the eyes from being bored looking at a steady frame.

PRO-TIP: If you have a talking head video, and you don't have enough b-rolls or any graphics, try to zoom in or scale up your footage on the important points you are talking about. This will trigger your viewer's eyes, and break the boredom, and regain their attention.



HAVE A MARVEL MOVIE ENDING – “SAVE THE BEST FOR LAST”!

TIP #5

If you are a Marvel Movie watcher, you know there's always something there at the end. Something exciting, or something to look forward to. Same goes to your YouTube videos. You want your viewer to stay as long as possible; that is for them to finish the video. This will greatly improve your watch time and eventually help your video have good stats for YouTube to recommend it.

In order to do this, put the most important part at later parts of the video or give a bonus info at the end that will be SO INTERESTING for them that they would want to stay watching your video until the end.

Do this in every video you release and your subscribers will be used to that SURPRISE at the end, and soon you'll have raving fans singing I Love you 3000!

PRO-TIP: At the very first part of the video (The first 20 second), INFORM YOUR VIEWER that you have a very important or very interesting info at the end. This will create curiosity and tickle their minds and UNCONSCIOUSLY watch your video throughout.



BONUS: START NEW WITH THE “END SCREEN”

*BONUS
TIP #6*

The end screen is a very useful feature of YouTube. In the last 20 seconds of your video, you can insert cards and links to promote your other videos and other sites you would like to promote.

Take advantage of this by customizing your End Screen and have a teaser of the videos that would interest your viewers.

If you have successfully satisfied your viewer, this will be the LAST TIME for them to subscribe or watch another video from you. This is the MOST EFFECTIVE TIME to ask them to follow, IF and ONLY IF they really liked your content.

A satisfied viewer will most likely be a loyal subscriber. Ask them to subscribe if they liked your video as many times as you want, especially at this one last chance to do so.

PRO-TIP: Instead of just using the default end screen templates that YouTube provide. You can create your own end screen designs. Put your latest and recommended video cards and links to make it more engaging. You can also record a special message just for the 20 second end screen, so they know “clearly” what to do.



Thanks for reading. I hope these tips will help you create more engaging videos. If you received this report by subscribing to my email list, you will be receiving some more helpful tips to create awesome videos to grow your channel as fast as can be.

Feel free to message me back or contact me on my website, <https://reneleanda.com> if you are in need of more help!

