



FREE ROYALTY ACADEMY

PRODUCING YOUTUBE CONTENT

AN INTERACTIVE BOOKLET
FOR ADULTS

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MASTER CLASS

Name _____

Date _____

Welcome to Producing YouTube Content.

This class will guide you through the Executive Producer (EP) and Segment Producer roles for YouTube creators. By the end of this module, you'll have:

- A clear channel vision
 - A mapped-out YouTube show concept
 - A segment breakdown & script
 - A producer's checklist for your first shoot
 - A polished mini-pitch of your YouTube video idea
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LESSON 1: The Executive Producer

What Does an Executive Producer Do?

- Sets the vision and direction for the channel.
 - Defines the brand identity and target audience.
 - Decides how to allocate time, money, and resources.
 - Selects talent and maintains creative quality control.
-

LESSON 1: The Executive Producer

1) Sets the vision and direction for the channel

What this means:

You define the north star—what the channel is about, why it exists, and how every video serves that purpose. Vision guides topic choice, tone, aesthetics, collaborators, upload cadence, and even titles/thumbnails.

How to do it:

- **Vision Statement Formula:** “We make [type of video] for [specific audience] so they can [transformation/outcome]—in a [tone/style] way.”
 - **Example:** “We make fast, friendly filmmaking tutorials for 12-18 year-olds so they can shoot their first scenes with confidence—high-energy, colorful, zero-jargon.”
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- **3 Brand Pillars:** Choose 3 recurring themes you’ll hit in most videos.
 - **Example:** Teach film skills • Spotlight youth creators • Make production fun
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- **Editorial Guardrails:** Make a “yes/no” filter for ideas.
 - **YES if:** fits audience age, teaches a skill, can shoot in 4 hours, simple props.
 - **NO if:** requires pro studio, niche jargon, >1 company sponsor integration.

Common EP Mistakes & Fixes:

- **Mistake:** Vision is too broad (e.g., “Everything about content.”)
- **Fix:** Pick 1 audience + 1 promise for 90 days.
- **Mistake:** Chasing trends with no strategy.
- **Fix:** Create 70% evergreen / 30% trend balance.

LESSON 1: The Executive Producer

2) Defines the brand identity and target audience

**What this means: Brand = your channel's personality + look + promise.
Audience = who you're serving and what they want.**

How to do it:

- **Audience Persona (1 page):**
 - **Name, Age/Grade, Location**
 - **Goals (What do they want to learn/do?)**
 - **Barriers (What's hard for them?)**
 - **Watch Habits (shorts vs longform? weekends vs after school?)**
 - **Favorite Creators (style references)**
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- **Brand Voice: 3 adjectives (e.g., encouraging, witty, hands-on).**
- **Visual System:**
 - **Colors (2 primaries, 1 accent), Fonts (header/body), Lower-third style, Thumbnail frame template (face, big word, prop).**
- **Promise Line (repeat in descriptions/about): "Learn real filmmaking the fun way—one scene at a time."**

Common EP Mistakes & Fixes:

- **Mistake: Inconsistent thumbnails/fonts.**
- **Fix: Lock a thumbnail system for 20 videos.**
- **Mistake: Audience too vague ("everyone").**
- **Fix: Write for one person; let others self-select.**

LESSON 1: The Executive Producer

3) Decides how to allocate time, money, and resources

What this means: You choose where effort goes—ideas, scripting, shooting, editing, graphics, outreach—so the final video hits the goal without burning the team out.

How to do it:

- **Budget Buckets (Sample weekly micro-budget):**
 - **\$0-\$50 Props/prints**
 - **\$0-\$30 Music/SFX (use free libraries first)**
 - **\$0-\$20 Snacks/transport**
 - **\$0-\$10 Graphics templates (Canva/Envato when needed)**
- **Time Budget (per 8-10 min video):**
 - **Ideation: 45 min**
 - **Outline/Script: 60 min**
 - **Prep (props/shot list): 45 min**
 - **Shoot: 2-3 hours**
 - **Edit: 3-5 hours**
 - **Thumbnail/Metadata: 45 min**
 - **Upload/QC: 30 min**
- **Priority Framework: Core • Enhance • Nice-to-Have**
 - **Core = hook, script beats, clear audio, thumbnail.**
 - **Enhance = B-roll, subtle graphics, transitions.**
 - **Nice-to-Have = motion graphics pack, sound design flourishes.**
- **Good-Fast-Cheap Triangle: Pick two intentionally.**

Common EP Mistakes & Fixes:

- **Mistake: Overspending time on fancy graphics.**
- **Fix: Invest more in hook + title/thumbnail—bigger ROI.**

LESSON 1: The Executive Producer

4) Selects talent and maintains creative quality control

What this means: You pick who's on screen/voiceover and set the standards for performance, information accuracy, pacing, and visuals across every upload.

How to do it:

- **Talent Selection Criteria:**
 - On-camera comfort (test with 30-sec audition on phone)
 - Voice match to brand (tone + diction)
 - Reliability (response time, meets call times)
 - Subject knowledge or coachability
- **Talent Prep Packet:**
 - 1-page show brief (audience + brand voice)
 - Segment outline with beats & timings
 - Key phrases/terms to hit (and to avoid)
 - Wardrobe notes (brand colors; avoid tiny stripes)
- **Creative QC Process:**
 - Draft Outline → EP notes → Script Lock
 - Table read or camera read (record & time)
 - Rough Cut (EP notes on story & pacing)
 - Picture Lock → Audio polish → Graphics pass
 - Final QC (thumbnail, title, description, cards, end screen)

Common EP Mistakes & Fixes:

- **Mistake:** No review checkpoints.
- **Fix:** Mandate Outline → Script → Rough Cut → Final approvals.
- **Mistake:** Talent performance drifts.
- **Fix:** Keep a Performance Checklist (smile, energy 7/10, eye contact, CTA clarity).

STUDENT WORKSHEET — Lesson 1

Vision Statement (1–2 sentences)

3 Brand Pillars:

1)

2)

3)

STUDENT WORKSHEET — Lesson 1

Audience Persona (bullets):

- _____
- _____
- _____
- _____
- _____

Brand Voice (3 words):

1)

2)

3)

STUDENT WORKSHEET — Lesson 1

Visual Notes (colors/fonts/thumbnail idea):

This week's Time Budget (hours):

LESSON 2 — The Segment Producer

Focus: Structure, pacing, talent prep, and flow for an individual video or section.

1) What is a Segment Producer?

A Segment Producer is responsible for designing, prepping, and executing an individual video or a discrete section (segment) within a larger video or show. On YouTube, the SP owns the viewer journey inside that piece: its structure, timing, energy, transitions, and on-camera performance—so the audience stays engaged from the first second to the last.

Why it matters:

- YouTube audiences bail fast. The SP's craft (hooks, beats, pacing) protects retention.
- A clear, repeatable segment style makes your channel feel professional and consistent.
- Strong segments = easier edits, better thumbnails/titles, higher watch time, and more repeat viewers.

Where the SP sits in the team:

- EP (Executive Producer) sets channel vision/brand goals.
 - SP turns a single episode/section into a tight, engaging experience that delivers on the EP's goals.
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LESSON 2 — The Segment Producer

2) Core Responsibilities (YouTube Context)

Pre-Production

- Lock segment goal (what the viewer learns/feels/does).
- Choose format (tutorial, listicle, interview, challenge, vlog, narrative).
- Build Run of Show with timestamps.
- Write segment beats (hook → steps → payoff → CTA).
- Prep talent (host brief, talking points, wardrobe, props).
- Create shot list + B-roll matrix + graphics cues.
- Plan pattern interrupts (angle change, overlay, prop, question).

Production

- Direct timing and energy on set (speed, clarity, transitions).
- Capture coverage (wide/medium/close + cutaways).
- Keep an eye on continuity (props, wardrobe, eyeline).
- Note best takes and timecodes (editor loves you for this).
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Post

- Work with editor to keep rhythm tight (trim pauses, compress beats).
 - Place interrupts and visual labels where needed.
 - Ensure flow between sections and a strong CTA path to the next video.
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LESSON 2 — The Segment Producer

1) Lock the Segment Goal (Know-Feel-Do)

What it means

Define exactly what the viewer will know, feel, and do by the end of this segment.

Why it matters

- Guides every decision (hook, visuals, timing, CTA). (Call To Action)
- Increases retention by promising a specific payoff.
- Lets you measure success (comments, clicks, submissions).

How to do it

- Write a one-liner: “By the end, the viewer will ___ (do) because they understand ___ (know) and feel ___ (feel).”
- Choose one primary outcome.
- Add a success check: what proves it worked?

Examples

- Tutorial: “Viewer will shoot a 3-shot scene (DO) because they understand framing basics (KNOW) and feel confident it’s simple (FEEL).”
- Interview: “Viewer will follow the guest’s 2-step networking routine (DO) because they know the steps (KNOW) and feel inspired (FEEL).”
- Challenge: “Viewer will try the \$10 lighting setup (DO) because they learned the gear list (KNOW) and feel ‘I can do this today’ (FEEL).”

Interactive – Goal Card

- Segment Title: _____
- KNOW: _____
- FEEL: _____
- DO: _____
- Success check (e.g., comment prompt, download, next video click): _____

Pitfalls & Fixes

- Vague payoff → Make it observable (“record a 15s clip,” “answer a question”).
 - Too many outcomes → Pick one primary; park the rest for future videos.
-

LESSON 2 — The Segment Producer

2) Choose the Format (the Container)

What it means

Pick the structure that matches viewer intent: tutorial, listicle, interview, challenge, vlog, narrative.

Why it matters

- Sets audience expectations and pacing.
- Simplifies scripting and thumbnails.
- Improves algorithm match (people click what they recognize).

How to do it

Decision guide:

- Viewers want a fix → Tutorial
- Want options/ideas → Listicle
- Want expert POV → Interview
- Want stakes/fun → Challenge
- Want personality/journey → Vlog
- Want story/feels → Narrative/Sketch
- (You can remix: Tutorial + Challenge, Listicle + Mini-story.)

Examples

- “Phone Cinematic Basics” → Tutorial
- “Top 5 Free Editing Apps” → Listicle
- “DP Explains Natural Light” → Interview
- “\$10 Light vs \$200 Kit” → Challenge

Interactive – Format Picker

- Primary format: ____ Why it fits: _____
- Optional remix (keep runtime in check): _____

Pitfalls & Fixes

- Mismatch with viewer need → Recheck your Know-Feel-Do.
 - Over-remixing → Stick to one format until you master it.
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LESSON 2 — The Segment Producer

MATCH VIEWER INTENT - PICK THE FORMAT

Why It Matters:

- When the format matches the viewer's intent, click-through and retention go up.
- It simplifies scripting (you know the beats to hit).
- It guides thumbnails/titles and the CTA to the next video.

Fast intent signals

- Search words in comments/YouTube search: how to, fix, best/top, interview with, vs, under \$, day in the life, story, short film
 - Audience mindset: Do they want a solution, choices, expert wisdom, stakes, company, or a story?
-

LESSON 2 — The Segment Producer

1) “Viewers want a fix” → Tutorial

What it means

Subscribers have a problem and want the fastest, clearest solution.

Why it works

Directly solves pain → high satisfaction, strong search traffic.

Core structure

Hook (show the result) → Steps (2-3) → Proof/Before-After → Recap → CTA
(next step)

Hook templates

- “Fix ___ in 60 seconds—watch.”
- “If ___ keeps happening, do this.”

Examples

- Fix echoey phone audio (3 settings in 2 minutes)
- How to light a face with one lamp (no gear)

CTA ideas (Call To Action)

- “Download the 1-page checklist.” → “Next video: phone mic tips.”

Pitfalls & fixes

- Too much theory → Lead with demo; tuck theory into overlays.
- 6+ steps → Cap at 3 core steps; link advanced follow-ups.

Best metrics to watch

Search impressions, AVD (Average View Duration), likes-to-views, comments like “this worked”.

LESSON 2 — The Segment Producer

2) “Want options/ideas” → Listicle

What it means

Subscribers are shopping for choices or inspiration, not step-by-step instructions.

Why it works

Quick scanning; broad appeal; easy to chapter.

Core structure

Hook → Countdown items → 1 practical use case each → Recap → CTA

Hook templates

- “Top 5 free editing apps (ranked).”
- “3 lighting hacks under \$10.”

Examples

- Top 5 beginner lenses (with real shots)
- 3 shot ideas for your first scene (with examples)

CTAs (Call To Actions)

- “Comment your favorite / what to test next.” → “Next: tutorial using #1 pick.”

Pitfalls & fixes

- Thin information → Add 1 mini-demo per item.

Best metrics

CTR on thumbnails with numbers, chapter clicks, comments requesting comparisons.

LESSON 2 — The Segment Producer

3) “Want expert POV” → Interview

What it means

Subscribers value authority or a named guest perspective.

Why it works

Borrowed credibility; deeper insight; collab growth.

Core structure

Cold hook clip → 1-sentence intro → 5 themed questions (time-boxed) →

Takeaway → CTA

Hook templates

- “[Guest] explains why your lighting looks flat (+ the 10-second fix).”
- “The mistake most beginners make (DP tells all).”

Examples

- Cinematographer on natural light tricks for small rooms
- Casting director: what wins cold reads

CTAs

- “Download the 5 questions cheat sheet.” → “Next: we try their method.”

Pitfalls & fixes

- Rambles → Time-box answers; show b-roll examples; pre-agree on topics.

Best metrics

Average view duration, replay spikes on hook clip, subscriber gain.

LESSON 2 — The Segment Producer

4) “Want stakes/fun” → Challenge

What it means

Subscribers want to see tension: rules, timer, budget cap, or head-to-head.

Why it works

Built-in suspense and payoff; highly shareable.

Core structure

Hook (stakes) → Rules → Attempts → Twist/Obstacle → Result → CTA

Hook templates

- “Make a cinematic scene with \$10—can we do it?”
- “60 minutes to shoot a music video—go.”

Examples

- \$10 vs \$200 lighting challenge
- One-location, three-shot film in 30 minutes

CTAs

- “Try it and tag #FreeRoyaltyScene.” → “Next: tutorial breaking down what worked.”

Pitfalls & fixes

- Stakes not clear → Put the rule/timer on screen at 0:03.
- No payoff → Always show the final result.

Best metrics

Retention to the end, comments, shares.

LESSON 2 — The Segment Producer

5) “Want personality/journey” → Vlog

What it means

Subscribers want to hang out and follow your process or day.

Why it works

Relationship building; builds community around you/your brand.

Core structure

Goal → Attempts → Win/Fail → Lesson → CTA

Hook templates

- “We’re launching our first class—here’s what breaks.”
- “I tried directing kids’ scenes in one afternoon.”

Examples

- A day prepping the Free Royalty workshop (what really happens)
- Shooting Episode 1 on iPhone—behind the scene

CTAs

- “Comment the next thing you want to see.” → “Next: the final cut breakdown.”

Pitfalls & fixes

- No mission → Give the day a clear goal and a constraint.
- Overlong → Trim to the strongest beats; add chapter markers.

Best metrics

Returning viewers, comments, watch time relative to length.

LESSON 2 — The Segment Producer

6) “Want story/feels” → Narrative / Sketch

What it means

Subscribers want to feel something—short film, sketch, or story-driven demo.

Why it works

Emotional payoff → shares, playlist depth, brand love.

Core structure

Setup → Conflict → Reversal → Resolution → Tag

Hook templates

- “She has one hour to save the scene.”
- “If your audio sounded like this, would you still upload?”

Examples

- Micro-drama: the first audition
- Sketch: the director who forgot batteries (lesson hidden in story)

CTAs

- “Behind-the-scenes breakdown next.”
- “Script PDF link + join the scene challenge.”

Pitfalls & fixes

- Over-ambitious → Fewer locations, 1-2 actors, 1 prop, 1 day.
- Confusing stakes → Stated goal by :20.

Best metrics

Rewatches, shares, end-screen click-through.

LESSON 2 — The Segment Producer

Remixing (use sparingly)

- Tutorial + Challenge: teach while under a timer/budget cap.
- Listicle + Mini-story: each item shown in a short narrative demo.
- Interview + Listicle: “Guest’s 5 rules for ____.”
- Vlog + Tutorial: day-in-the-life with a structured how-to beat.
- Narrative + Tutorial: short scene → immediate deconstruction.

Guardrails: keep one primary format for title/thumbnail clarity; remix is the flavor, not the label.

LESSON 2 — The Segment Producer

Remixing Formats (use sparingly)

What “remix” means: You keep one primary format (the label the viewer clicks for) and layer in a small element from another format to boost engagement or clarity.

Rule: In your title/thumbnail, advertise the primary format only. The remix is seasoning, not the dish.

LESSON 2 — The Segment Producer

1) Tutorial + Challenge

Teach while under a timer/budget cap.

When to use

- You have a practical skill to teach but want added stakes/energy.
- Audience loves “can we really do this?” moments.

Viewer intent

- Primarily fix/learn (Tutorial) with a secondary stakes/fun (Challenge).

Structure (8-10 min)

1. Hook (show finished result + timer/budget on screen)
2. Rules (time or \$ cap, allowed tools)
3. Step 1 (mini-demo) → proof
4. Step 2 (mini-demo) → proof
5. Step 3 (mini-demo) → proof
6. Reveal result (win/lose) + what you'd improve with more time/\$
7. CTA → “Full tutorial series” or worksheet

Hook templates

- “Cinematic lighting in 10 minutes—no excuses.”
- “Can we record clean dialogue for \$15? Watch.”

Title/Thumbnail

- Title (tutorial first): “How to Light a Face (10-Minute Limit)”
- Thumbnail: the result frame + small corner badge “10:00” or “\$15”

Production notes

- Put the timer/budget on screen by :03.
- Pre-block the demos so you don't burn time wandering.

Pitfalls

- Stakes overshadow learning → Keep steps and labels crystal clear.
- “We failed, nothing learned” → Always include what worked + 1 fix.

Metrics to watch

- Early retention (0:00-0:30), end-card CTR to the deeper tutorial.

Mini-worksheet

- Skill to teach: _____ | Cap: Time ____ / Budget ____
 - Steps (3): 1) ____ 2) ____ 3) ____
 - Win/lose definition: _____
 - CTA (next vid/resource): _____
-

LESSON 2 — The Segment Producer

2) Listicle + Mini-Story

Each item is shown in a tiny narrative/demo.

When to use

- Viewers want options/ideas, but you need to prove usefulness.

Viewer intent

- Primarily options/ideas (Listicle) with emotion/relatability (Story).

Structure (6-9 min)

1. Hook (why your picks matter)
2. Item 5 → 10-20s mini-story/demo
3. Item 4 → mini-story/demo
4. ...
5. Item 1 → strongest demo + payoff
6. Recap + CTA to “deeper tutorial using #1 pick”

Hook templates

- “5 beginner lenses that actually change your shots (see #1).”
- “3 lighting hacks—watch the before/after in seconds.”

Title/Thumbnail

- Title: “Top 5 Free Editing Apps (with real clips)”
- Thumb: bold “TOP 5” + app icons + a frame from your strongest demo.

Production notes

- Pre-shoot mini demos; keep each item ≤45s.
- Overlay one-line use case per item.

Pitfalls

- Talking without proof → Every item has a show-don't-tell moment.

Metrics

- Chapter clicks, comments debating choices, CTR.

Mini-worksheet

- Item + micro-demo idea:
 - a. ____ → demo: _____
 - b. ____ → demo: _____
 - c. ____ → demo: _____
 - d. ____ → demo: _____
 - e. ____ → demo: _____

LESSON 2 — The Segment Producer

3) Interview + Listicle

“Guest’s 5 rules for ____.”

When to use

- You want authority but need tighter pacing and clear takeaways.

Viewer intent

- Primarily expert POV (Interview) with organized takeaways (Listicle).

Structure (8-12 min)

1. Hook clip (guest says the spicy/insightful line)
2. One-sentence intro of guest
3. Rule #5 → 60-90s answer + b-roll example
4. ...
5. Rule #1 → strongest takeaway
6. Recap overlay + CTA to “we try the rules” video

Hook templates

- “DP’s 5 lighting rules (you’re breaking #3).”
- “Casting director’s 5 audition fixes in 5 minutes.”

Title/Thumbnail

- Title: “[Pro]’s 5 Rules for Natural Light”
- Thumb: Guest face + big “5 RULES”

Production notes

- Time-box answers; prompt a concrete example per rule.
- Pre-pull reference clips/b-roll to overlay during answers.

Pitfalls

- Rambling → Give the guest the “5 rules” frame before recording.

Metrics

- AVD, subscribers gained, spikes on hook quotes.

Mini-worksheet

- Guest: _____ | Topic: _____
- 5 rules (with example clip to show):
 - a. ____ → example: ____
 - b. ____ → example: ____
 - c. ____ → example: ____
 - d. ____ → example: ____
 - e. ____ → example: ____

LESSON 2 — The Segment Producer

4) Vlog + Tutorial

Day-in-the-life with one structured how-to beat.

When to use

- You're building personality but want the video to deliver a practical win too.

Viewer intent

- Primarily journey/company (Vlog) with a clear teach moment (Tutorial).

Structure (7-12 min)

1. Vlog hook (today's mission/stakes)
2. Setup the day (context + constraint)
3. Tutorial beat (3-5 min): structured steps with overlays
4. Back to vlog: apply result / show impact
5. CTA to the full tutorial playlist or free guide

Hook templates

- "Prepping a youth film class—here's the lighting trick we rely on."
- "One day, one phone shoot—watch the 3-shot system in action."

Title/Thumbnail

- Title (vlog lead): "BTS: Youth Workshop Day (+ our 3-shot trick)"
- Thumb: candid BTS frame + small "3 SHOT TRICK" sticker.

Production notes

- Keep vlog beats short; the tutorial beat is the anchor.
- Use chapter markers so both audiences are happy.

Pitfalls

- Vlog eats the how-to → Protect 3-5 min for the tutorial.

Metrics

- Returning viewers, chapter retention, comments asking for more how-to.

Mini-worksheet

- Day's mission: _____
 - Tutorial beat topic: _____
 - 3 steps (bullets): 1) _ 2) _ 3) _
 - Where it appears (mm:ss): _____
-

LESSON 2 — The Segment Producer

5) Narrative + Tutorial

Short scene → immediate deconstruction.

When to use

- You want emotion + proof and then to teach the craft behind it.

Viewer intent

- Primarily story/feels (Narrative) with a craft breakdown (Tutorial).

Structure (7-10 min)

1. Open with the full 30-60s scene (cold).
2. "How we made it" breakdown: shot plan, lighting, audio, edit.
3. Side-by-side before/after frames; call out 3 key decisions.
4. CTA to download shot list or watch "build it from scratch" tutorial.

Hook templates

- "We shot this suspense scene in one room—here's how."
- "Watch the scene first. Then we reveal the tricks."

Title/Thumbnail

- Title (narrative forward): "1-Room Suspense Scene (Then We Break It Down)"
- Thumb: dramatic frame + small "HOW WE MADE IT"

Production notes

- Keep the scene tight; record clean production audio.
- Capture BTS clips for the breakdown (lighting, blocking, slate).

Pitfalls

- Long scene with weak craft → Keep it simple and well executed.

Metrics

- Rewatches, end-screen CTR to the full tutorial, comments asking for scripts/BTS.

Mini-worksheet

- Scene premise (1 line): _____
 - Breakdown beats (3): 1) ____ 2) ____ 3) ____
 - Resource to offer: _____
 - Next video link: _____
-

LESSON 2 — The Segment Producer

Guardrails (Print This Box)

- Choose ONE primary format. That's your title/thumbnail promise.
 - Remix ≠ rename. Don't call a tutorial a challenge in the title.
 - Clarity > cleverness. Viewers click for a reason—deliver it fast.
 - Chapter your video if formats blend (e.g., vlog intro → tutorial).
 - Remix with purpose: use the second format to solve a problem
 - (e.g., challenge adds stakes; mini-story adds proof; interview adds authority).
 - Measure impact: Did the remix raise retention or muddy the promise? Keep what lifts AVD and end-screen CTR; drop what doesn't.
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LESSON 2 — The Segment Producer

One-Page Remix Planner

- **Topic:** _____
 - **Primary format (label):** _____
 - **Secondary flavor (remix):** _____
 - **Viewer intent (circle):** Fix • Options • Expert • Stakes • Journey • Feels
 - **Hook (one sentence):** _____
 - **Run-of-Show (mm:ss):** _____
 - **Must-show proof/payoff:** _____
 - **Primary CTA:** _____
 - **Metric to judge success (pick one):** AVD • End-screen
 - **CTR • Comments • Shares**
-

LESSON 2 — The Segment Producer

Quick Decision Tree

Step 1 – What's the viewer's first intent?

Use these fast diagnostics to choose the primary format (the label your title/thumbnail should promise).

A) Fix a problem → Tutorial

- Signals: Searches include “how to...,” “fix...,” “settings...,” comments ask for solutions.
- Viewer mindset: “Show me exactly what to do, fast.”
- Success = they can do the task immediately.

B) Pick among options → Listicle

- Signals: “best/top/under \$/which one,” shopping/comparison energy.
- Viewer mindset: “Help me choose quickly.”
- Success = they leave with a short list + 1 recommended pick.

C) Hear an authority → Interview

- Signals: Guest name/role matters, “what do pros think?”
- Viewer mindset: “I want insider rules and examples.”
- Success = 3-5 actionable takeaways with proof/examples.

D) Be entertained by stakes → Challenge

- Signals: Timer/budget/rules/head-to-head, “can you really...?”
- Viewer mindset: “Make it exciting and result-driven.”
- Success = clear rules + undeniable payoff (win/lose).

E) Follow you/your process → Vlog

- Signals: “BTS/day in the life/we tried,” relationship with host.
- Viewer mindset: “Hang out + learn by watching you do it.”
- Success = a clear day mission + one concrete takeaway.

F) Feel a story → Narrative / Sketch

- Signals: “short film/story of/sketch,” emotional or comedic hook.
- Viewer mindset: “Move me; then show me how you did it.”
- Success = memorable scene + clean deconstruction path.

Guardrail: Choose one primary format. You can season with a remix, but the title/thumbnail must match the primary intent.

LESSON 2 — The Segment Producer

Step 2 – What's the 1-sentence promise (your title rule)?

Craft a promise that is benefit + specificity + (optional) curiosity. Keep ≤70 chars when possible.

- Tutorial: starts with Fix/How to/Make/Build/Setup...
 - "How to Light a Face with One Lamp (3-Minute Setup)"
- Listicle: starts with Top/Best/3/5/7... / Under \$... / Ranked
 - "Top 5 Free Editing Apps (Real Test Clips)"
- Interview: starts with [Role] explains / With [Guest] / 5 Rules...
 - "DP's 5 Rules for Natural Light (You're Breaking #3)"
- Challenge: uses \$X vs \$Y / Under \$ / 1-hour / vs / No Budget
 - "\$10 vs \$200 Lighting: Can You Tell the Difference?"
- Vlog: A day in / We tried / Behind the scenes / Launching...
 - "BTS: Teaching Our Youth Class (+ the 3-Shot Trick)"
- Narrative: Short film / Sketch / Story of...
 - "1-Room Suspense Scene (Then We Break It Down)"

Title Pitfalls → Fixes

- Vague: "Lighting Tips" → "3 Lighting Fixes for Small Rooms"
 - Feature-led: "Using the M7" → "Smoother Phone Shots in 60s (M7 Walkthrough)"
 - Over-promised: "Perfect Audio" → "3 Settings to Kill Echo Fast"
-

LESSON 2 — The Segment Producer

Step 3 – Write the hook line (8-20s)

Goal: Show result or stakes immediately. Words are optional if the visual proves it.

Formulas

- Outcome-first: “In 60 seconds, you’ll shoot a cinematic 3-shot scene—watch.”
- Before/After: (Play 2-sec after) “We made this with a lamp and paper.”
- Stakes: “\$10 to light this scene. If we fail, we upload it anyway.”

Hook Do’s

- Show the result or rule/timer/budget by 0:03.
- Keep one sentence; land it with energy 7/10+.
- Add one on-screen label that matches the title promise.

Hook Don’ts

- Long self-intros, logo stings, or channel history.
 - Teasing tools/gear before showing the outcome.
-

LESSON 2 — The Segment Producer

Step 4 – Map the beats with timestamps (Run of Show)

Pick the template that matches your primary format. Plan an interrupt every 20–40s in talky beats.

Tutorial (8–10 min)

- 0:00–0:15 Hook
- 0:15–0:35 Setup & promise (who/what)
- 0:35–2:00 Step 1 (+ interrupt @1:10)
- 2:00–3:30 Step 2 (+ interrupt @2:45)
- 3:30–5:00 Step 3 (mini test)
- 5:00–6:00 Recap (3 bullets on screen)
- 6:00–7:30 CTA (next video/resource)
- 7:30–8:00 Tag/outro beat

Listicle (6–9 min)

- Hook → #5 → #4 → #3 → #2 → #1 (10–30s each, mini demo each) → Recap → CTA

Interview (8–12 min)

- Hook clip (guest's best line) → 1-line intro → Rule/Topic #5...#1 (60–90s each + b-roll example) → Takeaway → CTA

Challenge (7–11 min)

- Hook (result + rules on screen) → Rules → Attempts (A/B/C) → Twist → Result → CTA

Vlog (7–12 min)

- Hook (mission) → Context/constraint → How-to beat (3–5 min) → Back to day impact → CTA

Narrative (7–10 min)

- 30–60s scene cold open → Breakdown (3 decisions) → CTA to deeper tutorial/BTS

Beat Tips

- One idea per beat. If it runs >90s without a visual change, split or add an interrupt.
 - Pre-write transition lines: “Now that exposure's locked, lighting works.”
-

LESSON 2 — The Segment Producer

Step 5 – Pick a single primary CTA (and one optional)

Match the CTA to the intent and where the viewer is in the journey.

Primary Intent	Best Primary CTA	Optional CTA
Tutorial	Watch the next lesson in the series	Download 1-page checklist
Listicle.	Watch the deep dive on the #1 pick	Comment your pick
Interview	Watch “we try their rules”	Download “5 Questions” PDF
Challenge.	Try it & tag #FreeRoyaltyScene.	Watch the tutorial breakdown
Vlog	Watch the how-to beat’s full tutorial.	Comment next BTS request
Narrative	Watch the breakdown	Download script/shot list

CTA Do’s

- Script one exact line; place it after the payoff.
- Use end screens/cards to the next logical video (not home page).
- Pin a comment repeating the CTA and link.

CTA Don’ts

- Multiple conflicting asks.
 - CTA before payoff (causes drop-offs).
-

LESSON 2 — The Segment Producer

Worked Example (fillable sample)

Topic: Lighting a face in a small room

Viewer's first intent: Fix a problem → Tutorial

Title (promise): "How to Light a Face with One Lamp (3-Minute Setup)"

Hook (≤20s): "This is one lamp. Watch the before/after in 10 seconds." (show split)

Run of Show

- 0:00-0:12 Hook (split screen)
- 0:12-0:30 Setup/promise
- 0:30-2:00 Step 1: 45° placement (interrupt @1:10 label "45°")
- 2:00-3:15 Step 2: Raise light + bounce with paper (demo)
- 3:15-4:30 Step 3: White balance + exposure lock (CU screen)
- 4:30-5:15 Recap (3 bullets on screen)
- 5:15-6:30 CTA: "Next: Kill Echo in 3 Settings" + pinned comment link

Primary CTA: Next video (phone audio)

Optional CTA: Download 1-page lighting card

LESSON 2 — The Segment Producer

Print Worksheet (1 page)

1) Viewer Intent (circle one): Fix • Options • Expert • Stakes • Journey • Feels

Primary Format: _____ **Remix (optional):** _____

2) Title Promise (≤70 chars): _____

3) Hook Line (8-20s, show result/stakes): _____

4) Run of Show (mm:ss)

- Hook: -
- Setup: -
- Beat 1: - (interrupt @ :)
- Beat 2: - (interrupt @ :)
- Beat 3: - (interrupt @ :)
- Recap: -
- CTA: - (hard out @ :)

5) CTA Plan

- Primary (one): _____
 - Optional (one): _____
 - End Screen Link: _____
 - Pinned Comment Copy: _____
-

LESSON 2 — The Segment Producer

Common Decision Mistakes → Fast Fixes

- Mismatch: Title says “challenge,” video is a tutorial.
 - → Fix: Retitle as tutorial; keep the timer as flavor inside.
 - Vague promise: “Lighting Tips.”
 - → Fix: Add benefit + specificity: “3 Lighting Fixes for Small Rooms.”
 - Weak hook: Talking before result.
 - → Fix: Show result by 0:03; voice line after.
 - Too many CTAs: “Subscribe, like, comment, download.”
 - → Fix: One primary ask, one optional.
-

LESSON 3 — Build Your Show Concept

Assignment #1

Purpose of the Assignment

By the end, students (as EP + Segment Producer) will have a show bible one-pager + a production-ready Episode 1 outline they can film this week.

Steps (EP + SP working together):

1. Show Title & One-Line: Catchy + clear outcome.
2. Short Description (2-3 sentences): Audience + value + cadence.
3. Series Format: Tutorial / Listicle / Challenge / Interview / Narrative.
4. Recurring Segments: e.g., “60-Second Skill,” “Viewer Shout-Out,” “Budget Hack.”
5. Episode 1 Outline: Hook + 3 segments + CTA.
6. Production Plan: Where you’ll shoot, with what gear, who’s on camera.

Example (Free Royalty Kids Filmmaking):

- Title: Scene Squad
- One-Line: Make a movie scene every week—no fancy gear.
- Recurring Segments: Tool of the Week • 1-Minute Scene • Shout-out
- Ep1 Outline: Hook (show scene), Seg1 (storyboard 3 shots), Seg2 (shoot), Seg3 (edit & export), CTA (submit your scene).

STUDENT WORKSHEET — Lesson 3

- Title: _____
 - One-Line: _____
 - Description: _____
 - Format: _____
 - Recurring Segments: _____
 - Episode 1 Outline: _____
 - Production Plan (location/gear/talent): _____
-

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 1 — Show Title & One-Line

What it means

- Title: the clickable name of the series.
- One-Line: a single sentence that states who it's for, what it delivers, and the promise/outcome in your brand voice.

Why it matters

- Clarifies the show's lane so ideas stay consistent.
- Makes thumbnails/titles faster to write.
- Helps collaborators understand tone and purpose quickly.

How to do it (formulas)

- One-Line Formula A:
"We make [format] about [topic] for [specific audience] so they can [outcome] – in a [tone/style] way."
- One-Line Formula B (short):
"[Audience] learn [result] through [format] in [time/frequency]."

Naming tips (Title)

- 2-4 words, easy to say, evokes the promise.
- Add a descriptor only if needed: Scene Squad, Budget Moves, Actor in 60.

Examples

- Title: Scene Squad
- One-Line: Teens learn filmmaking by creating one scene per week—fast, fun, no fancy gear.
- Title: Actor in 60
- One-Line: Beginner actors build on-camera skills in daily 60-second drills—warm, encouraging, zero jargon.

Interactive — Title & One-Line Worksheet

- Working Title options (list 5): _____
- Final Title: _____
- One-Line (Formula A or B): _____
- 3 brand words (voice): _____ / _____ / _____

Pitfalls & Fixes

- Vague: "Filmmaking Stuff" → "Make a Movie Scene Weekly (Phone Only)"
 - Too long: "Everything You Need to Know..." → keep ≤ 12 words.
-

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 2 – Short Description (2–3 sentences)

What it means

A compact “About this show” blurb used on your channel, trailer, and pitch deck.

Why it matters

- Sets audience, value, and cadence expectations.
- Keeps future episodes aligned to the show’s core promise.

How to do it (template)

1. Audience + problem: “For [who] struggling with [pain].”
2. Value: “We deliver [what] so you can [benefit].”
3. Cadence: “New episodes [how often], [length], [format].”

Example

For first-time creators with limited gear. We deliver hands-on tutorials and mini-challenges so you can finish real scenes. New episodes weekly (8-10 min).

Interactive – Description Box

- Sentence 1 (audience + pain): _____
- Sentence 2 (value): _____
- Sentence 3 (cadence): _____

Pitfalls & Fixes

- Missing cadence: viewers don’t know when to expect content → add a release day.
 - Too generic: add one concrete benefit or constraint (phone-only, 1 room, \$20 cap).
-

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 3 — Series Format (Primary)

What it means

Choose the main format lane (Tutorial / Listicle / Challenge / Interview / Narrative / Vlog). You may season with a remix, but keep one primary for title/thumbnail clarity.

Why it matters

- Viewers click based on intent (fix, options, authority, stakes, story, journey).
- Determines the Run of Show pattern and production needs.

How to choose (intent → format)

- Fix a problem → Tutorial
- Pick among options → Listicle
- Hear an authority → Interview
- Be entertained by stakes → Challenge
- Follow your process → Vlog
- Feel a story → Narrative/Sketch

Examples (Free Royalty-friendly)

- Scene Squad → Tutorial (with occasional Challenge flavor)
- Actor in 60 → Tutorial (micro-drills), sometimes Vlog BTS

Interactive — Format Selector

- Primary format: _____
- Why this fits your audience's intent: _____
- Optional flavor/remix (if any): _____

Pitfalls & Fixes

- Mismatch (title says “challenge,” video teaches a tutorial) → Retitle as tutorial; keep the timer as a flavor inside.

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 4 – Recurring Segments

What it means

Short, repeatable blocks with a name, purpose, and time target that appear in most episodes.

Why it matters

- Builds habit & identity (returning viewers know what's coming).
- Speeds scripting ("drop the 60-Second Skill right after hook").
- Opens opportunities for viewer participation & sponsor slots later.

How to design

- Name (2-3 words), Purpose, Time (30-90s), Beat pattern, Asset needs (lower thirds, sounder).
- Score each idea on 3S: Simple, Sticky, Scalable.

Segment Ideas (film/acting-centric)

- 60-Second Skill – micro how-to with on-screen labels (≤60s).
- Fix It Fast – common mistake → quick correction (≤45s).
- Budget Hack – under-\$10 prop/lighting trick (≤60s).
- Viewer Shout-Out – highlight a student clip + 1 note (≤45s).
- Scene of the Week – 20-30s finished scene, then one sentence on how it was done.
- Actor Drill – line read or eye-line drill (≤60s).

Interactive – Segment Cards (print 2-3)

- Name: _____ Time: _____
- Purpose: _____
- Beat pattern (3 bullets): 1) __ 2) __ 3) __
- Assets needed (lower third/sounder/prop): _____
- Where it lands in episode (mm:ss): _____

Pitfalls & Fixes

- Too long → cap at 30-90s.
 - No payoff → always show a before/after or viewer action.
-

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 5 — Episode 1 Outline (Hook + 3 Segments + CTA)

What it means

A Run of Show for Ep1 that locks beats, timestamps, interrupts, and payoffs.

Why it matters

- Prevents rambling; speeds production and editing.
- Forces a strong hook & clear CTA pathway to Episode 2.

How to do it (per format)

A) Tutorial Outline (8-10 min)

- 0:00-0:12 Hook – show the result first (split screen)
- 0:12-0:35 Setup – who/what/why (one sentence each)
- 0:35-2:00 Segment 1 – Step 1 + mini-demo (interrupt @1:10)
- 2:00-3:30 Segment 2 – Step 2 + proof shot (interrupt @2:45)
- 3:30-5:00 Segment 3 – Step 3 + micro-test
- 5:00-6:00 Recap – 3 bullets on screen
- 6:00-7:30 CTA – “Next: __” + resource link
- 7:30-8:00 Tag – quick tease for Ep2

Hook lines (copy-paste)

- “This is one lamp. Watch the before/after in 10 seconds.”
- “Kill phone echo with 3 settings—listen.”

B) Listicle Outline (6-9 min)

- Hook → #5 → #4 → #3 → #2 → #1 (each with a 10-20s mini-demo) → Recap → CTA to the deep dive on #1.

C) Challenge Outline (7-11 min)

- Hook (result + rules onscreen by 0:03) → Rules → Attempts (A/B/C) → Twist → Result → CTA to the tutorial breakdown.

D) Interview Outline (8-12 min)

- Hook clip → 1-sentence intro → 5 rules (60-90s each + example b-roll) → Takeaway → CTA “we try their rules.”

E) Narrative/Sketch Outline (7-10 min)

- 30-60s scene (cold open) → Breakdown of 3 key decisions → CTA to full BTS or tutorial.

Interactive — Episode 1 Planner (fill-in)

- Hook (exact line): _____ (mm:ss 0:00-0:__)
- Segment 1 (purpose + demo): _____ (mm:ss)
- Segment 2: _____ (mm:ss)
- Segment 3: _____ (mm:ss)
- Pattern interrupts (times/type): _____
- Recap bullets (3): 1) __ 2) __ 3) __
- CTA (one primary): _____
- End screen target video: _____

Pitfalls & Fixes

- Soft hook → show outcome by 0:03.
- No proof → insert a mini test/result at the end of each segment.
- Wobbly CTA → one primary ask, placed after the payoff.

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 6 – Production Plan

What it means

A practical plan for where you'll shoot, with what gear, and who's on camera/crew—plus schedule, backup, and file workflow.

Why it matters

- Reduces risk on shoot day.
- Speeds set-up/tear-down.
- Keeps quality consistent across episodes.

How to do it (checklist)

Locations

- Primary: room with controllable light/noise; backup: quiet corner.
- Power, background, and safe camera placement.

Gear (sample small kits)

- Phone kit: phone + clamp tripod, clip-on mic, small LED, white paper bounce.
- Mirrorless kit (e.g., Canon R100 + 18-50mm): body + kit lens, on-camera shotgun or lav, 2 lights + stands, tripod/monopod, extra batteries/cards.
- iPad/Teleprompter optional for hooks/CTA.

Crew/Roles (can be 1-3 people)

- Host/Talent
- SP/Director (runs RoS, pacing, continuity)
- Camera/Audio (can be the same person)
- (Solo creator: time-box each role sequentially.)

Schedule (example 3-hour block)

- 0:00-0:20 Setup (audio test, frame & light, props ready)
- 0:20-0:40 Hook takes (3 options)
- 0:40-1:50 Segment 1 (W/M/C + cutaways)
- 1:50-2:40 Segment 2
- 2:40-3:10 Segment 3 + Recap/CTA
- 3:10-3:20 Room tone + thumbnails (posed frames)

Shot List / B-roll / Graphics

- For each segment: A-roll W/M/C + 3 B-roll ideas + graphic label ("Step 2: Light")
- Thumbnail moments: pose 2-3 options on set.

Risk & Legal

- Backup mic/SD card, alt location if noisy, printed script beats.
- Avoid copyrighted logos/music; get verbal OK if filming in public/private spaces.

LESSON 3 — Build Your Show Concept

Assignment #1

STEP 6 — Production Plan (Continued)

File Workflow (folders)

/SHOW_TITLE/

/01_RAW/DATE/

/02_PROJECT/

/03_EXPORTS/v1_v2_final/

/04_ASSETS/music_gfx_fonts/

/05_THUMBNAILS/

Micro-Budget (per episode, as needed)

- \$0-\$20 props/prints, \$0-\$15 snacks, \$0-\$30 music/SFX (use free first).
- Prioritize audio, hook, thumbnail over fancy graphics.

Interactive — Production Plan Sheet

- Location (primary/backup): _____ / _____
- Gear list: _____
- Roles & names: _____
- Schedule (start/end): _____ / _____
- Shot list key beats: _____
- Risk plan (backup mic/location/power): _____
- Folder path + file naming rule: _____

Pitfalls & Fixes

- No backup → pack a spare mic/cable/card.
 - Missing thumbnail → schedule 5 minutes to capture it on set.
 - Messy files → use the folder template every time.
-

LESSON 3 — Build Your Show Concept

Assignment #1

PUT IT TOGETHER — The Show Bible One-Pager

(Students turn this in with Ep1 Planner)

- 1) Title & One-Line
 - 2) Short Description (2-3 sentences)
 - 3) Primary Format (+ optional flavor)
 - 4) Recurring Segments (2-3 cards)
 - 5) Episode 1 Outline (Run of Show with times)
 - 6) Production Plan (location/gear/roles/schedule)
 - 7) Success Metric for first 30 days (pick one):
 - Upload consistency (4/4) ☐
 - Title CTR $\geq$ 5% ☐
 - AVD $\geq$ 35% of runtime ☐
 - End-screen CTR $\geq$ 5% ☐
-

LESSON 3 — Build Your Show Concept

Assignment #1

EXAMPLES (Fully Worked)

Example A – Scene Squad (Filmmaking for Teens)

- One-Line: Teens make one movie scene per week—phone-only, fun, zero jargon.
- Description: For 12-18 y/o first-timers with limited gear. We teach bite-size steps (lighting, framing, audio) so you finish real scenes. New episodes every Tuesday (8-10 min).
- Format: Tutorial (flavor: Challenge on some weeks)
- Recurring Segments: 60-Second Skill, Fix It Fast, Viewer Shout-Out
- Ep1 RoS: Hook (split screen) → Step1 framing (grid) → Step2 45° lamp + paper → Step3 3-shot scene → Recap → CTA “Next: Kill Echo Fast”
- Production Plan: Bedroom corner; phone clamp + clip-mic + lamp; roles: Host (Ava), SP (Jay), Cam/Audio (solo); 3-hour schedule; capture thumbnail poses.

Example B – Actor in 60 (Beginner On-Camera)

- One-Line: Build on-camera confidence with 60-second daily actor drills.
 - Description: For new actors who freeze on camera. One daily drill, one mini win. Mon-Fri, 1-3 minutes, friendly coach tone.
 - Format: Tutorial (micro)
 - Recurring Segments: Actor Drill, Viewer Shout-Out
 - Ep1 RoS (3 min): Hook (before/after read) → Drill steps (breath, eyeline, pace) → 10-sec test read → CTA “Tag #ActorIn60 for feedback”
 - Production Plan: Quiet living room, Canon R100 + 18-50mm, on-camera mic; solo creator; shoot 5 drills batch in 90 minutes.
-

LESSON 3 — Build Your Show Concept

Assignment #1

1) Upload consistency (4/4)

What it is: Did you publish every planned episode this month? If your cadence is weekly, “4/4” means you hit all four uploads.

Why it matters:

- Trains your audience (and the algorithm) to expect you.
- Makes production predictable; avoids last-minute chaos.

Where to see it: Your channel content calendar / Studio → Content (dates).

How to hit it (fast wins):

- Batch record 2-4 episodes in one session.
- Keep a 2-video buffer.
- Use a run-of-show template so set-up is repeatable.

Pitfalls: Missing a week → post a short community update + drop a short/clip to keep momentum.

2) Title CTR ≥ 5%

CTR (click-through rate) = $\text{clicks} \div \text{impressions} \times 100$.

If YouTube showed your thumbnail 10,000 times and you got 600 clicks → CTR = 6%.

Why it matters:

- High CTR = **your title/thumbnail** match what viewers want.
- Drives impressions → more watch time opportunities.

Where to see it: Studio → **Analytics** → **Content** → **Impressions & CTR** (also per-video in **Reach**).

How to raise CTR:

- Promise **one specific benefit** (“3 Lighting Fixes for Small Rooms”).
- Show the **result in the thumbnail** (before/after, big verb).
- Match **format to intent** (Tutorial/Listicle/etc.).
- A/B test: swap thumbnail after 24-48h if CTR is weak but retention is strong.

Benchmarks & notes:

- 4-6% is a solid baseline for many channels; traffic source and niche matter.
 - Don’t chase CTR with **clickbait**—it will kill retention.
-

LESSON 3 — Build Your Show Concept

Assignment #1

3) AVD ≥ 35% of runtime

AVD (Average View Duration) = total watch time ÷ total views.

Average % viewed = AVD ÷ video length.

Why it matters:

- Strong proxy for **retention/engagement**.
- YouTube promotes videos that hold attention.

Where to see it: Studio → **Analytics** → **Content** → **Average view duration** and **Audience retention** (per video).

How to raise AVD:

- **Hook with proof** in the first 3-10s (outcome/stakes on screen).
- Interrupt every **20-40s** in talky beats (angle change, overlay, mini-demo).
- **Trim dead air**; one idea per sentence.
- Place **mini-payoffs** at the end of each segment.
- Keep CTAs **after** the final payoff.

Benchmarks & notes:

- Aim for **≥35%** on 8-10 min videos as a starter target.
- Shorts are different (focus on loop rate/re-watches).

4) End-screen CTR ≥ 5%

End-screen CTR = end-screen element clicks ÷ end-screen element impressions × 100.

Why it matters:

- Converts one view into a session (viewers watch the next video).
- Signals that your **CTA path** is clear.

Where to see it: Studio → **Analytics** → **Advanced Mode** → **End screen element CTR** (or per-video → **Editor** for placement + **Analytics** for clicks).

How to raise End-screen CTR:

- Offer **one primary** next video (not a grid of choices).
- **Verbally point** to it: "Exposure's locked—now fix audio. Tap this."
- Time the end screen to **appear after the payoff** (last 15-20s).
- Design the next video's **thumbnail/title** to directly solve the next problem.

Benchmarks & notes:

- 3-10% is common; **5%+** is a solid working goal.
 - If CTR is low, your next video might not match the **viewer's next need**.
-

LESSON 3 — Build Your Show Concept

INSTRUCTOR SECTION

GRADING RUBRIC — Assignment #1 (25 pts)

- Clarity of One-Line & Title (promise is specific) – /5
- Short Description (audience + value + cadence) – /5
- Format Fit (matches viewer intent) – /5
- Recurring Segments (simple, sticky, scalable) – /5
- Episode 1 + Production Plan (filmable this week) – /5

SUBMISSION CHECKLIST (print)

- ☐ Title & One-Line finalized
- ☐ Short Description (2-3 sentences)
- ☐ Primary Format chosen (intent match)
- ☐ 2-3 Recurring Segment cards
- ☐ Episode 1 Run of Show (timestamps + interrupts)
- ☐ Production Plan (location, gear, roles, schedule, risk)
- ☐ Primary CTA for Ep1 + end-screen target
- ☐ Success metric for first 30 days

Instructor Notes (delivery tips)

- Time-box each drafting sprint (8-10 minutes).
 - Require one primary CTA and one metric.
 - Ask students to pitch their One-Line aloud (20 seconds).
 - Encourage peers to spot vagueness and push for a clearer promise.
-

LESSON 3 — Build Your Show Concept

INSTRUCTOR SECTION

Quick Scorecard (printable)

For each new video in the first 30 days:

- Upload on schedule? ☐ Yes ☐ No
- CTR: ___ % (goal $\geq$ 5%)
- AVD: ___ min | ___ % of runtime (goal $\geq$ 35%)
- End-screen CTR: ___ % (goal $\geq$ 5%)

Next Action (pick one):

- ☐ New thumbnail/title test
- ☐ Tighter hook / cut 15-30s early ramble
- ☐ Add pattern interrupts at : / : / :
- ☐ Stronger end-screen bridge (script line + placement)

Tiny Calculator (examples)

- CTR: 520 clicks / 9,800 impressions = 5.3%
- AVD %: 3.2 min AVD on an 8-min video $\rightarrow$ 40%
- End-screen CTR: 80 clicks / 1,200 end-screen impressions = 6.7%

Final tip

Track these four first. Once you're consistently hitting them, add deeper goals (e.g., retention at 30s/60s, returning viewers, playlist starts).

LESSON 4: YouTube Content Formats

Popular formats you can produce:

- Tutorials (How-to guides)
- Listicles (Top 5... Top 10...)
- Vlogs (Day in the life)
- Challenges (Fun, viral tests)
- Interviews (Spotlight guests)
- Narratives (Stories & skits)

Assignment #2A: Pick your format.

Which format best fits your concept? Why?

LESSON 4: YouTube Content Formats

Why formats matter

- Matching format ↔ viewer intent boosts clicks and retention.
- Each format has a repeatable beat map (saves scripting time).
- Clear format = clearer title/thumbnail and easier production.

1) Tutorials (How-to Guides)

What it is

Teach a specific skill or fix a specific problem—fast.

When to use / Intent

Viewers want a solution now (search: “how to...”, “fix...”, “settings...”).

Core Structure (8-10 min)

1. Hook (0:00-0:15): show result or before/after
2. Setup (0:15-0:35): who it's for + promise
3. Step 1 (0:35-2:00): mini-demo + label
4. Step 2 (2:00-3:30): mini-demo + proof
5. Step 3 (3:30-5:00): quick test/result
6. Recap (5:00-6:00): 3 bullets on screen
7. CTA (6:00-7:30): next lesson + resource

Hook lines

- “Fix echoey phone audio in 3 settings—listen.”
- “One lamp, cinematic face—watch this before/after.”

Title patterns

- “How to...”, “Fix...”, “Make...”, “Set up... (in X minutes)”

Thumbnail tips

- Show the result; add 1 bold word (e.g., “FIX”, “CINEMATIC”).

Production needs

- Clear demos, CU of settings, labels (“Step 2: Light”).

Pitfalls → Fixes

- Too much theory → lead with demo; put theory in overlays.
- 6+ steps → cap at 3 core steps; link advanced follow-ups.

Metrics to watch

- Search impressions, CTR, AVD, retention in first 30-60s.

Free Royalty examples

- “How to Lock Exposure on iPhone (30 Seconds)”
 - “Three Shot Sizes Every Kid Filmmaker Should Use”
-

LESSON 4: YouTube Content Formats

2) Listicles (Top 5 / Top 10)

What it is

Curated options with quick reasons and mini-demos.

When to use / Intent

Viewers want choices or shopping guidance.

Core Structure (6–9 min)

- Hook → #5 → #4 → #3 → #2 → #1 (10–45s each, with demo) → Recap → CTA (deep dive on #1)

Hook lines

- “Top 5 free editing apps—see the clips.”
- “3 lighting hacks under \$10 (real results).”

Title patterns

- “Top/Best/3/5/7...”, “Under \$...”, “Ranked”

Thumbnail tips

- Big number + recognizable icons or a demo frame.

Production needs

- Pre-shot mini-demos; chapter markers.

Pitfalls → Fixes

- Talking without proof → include a 10–20s show-don’t-tell moment per item.

Metrics

- CTR on numbered thumbs, chapter clicks, comments debating picks.

Free Royalty examples

- “Top 5 Phone Mics for Class Projects (With Tests)”
 - “3 Shot Ideas for Your First Scene (We Act Them Out)”
-

LESSON 4: YouTube Content Formats

3) Vlogs (Day in the Life)

What it is

Follow the host through a mission or process.

When to use / Intent

Viewers want personality and journey—to hang out and see how you do it.

Core Structure (7-12 min)

1. Hook (today's mission/constraint)
2. Context (what might go wrong)
3. Attempts / moments (short beats)
4. How-to beat (3-5 minutes of structured teaching inside)
5. Result + lesson → CTA (full tutorial or next episode)

Hook lines

- “We’re teaching 20 kids today—here’s what breaks.”
- “One phone, one afternoon—can we shoot Episode 1?”

Title patterns

- “BTS / A day in / We tried / Behind the scenes”

Thumbnail tips

- Candid BTS photo + a small text sticker about the mission.

Production needs

- Short scenes, chapter markers, a 3-5 min how-to anchor.

Pitfalls → Fixes

- No mission → define a clear goal & constraint (“one room,” “\$20,” “2 hours”).
- Draggy → compress transitions; keep moments purposeful.

Metrics

- Returning viewers, comments, chapter retention.

Free Royalty examples

- “BTS: Our Youth Workshop Day (+ 3-Shot Trick)”
 - “Prepping a One-Room Scene—What We Learned”
-

LESSON 4: YouTube Content Formats

4) Challenges (Fun, Viral Tests)

What it is

Skills under rules/stakes: budget caps, timers, head-to-head.

When to use / Intent

Viewers want tension and payoff.

Core Structure (7-11 min)

- Hook (result + rules onscreen by 0:03) → Rules → Attempts (A/B/C) → Twist → Result → CTA (tutorial breakdown)

Hook lines

- “\$10 vs \$200 lighting—can you tell?”
- “60 minutes to shoot a music video—go.”

Title patterns

- “\$X vs \$Y / Under \$ / 1-Hour / No Budget / vs”

Thumbnail tips

- Split screen vs visual; timer/budget badge.

Production needs

- Timer overlay, visible rules, planned proof shot at the end.

Pitfalls → Fixes

- Stakes unclear → put rules on screen immediately.
- No payoff → always show the final results side-by-side.

Metrics

- Retention to the end, shares, comments.

Free Royalty examples

- “\$15 Audio Challenge: Make Dialogue Clean (We Try)”
 - “One-Room, Three-Shot Film in 30 Minutes”
-

LESSON 4: YouTube Content Formats

5) Interviews (Spotlight Guests)

What it is

Expert POV organized into crisp, actionable bites.

When to use / Intent

Viewers want authority and insider rules.

Core Structure (8-12 min)

- Hook clip (guest's best line) → 1-sentence intro → 5 rules (60-90s each + b-roll example) → Takeaway → CTA ("we try their rules")

Hook lines

- "DP explains why your lighting looks flat (+ 10-second fix)."
- "Casting director's #1 note for beginners."

Title patterns

- "[Role] explains... / With [Guest] / 5 Rules for..."

Thumbnail tips

- Guest face + big "5 RULES" or a clear topic word.

Production needs

- Time-boxed answers; pre-pulled demo b-roll; good audio.

Pitfalls → Fixes

- Rambling → share the 5-rules frame before recording; cut to examples.

Metrics

- AVD, spikes on hook quotes, subscriber gain.

Free Royalty examples

- "DP's 5 Rules for Natural Light (You're Breaking #3)"
 - "Acting Coach: How to Nail Cold Reads (3 Fixes)"
-

LESSON 4: YouTube Content Formats

6) Narratives (Stories & Skits)

What it is

Short films or sketches that make you feel, often followed by a breakdown.

When to use / Intent

Viewers want story/feels; you want to demonstrate craft.

Core Structure (7-10 min)

- 30-60s scene cold open → 3-point breakdown (lighting/blocking/edit) → CTA to full BTS/tutorial.

Hook lines

- “We shot this suspense scene in one room—watch first.”
- “Sketch: The Director Who Forgot Batteries (learn the real lesson).”

Title patterns

- “Short film / Sketch / Story of / Then We Break It Down”

Thumbnail tips

- Dramatic still from the scene + small “HOW WE MADE IT.”

Production needs

- Clean production audio, BTS clips, minimal locations/actors.

Pitfalls → Fixes

- Over-ambitious → fewer locations, 1-2 actors, 1 day; keep it tight.

Metrics

- Rewatches, shares, end-screen CTR to the breakdown.

Free Royalty examples

- “1-Room Suspense Scene (Then We Break It Down)”
 - “Sketch: Audition Nightmare → How to Fix It”
-

LESSON 4: YouTube Content Formats

Quick Picker: Which format fits your concept?

- Do viewers need a fix now? Tutorial
- Do they want choices? Listicle
- Do they want a pro's take? Interview
- Do they want tension/fun? Challenge
- Do they want to ride along with you? Vlog
- Do they want to feel a story? Narrative

You can remix lightly (e.g., Tutorial + Challenge). Keep one primary format for the title/thumbnail.

LESSON 4: YouTube Content Formats

Assignment #2A — Pick Your Format (Worksheet)

Your concept / episode idea:

Viewer's first intent (circle): Fix • Options • Expert • Stakes • Journey • Feels

Chosen primary format: _____

Why this format fits (1-2 lines):

Hook (one sentence, 8-20s, show result/stakes):

Run of Show (timestamps)

- Hook: -
- Setup: -
- Beat 1: - (interrupt @ :)
- Beat 2: - (interrupt @ :)
- Beat 3: - (interrupt @ :)
- Recap: -
- CTA: - (hard out @ :)

LESSON 4: YouTube Content Formats

Assignment #2A — Pick Your Format (Worksheet)

Title draft (≤70 chars):

Thumbnail idea (describe the picture + 1-2 words):

Primary CTA (one): _____

Optional CTA (one): _____

Quick Rubric (10 pts)

- Format-intent match (clear promise) – /2
- Hook clarity (shows result/stakes fast) – /2
- Beat map & timestamps (tight pacing) – /2
- Proof moments (mini-demos/results) – /2
- CTA path to next video/resource – /2

Pro tips (print box)

- Promise one outcome; deliver it fast.
 - Label steps on screen; interrupt every 20-40s in talky beats.
 - Capture a thumbnail frame on set after the payoff.
 - One primary CTA only—and place it after the payoff.
-

LESSON 5: Segment Scripting

Segment Script Formula

- Hook (grab attention fast)
- Core Content (teach or entertain)
- Engagement Point (ask a question or challenge viewers)
- CTA (subscribe, like, share)

Example Script Snippet

Intro (0:00-0:20): "Ever wonder how to shoot cinematic video on your phone?"

Stick around because I'll give you 3 quick tips."

Your Segment Scripts:

- Segment 1: _____
 - Segment 2: _____
 - Segment 3: _____
 - CTA: _____
-

LESSON 5: Segment Scripting

What a “segment script” is

A segment script is a concise roadmap (not a movie-length script) that tells the host exactly:

- What to say (short bullets + a few verbatim lines),
- What to show (B-roll/graphics cues),
- When to say/show it (timestamps),
- How to move the viewer from Hook → Core → Engagement → CTA.

Why it matters

- Keeps retention high (no rambling).
- Makes shooting faster (fewer takes).
- Makes editing cleaner (planned visuals and interrupts).

Rule of thumb: Bullets for A-roll, verbatim only for the Hook and CTA.

LESSON 5: Segment Scripting

1) HOOK – grab attention fast (8-20s)

Purpose: Show the result or stakes immediately so viewers know why to stay.

How to write it

- Lead with proof (before/after, finished shot, number).
- 1 sentence, one breath, energy 7/10+.
- Get the result/timer/budget on screen by 0:03.

Hook templates (copy/paste)

- Tutorial: “Fix echoey phone audio in 3 settings—listen.”
- Listicle: “Top 5 free editing apps—watch #1 transform this clip.”
- Interview: “DP’s #1 lighting rule you’re breaking—here’s the 10-sec fix.”
- Challenge: “\$10 to light this scene. If we fail, we still upload.”
- Vlog: “One afternoon to shoot Episode 1—here’s what breaks.”
- Narrative: “Watch this 30-sec suspense scene; we’ll reveal how we did it.”

Avoid

- Long intros, brand monologues, “Welcome back to my channel...” at 0:00.
-

LESSON 5: Segment Scripting

2) CORE CONTENT – teach or entertain (the beats)

Purpose: Deliver the value in 2-4 beats, each with a micro-payoff.

Beat structure (for each beat)

- Mini-hook: what this beat gives you in 1 short line.
- Action: do it on camera (demo, not theory).
- Proof: quick test/result/side-by-side.
- Interrupt: angle change, overlay, prop, question (every 20-40s in talky parts).
- Transition: “Now that __, let’s __.”

Example (Tutorial – “Cinematic phone basics”)

- Beat 1 (0:35-2:00): “Lock exposure in 5s.” → CU of screen → show flicker fixed.
- Beat 2 (2:00-3:30): “One-lamp 45° light.” → demo with paper bounce → before/after.
- Beat 3 (3:30-5:00): “3-shot coverage.” → wide/medium/close → quick cut of finished 3-shot.

Time targets

- Most beats ≤ 90s. If longer, split or add planned interrupts.
-

LESSON 5: Segment Scripting

3) ENGAGEMENT POINT – invite action mid-video (10-20s)

Purpose: Spark comments, challenges, or viewer participation without derailing the flow.

Good engagement moves

- This or That: “Would you use the lamp or window light here? Comment: LAMP / WINDOW.”
- Try It Now: “Pause and lock exposure; tell me if your flicker stopped.”
- Mini-Challenge: “Can you light this for under \$15? #FreeRoyaltyScene.”
- Poll On-Screen: Short and visual (“Which looks more natural?”).

Placement

- After the first win (Beat 1 or 2), so they’ve already gotten value.

Avoid

- Multi-question sprawl. One prompt max.
-

LESSON 5: Segment Scripting

4) CTA – one primary ask (after payoff)

Purpose: Move the viewer to the next best step that matches their intent.

Best-fit CTAs

- Tutorial: “Next video fixes phone audio—tap here.”
- Listicle: “We deep-dive the #1 pick next.”
- Interview: “Watch us try the guest’s 5 rules.”
- Challenge: “Now see the full tutorial breakdown.”
- Vlog: “Full how-to for the trick we used is here.”
- Narrative: “BTS breakdown of this scene—right here.”

Where & how

- After the final payoff (not before).
- Script one exact line + point on screen to the end-screen element.
- Add a matching pinned comment and place the same link in line 1-2 of description.

Optional secondary

- Downloadable 1-pager, worksheet, or comment prompt. Keep it optional.
-

LESSON 5: Segment Scripting

Script Styles (choose per segment)

A) Bullet Talk-Track (default)

- Great for on-camera hosts; keeps delivery natural.
- Format: Short bullets + visual cues.

B) Verbatim VO (selected sections)

- For precise hooks, CTAs, or definitions.
- Keep lines ≤ 12 words; break for breath.

Teleprompter tips

- Use short phrases; add line breaks at commas.
 - Set speed to your natural talk rate; keep eye-line close to lens.
-

LESSON 5: Segment Scripting

Script Styles (choose per segment)

A) Bullet Talk-Track (default)

What it is

A short outline (not paragraphs) the host can glance at and speak from naturally. Each bullet is a beat or line to land, paired with what the viewer should see.

Why it works

- Keeps delivery conversational (less robotic).
- Faster to shoot (fewer “start over” moments).
- Easier to adjust pacing on set.

When to use

- Most A-roll teaching or demo moments.
- Hosts who speak well off bullets.
- Any time you’re showing steps live on camera.

Format pattern

- Mini-hook (one line of intent)
- Action (what you’ll do)
- Proof (what they’ll see/hear)
- Interrupt (angle/label/prop)
- Transition (one short bridge)

Example (Tutorial beat: “Lock exposure”)

- Mini-hook: “Stop brightness pulsing.”
- Action: [CU PHONE] long-press to lock exposure.
- Proof: A/B 2s: pulsing → stable.
- Interrupt: lower-third “LOCK EXPOSURE.”
- Transition: “Now lighting actually works.”

Bullet Talk-Track template (copy)

- Beat #: _ Time: :-:
- Mini-hook: _____
- Action (show): _____
- Proof (test/AB): _____
- Interrupt: angle / overlay / prop / question
- Transition: _____

Pitfalls → Fixes

- Bullets too long → cap each to one idea (≈ 6-12 words).
- No visuals written → add [what the viewer sees] beside each bullet.
- Drifting → script just the first and last line of the beat verbatim.

Mini-exercise

Convert this paragraph into bullets (keep 5 bullets max):

“Exposure jumps around on phones. Long-press to lock it, then it won’t pulse when you move. We’ll show a before/after and put a label on screen.”

LESSON 5: Segment Scripting

B) Verbatim VO (selected sections)

What it is

Word-for-word lines you read as voiceover or deliver to camera for precision.

Why it works

- Critical moments land exactly (no drift).
- Clean phrasing for hooks, CTAs, definitions, legal.

When to use

- Hook (first 8-20s).
- CTA (exact action, end-screen pointer).
- Definitions that must be accurate.
- Sponsor/legal copy.

How to write it

- Keep lines $\leq$ 12 words.
- Short sentences. Natural words.
- Break lines where you'd breathe.

Example (Hook: 12 words)

- "Fix echoey phone audio in three settings—listen to this."
- (roll 2s bad $\rightarrow$ 2s good)

Example (Definition: 10 words)

- "Shutter speed is how long each frame gathers light."

Example (CTA: 11 words)

- "Tap this video to fix your lighting in three minutes."

Verbatim VO template (copy)

- HOOK ($\leq$ 12 words): _____
- DEFINITION ($\leq$ 12 words): _____
- CTA ($\leq$ 12 words): _____

Pitfalls $\rightarrow$ Fixes

- Tongue-twisters $\rightarrow$ swap in simpler synonyms.
- Paragraphs $\rightarrow$ rewrite into 1-2 short lines.
- VO mismatch $\rightarrow$ match visuals: say less while you show.

Mini-exercise

Write a 10-12 word hook for: "Teach 3 camera angles to beginners."

Line: _____

LESSON 5: Segment Scripting

Teleprompter Tips (on-camera or VO)

Goal: Keep eyes near lens, speech natural, and pace clean.

Setup

- Short phrases per line; add line breaks at commas.
- Font size big enough to read at your distance (test!).
- Speed = your natural talk rate; adjust, don't chase the scroll.
- Place prompter as close to lens as possible to preserve eye contact.

Delivery

- Glance-deliver-connect: don't "read." Look, grab phrase, say it to lens.
- Energy 7/10; smile on landings.
- Mark (beat) where you want a pause; mark [POINT RIGHT] for end-screen.

If you don't have a prompter

- Tape bullet cards (large text) just beside the lens.
- Or use a phone near the lens with big text + manual scroll.

Prompter-friendly formatting (copy)

HOOK:

Fix echoey phone audio
in three settings—listen.

BEAT 1:

Long-press to lock exposure.
[CU PHONE] Before / After 2 seconds.

CTA:

Tap this video
to fix your lighting in three minutes.
[POINT RIGHT]

Pitfalls → Fixes

- Eyes drift off-axis → move the script closer to the lens.
- Monotone → underline 1-2 words per line to emphasize.
- Too fast → slow the scroll; cut words, not breath.

Mini-exercise

Paste your hook into the format above. Add line breaks and one emphasis word per line.

LESSON 5: Segment Scripting

Choosing the Right Style (decision aid)

- Confident talker + demos → Bullet Talk-Track for most beats.
- Newer host / critical lines → Verbatim for Hook + CTA, bullets for the rest.
- Dense info → Bullets + on-screen labels (keep VO simple).
- Sponsor/legal → Verbatim only.

[**Hybrid is best:** Hook + CTA **verbatim**, all other beats **bulleted**.]

Ready-to-Print Checklists

Bullet Talk-Track – Pre-shoot

- ☐ Each beat has **Mini-hook / Action / Proof / Interrupt / Transition**
- ☐ Bullets ≤ 12 words
- ☐ Visual cues in brackets ([CU PHONE], [SPLIT], [ARROW])
- ☐ Planned interrupts every 20-40s in talky beats

Verbatim VO – Pre-record

- ☐ Hook ≤ 12 words, tests on mic with breath marks
- ☐ Definition lines ≤ 12 words, simple terms
- ☐ CTA scripted + physical point direction noted
- ☐ Prompter speed tested at natural rate

Practice Drills (5-7 minutes each)

1. Bullet Shrink

2. Take a 60-word paragraph and rewrite as 5 bullets with one visual cue per bullet.
 3. Hook Chop
 4. Write three hook options, each ≤ 12 words. Pick the most concrete.
 5. Prompter Pass
 6. Record a 20-second hook with line breaks. Watch back: eye contact? pace? energy?
-

LESSON 5: Segment Scripting

Visual Support Inside the Script

- Lower-thirds: “Step 1: Lock Exposure” (≤ 3-4 words).
- Definition boxes: one-liners only.
- Roadmap strip: “You are here: 2 / 3.”
- B-roll cues: “CU phone screen,” “OTS hands,” “Before/After split.”
- Audio cues: “room tone 10s,” “whoosh at interrupt,” music duck under VO.

Timing & Pacing Heuristics

- Hook ≤ 20s; result visible by 0:03.
 - Interrupt every 20-40s during talky stretches.
 - One idea per sentence.
 - Trim silences to ~0.2-0.3s unless for emphasis.
 - Place mini-wins at the end of each beat.
-

LESSON 5: Segment Scripting

Sample Segment Scripts (short)

A) Tutorial (excerpt)

HOOK (verbatim): "Fix echoey phone audio in 3 settings—listen." (play bad → good audio 2s each)

SETUP (bullets): who (phone shooters), promise (clean dialog in minutes).

BEAT 1: Mini-hook "Kill room echo." → Action: Voice Isolation ON (CU screen). → Proof: A/B listen. → Interrupt: overlay "Voice Isolation".

BEAT 2: Mini-hook "Mic placement 6-8 inches." → Action: show distance with hand span. → Proof: A/B.

BEAT 3: Mini-hook "Blanket bounce." → Action: pillow/blanket off-camera. → Proof: A/B.

RECAP (on-screen): Isolation • Distance • Soft bounce

CTA (verbatim): "Now fix your lighting in 3 minutes—tap this video."

B) Challenge (excerpt)

HOOK: "\$10 to light this face. If we fail, we upload anyway." (timer appears)

RULES: \$10 cap, one lamp allowed, paper is free.

ATTEMPT A/B/C: each ≤60s; add label + before/after.

RESULT: side-by-side \$10 vs control.

CTA: "See the full tutorial version with no budget cap—right here."

C) Interview (5 Rules) (excerpt)

HOOK CLIP: Guest: "Most beginners put the light in the wrong place."

INTRO: 1 line on guest; "We'll pull 5 rules you can use today."

RULE #5 → #1: 60-90s each, with b-roll proof.

CTA: "We apply all 5 rules in a real scene—tap here."

LESSON 5: Segment Scripting

Student Worksheets (printable)

1) Hook Builder

- Primary promise in 6-12 words: _____
- Visual proof at 0:00-0:03: _____
- Final hook line (verbatim): _____

2) Beat Card (print 3-4)

- Beat #: __ Time: :-:
- Mini-hook (1 line): _____
- Action (demo): _____
- Proof (test/AB): _____
- Interrupt (pick one): angle / overlay / prop / question
- Transition line: _____

3) Engagement Builder

- Prompt (one): _____
- Placement (mm:ss): :
- On-screen text: _____

4) CTA Builder

- Primary ask (one): _____
 - Exact line (verbatim): _____
 - End-screen target: _____
 - Pinned comment copy: _____
-

LESSON 5: Segment Scripting

Pitfalls & Fast Fixes

- Soft hook / late proof → Show outcome by 0:03, speak after.
- Over-explaining → Replace words with demo + overlay.
- No interrupts → Schedule them in the script at mm:ss marks.
- CTA too early → Move after the final payoff; keep one primary ask.
- Paragraph scripting → Convert to bullets; keep only Hook/CTA verbatim.

Quality Rubric (25 pts)

- Hook clarity & proof at open – /5
- Beat design (action + proof + transitions) – /5
- Pacing (interrupts every 20-40s) – /5
- Engagement prompt (relevant & concise) – /5
- CTA path (one primary, placed after payoff) – /5

Shoot-Day Script Page (template)

Segment Title: _____ Runtime target: _____

Hook (verbatim): _____

Beat 1 – Mini-hook: _____ | Action: _____ | Proof: _____ | Interrupt @ : | Transition: _____

Beat 2 – Mini-hook: _____ | Action: _____ | Proof: _____ | Interrupt @ : | Transition: _____

Beat 3 – Mini-hook: _____ | Action: _____ | Proof: _____ | Interrupt @ : | Transition: _____

Engagement (line & time): _____

CTA (verbatim): _____

B-roll list: _____

Graphics/labels: _____

Tighten It” Exercise (5 minutes)

Take any 60-90s beat you wrote:

1. Cut 20% of the words.
 2. Replace one sentence with a demo.
 3. Add one interrupt at : (overlay/angle/prop).
 4. Rehearse the beat in ≤60s.
-

LESSON 5: Segment Scripting

Instructor Notes

- Time-box script writing sprints (8-10 min).
 - Do a live hook demo and have 2-3 students deliver theirs.
 - Use a stopwatch. If any beat runs >90s without a change, add an interrupt.
 - Capture thumbnail frames right after the payoff while the setup is still up.
-

LESSON 6 — Producer's Checklist

Why a checklist?

- A checklist turns the chaos of shoot day into a repeatable system. It prevents “we forgot the mic battery,” speeds set-up, and protects your footage. Think of it as insurance for retention: good prep → smooth shoot → clear edit → better watch time.

• **Part A – Pre-Production (24-72 hours before)**

• **1) Camera & Microphone: charged and tested**

• **What it means**

- Batteries full, storage clear, settings locked, and an audio test recorded.

• **Why it matters**

- Dead batteries and bad audio ruin takes; these are the most common avoidable failures.

• **How to do it**

- Charge all batteries (camera, lights, mics, phone). Pack a spare per device.
 - Format cards/clear phone storage; target ≥ 50% free space.
 - Set base settings (example):
 - Video: 4K/24 or 30, 1/50-1/60 shutter, fixed WB (not auto), ISO as low as possible.
 - Audio: Monitor on headphones; aim peaks around -12 to -6 dBFS (never clipping).
 - Record a 10-sec test (host talking) → listen back on headphones.
 - **Mini-check (initials):** Battery ☐ Cards/Storage ☐ Settings ☐ Test recorded ☐
-

LESSON 6 — Producer's Checklist

2) Lighting kit or natural light plan

What it means

Know where your key light is coming from and how you'll control it.

Why it matters

Consistent light = pro look, shorter edit, fewer reshoots.

How to do it

- Natural light plan: pick a window, time of day, and backup (curtains + lamp).
- Kit plan: key at ~45°, eye-level or slightly above; add bounce (white foam board/paper).
- Pack diffusion (white cloth) and gaffer tape.

Mini-check: Key source chosen ☐ Bounce/diffusion packed ☐ Backup plan ☐

LESSON 6 — Producer's Checklist

3) Location: scouted & quiet

What it means

You've stood in the space and tested sound, power, and background.

Why it matters

Most "bad audio" is bad room. Fix it before you arrive with talent.

How to do it

- Do a 30-sec listen at the exact spot: fridge? AC? street?
- Clap test for echo; soften with blankets, curtains, couch cushions.
- Check power outlets and where tripods can safely stand.
- Pick a clean background (declutter or add a simple backdrop).

Mini-check: Noise map done ☐ Echo fix ready ☐ Safe tripod spots ☐ Power ☐

LESSON 6 — Producer's Checklist

4) Props & wardrobe: pulled and practical

What it means

Everything the host will touch and wear is chosen, prepped, and in a tote.

Why it matters

Saves time on set, prevents continuity errors, and keeps brand look consistent.

How to do it

- Wardrobe: brand colors, avoid tiny stripes (moire) and noisy jewelry.
- Props: lay out by segment in labeled bags; include spares for small items.
- Lint roller, safety pins, water, tissues.

Mini-check: Wardrobe ☐ Props by segment ☐ Spares ☐

LESSON 6 — Producer's Checklist

5) B-roll list: planned

What it means

A shot wishlist that covers hands, screens, results, and transitions—per beat.

Why it matters

B-roll hides jump cuts, clarifies teaching, and boosts pacing.

How to do it

- Use a B-roll matrix (one row per beat):
 - Beat 1 → CU phone screen, OTS hands, before/after split
 - Beat 2 → Lamp placement wide, face CU shadow change, bounce card
- Add **thumbnail moments** you'll pose after the payoff.

Mini-check: Matrix printed ☐ Thumbnail pose plan ☐

LESSON 6 — Producer's Checklist

Part B – Day-Of: Ready-to-Roll

10-Minute Pre-Flight

1. Place camera; level tripod.
2. Light: set key, check shadows; add bounce/diffusion.
3. Manual white balance (or pick a fixed preset); set exposure.
4. Mic on, headphones on, 10-sec talk test; adjust gain (peak ~-10 dBFS).
5. Background: tidy frame edges; remove brand clutter.
6. Focus check: host at mark; zoom in to confirm eyes sharp.
7. Slate or verbal ID: "Ep1 Beat1 Take1."
8. Airplane mode on phones; silence notifications.
9. Record room tone 10 seconds.
10. Confirm Run of Show printout reachable.

Go/No-Go Gate: If **audio** or **exposure** is wrong → **stop** and fix before rolling.

LESSON 6 — Producer's Checklist

Part C — Post-Shoot: Ingest → QC → Upload

Ingest & Backup (same day)

- Copy to project folder structure:

/SHOW_TITLE/
/01_RAW/DATE/
/02_PROJECT/
/03_EXPORTS/v1_v2_final/
/04_ASSETS/music_gfx_fonts/
/05_THUMBNAILS/

- Verify files open; make a second copy to an external drive (or cloud).
- Rename clips logically: S01_E01_B1_T3.mov (show/ep/beat/take).

Editorial order (fast path)

- 1.Assembly in RoS order.
- 2.Tighten story; remove filler words ("basically," "kind of").
- 3.Add B-roll to hide cuts; insert labels and roadmap.
- 4.Color + audio polish (light noise reduction; music duck under VO).
- 5.QC pass (see below). Export v1 → fix notes → final.

QC Gate (printable)

- Spelling on labels correct ☐
 - Audio: no clipping; dialog clear (peaks ~-10 dBFS) ☐
 - Music ducked under speech ☐
 - Color consistent across cuts ☐
 - No jump cuts without cover ☐
 - Thumbnail at 120px still readable ☐
 - Title ≤ 70 chars; description lines 1-2 = value + link ☐
 - Chapters added ☐ End screen links correct ☐ Pinned comment ready ☐
-

LESSON 6 — Producer's Checklist

Part D — Printable Checklists

1) Producer's Prep (Day-Before)

- ☐ Batteries charged (spares packed)
- ☐ Cards/Storage cleared & formatted
- ☐ Base camera/audio settings set
- ☐ Lighting plan (key + bounce + backup)
- ☐ Location sound check & power verified
- ☐ Props & wardrobe pulled (spares)
- ☐ Graphics templates & label list ready
- ☐ B-roll matrix printed
- ☐ Run of Show printed + shot list
- ☐ Risk plan (backup mic, alt location)

2) Ready-to-Roll (On Set)

- ☐ White balance/exposure set
 - ☐ Headphones monitoring; talk test done
 - ☐ Background cleaned
 - ☐ Focus check (eyes)
 - ☐ Slate/verbal ID
 - ☐ Room tone 10s
 - ☐ Continuity photos after each beat
 - ☐ Thumbnail frames captured
-

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Purpose

You have 2 minutes to convince a “greenlight panel” (your instructor & peers) that your video is clear, valuable, and filmable this week. Your pitch should prove you’ve locked vision, audience, structure, and feasibility.

The 2-Minute Pitch Structure (timeboxed)

0:00-0:15 – Hook the room

One sentence: the viewer payoff or stakes. (Show a thumbnail mock or 1 proof image if you have it.)

0:15-0:35 – Vision statement

Who you are for + what you promise (your channel/show promise, not your life story).

0:35-1:05 – Target audience

Name the audience, their pain, and the outcome they want.

1:05-1:35 – Segment flow (format + beats)

Primary format + 3 core beats with mini payoffs. Say the run time goal.

1:35-1:55 – Production plan (feasible this week)

Where, gear, talent, schedule, and one risk + backup.

1:55-2:00 – CTA / ask

What happens after it’s greenlit (shoot day/time) and what help you need.

Tip: Practice once at 1:45 and once at 2:15, then aim for ~1:55 in class.

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

What Each Required Element Means (with examples)

1) Vision Statement (your show's promise)

What it is: A one-line “why this exists.”

Why it matters: Keeps future episodes consistent and sets expectations.

Formula:

“We make [format/topic] for [specific audience] so they can [outcome] – in a [tone/style] way.”

Example:

“We make fast, friendly filmmaking tutorials for 12-18 year-olds so they can finish real scenes—phone-only, zero jargon.”

2) Target Audience (who + pain + desired outcome)

What it is: A tight description of the viewer you serve.

Why it matters: Your format, beats, and CTA must match their intent.

Template:

“For [who] struggling with [pain], we deliver [value] so they can [benefit].”

Example:

“For first-time phone shooters who get noisy audio, we deliver simple fixes so they can upload clear dialogue today.”

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

3) Segment Flow (format + 3 beats + runtime)

What it is

Your **Run of Show (RoS)**: a minute-by-minute map that lays out the Hook → Beat 1 → Beat 2 → Beat 3 → Recap → CTA. It tells talent, camera, and editor exactly what happens and when.

Why it matters

- **Retention:** Viewers decide in seconds. A planned flow front-loads value and keeps attention.
- **Clarity:** One idea per beat → less rambling, faster edits.
- **Proof:** The flow forces visible payoffs (demos/tests) so your promises land.

Tutorial Template (8–10 minutes)

Target video length: 8:00 (adjustable to 6:00 or 12:00—see variants below)

Interrupt rule: Add a visual/auditory change every 20–40s in talky beats.

0) HOOK – “Show the result” (0:00–0:15)

Job: Prove the promise immediately.

Viewer feeling: “This solves my problem—staying.”

What we see: Finished result / before-after / timer or budget badge by 0:03.

What we hear (one line): “Fix echoey phone audio in three settings—listen.”

Coverage: Tight edit; if talking to camera, cut to proof within 2–3s.

Graphics: 1 label that matches the title (e.g., “Echo Fix”).

Pitfalls → Fixes: Logo stings or long greetings → Cut. Proof first, greeting never.

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

0) HOOK – “Show the result” (0:00–0:15) (Expanded)

Purpose in one line

Make viewers think “This solves my problem—staying.” Your job is to prove the promise immediately with a visual payoff, then state a single clear line.

The 15-Second Blueprint (micro-timeline)

- 0:00–0:03 → **Result on screen.**
- Finished shot / before-after / timer or budget badge **visible by 0:03.**
- 0:03–0:10 → **One-line promise (verbatim).**
- Short, concrete, benefit-first line delivered with energy 7/10+.
- **0:10–0:15 → Bridge to Beat 1.**
- A fast visual tease of Step 1 (CU of setting/prop) + on-screen label.

Edit style: cold open (no logo), hard cuts or a quick micro-montage; cut to proof within 2–3s if you start on camera.

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

Hook Archetypes (pick one)

1. Result / Before-After (most reliable)

- Visual: split screen or quick A/B.
- Line: “Fix echoey phone audio in three settings—listen.”

2. Stakes / Constraint (timer or budget)

- Visual: “10:00” timer or “\$10” badge.
- Line: “Cinematic lighting in 10 minutes—no excuses.”

3. Micro-Montage (payoff first)

- Visual: 3-5 fast clips of the finished outcome (0.5s each).
- Line: “We made this with a lamp and paper—here’s how.”

4. Expert Pull-Quote (interview)

- Visual: guest saying the spicy line.
- Line: “Most beginners put the light in the wrong place—fix it in 10 seconds.”

5. Challenge Reveal

- Visual: \$10 vs \$200 split.
- Line: “Can you tell which is \$10?”

6. Narrative Cold Open (30-45s scenes → for narrative videos)

- Visual: 8-15s dramatic snippet.
- Line: “Watch first—then we break down the trick.”

Guardrail: One archetype per hook. Don’t stack two.

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

What to Show (visual checklist)

- Proof shot ready: before/after, finished result, or clear stakes.
- Readable badge (≤ 2 words): “\$10”, “10:00”, “3 STEPS”.
- CU (close-up) of Step 1 at the end of the hook.
- No logos, long greetings, or disclaimers up front (move all after proof).
- Lighting & audio are already good (hooks expose flaws brutally).

What to Say (script it verbatim)

- One sentence. 12 words max.
 - Tutorial: “Fix echoey phone audio in three settings—listen.”
 - Listicle: “Top 5 free editors—watch #1 transform this clip.”
 - Interview: “DP’s five lighting rules—you’re breaking #3.”
 - Challenge: “\$10 to light this scene—if we fail, we upload.”
 - Vlog: “One afternoon to shoot Episode 1—here’s what breaks.”
 - Narrative: “Watch this 30-second scene—then we show the trick.”

Delivery tips: head high, smile on landing, point/gesture to on-screen element.

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

Graphics & Sound (keep it simple)

- One label that matches the title (e.g., “Echo Fix”, “3 STEPS”).
- Roadmap not needed in hook.
- Subtle whoosh or hit only on the reveal (optional).
- Captions: keep line length short; high-contrast text; safe area respected.

Coverage Plan (what to shoot for the hook)

- Proof clip (A/B or result) at 24-30 fps, steady frame.
- 1-2 CU inserts: the setting you’ll touch first (e.g., toggle, lamp angle).
- Gesture shot if pointing to timer/badge or end-screen later.
- Room tone & clean VO option if you plan a VO hook.

How to Build Your Hook (step-by-step)

1. Write the promise (benefit in ≤12 words).
 2. Pick a visual proof (before-after, result, timer/budget).
 3. Draft on-screen text (≤2 words badge + ≤3-4 word label).
 4. Plan the bridge (CU of Step 1 for the last 3-5s).
 5. Time it: 0:00 result, 0:03 line starts, 0:10 Step 1 tease.
 6. Rehearse once at 8s and once at 15s—pick the tighter one.
-

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

Examples (fully mapped)

Tutorial (Audio)

- 0:00–0:02 A/B: bad room echo → clean dialog.
- Line: “Fix echoey phone audio in three settings—listen.”
- 0:10–0:15 CU iPhone → Voice Isolation toggle. Label: “STEP 1”.

Challenge (Lighting)

- 0:00–0:03 Split: \$10 vs \$200 face close-ups; badge “\$10”.
- Line: “\$10 to light this face—can you tell which?”
- 0:10–0:15 Timer flashes + lamp CU at 45°. Label: “SETUP”.

Interview (5 Rules)

- 0:00–0:04 Guest clip: “You’re putting the light in the wrong place.”
- Line: “DP’s five lighting rules—you’re breaking #3.”
- 0:10–0:15 B-roll frame with text “Rule #5 → #1” (countdown vibe).

Vlog (+ how-to beat)

- 0:00–0:03 Quick cut: empty room → class arriving → finished shot.
- Line: “We’re teaching 20 kids today—here’s the 3-shot trick we use.”
- 0:10–0:15 CU shot list card. Label: “3 SHOTS”.

Narrative

- 0:00–0:12 12-second suspense snippet (silent).
 - Line: “Watch first—then we break down the lighting trick.”
 - 0:10–0:15 Freeze frame + arrow to practical lamp.
-

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

Pitfalls → Fast Fixes

- Logo sting / long greeting at open → Cut it. Put brand later.
- Talking before proof → Start on result; speak over it.
- Wordy line (>12 words) → Swap to simpler verbs; remove filler.
- No clear payoff → Capture a real before-after or micro-montage before you script.
- Low-energy read → Shorter sentence + smile on landing + small head nod.
- Illegible text → Fewer words, larger font, higher contrast.

A/B Testing & Data

- Test window: first 24-48 hours.
- If CTR good but early drop (0-30s) high: hook is misaligned with title/thumbnail—reshoot or recut hook to match promise.
- If CTR weak but retention strong: swap thumbnail/title; keep hook.

Keepers from retention graph:

- Spikes = replays → consider using that moment earlier in the hook next time.

Accessibility & Inclusivity

- Burned-in captions for the hook.
 - Avoid rapid flashing; keep cuts readable.
 - Use plain language (“Fix echoey audio”) over jargon (“attenuate reverb”).
-

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Segment Flow (format + 3 beats + runtime) Continued

Hook Worksheet (printable)

- Primary promise (≤12 words): _____
- Visual proof (circle): Result • Before/After • Timer • Budget • Quote
- Badge (≤2 words): _____ Label (≤3-4 words): _____
- Bridge visual (CU of Step 1): _____
- Timing: Result by 0:03 ☐ Line ends by 0:10 ☐ Bridge by 0:15 ☐
- Delivery note (energy / gesture): _____

Quick Hook Rehearsal Drill (2 minutes)

1. Say your line in 10 words, then 8 words.
2. Record two takes: result-first and you-first then cut to result @ :02.
3. Pick the one where the result appears earlier and your energy lands.

One-Card Hook QC (on set)

- ☐ Result visible by 0:03
 - ☐ One sentence ≤12 words
 - ☐ One label that matches the title
 - ☐ CU of Step 1 for the bridge
 - ☐ Audio clean; no logo sting; no greeting
-

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

4) Production Plan (filmable this week)

What it is: Location, gear, talent, schedule, risk plan.

Why it matters: Removes doubt—this isn't theoretical.

Template:

- Where: Quiet living room by window; backup: bedroom corner.
- Gear: iPhone + clip-mic, lamp, white paper bounce.
- Talent/Crew: Host me; SP/Camera: Sam (one-person possible).
- Schedule: Friday 3-6 pm; outline lock Thursday.
- Risk: Street noise → backup room + closer mic.

Example 2-Minute Pitch (model)

Hook (0:00-0:12): "In 8 minutes, viewers light a face with one lamp—watch this before/after." (hold split image)

Vision (0:12-0:26): "Fast, friendly phone-filmmaking so teens finish real scenes —no jargon."

Audience (0:26-0:40): "First-time phone shooters whose videos look flat and noisy—they want pro-ish results today."

Segment flow (0:40-1:15): "Tutorial format, 8 minutes. Beat 1: lock exposure (CU phone, label). Beat 2: 45° lamp + paper bounce (before/after). Beat 3: 3-shot coverage (quick montage). Recap three bullets, then CTA to 'Kill Echo in 3 Settings.'"

Production (1:15-1:50): "Shoot in the living room 4-6 pm; iPhone + clip-mic + desk lamp. I'm host; Jay on camera; can do solo. Backup: bedroom corner if street noise. We'll capture 3 thumbnail poses after payoff."

CTA/Ask (1:50-1:58): "Greenlight for Friday 3-6 pm. Need one clip-mic and white foam board—approved?"

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Worksheets (printable)

Mini-Pitch One-Pager

- Title: _____
- Vision (one line): _____
- Audience (who + pain + outcome): _____
- Format: Tutorial / Listicle / Interview / Challenge / Vlog / Narrative
- Segment Flow (3 beats + hook):
 - a. _____
 - b. _____
 - c. _____
- **Runtime target:** _____ minutes
- **Production Plan:**
 - Location + backup: _____
 - Gear: _____
 - Talent/crew: _____
 - Schedule: _____
 - Risk & backup: _____
- **CTA/Ask (after greenlight):** _____

Pitch Notes Space (for class)



LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Greenlight Rubric (25 pts)

1. Hook clarity & value (0-5) – Is the viewer payoff clear in 15s?
2. Vision fit (0-5) – Does the promise align with the channel/series?
3. Audience insight (0-5) – Specific pain/outcome, not “everyone.”
4. Segment flow & pacing (0-5) – 3 strong beats, proof moments, runtime appropriate.
5. Feasibility (0-5) – Realistic plan, risk/backup, filmable this week.

Pass guideline: ≥ 18/25 plus a feasible date/time.

Q&A Prep (lightning answers)

- What makes this different? (1 sentence, not “better” – be specific.)
- What could slip and still ship? (Name one cuttable flourish.)
- If it over-runs time, where do you trim? (Name the least-critical beat.)
- What’s the next video? (Clear bridge to the next viewer need.)

Do/Don’t (presenting)

Do

- Stand, shoulders open, smile on landings.
- Speak in headlines; hold one image (thumbnail or split frame).
- Use numbers when possible (8-minute tutorial; 3 beats; Friday 3–6 pm).

Don’t

- Read long paragraphs.
 - Over-explain the backstory.
 - Ask for five CTAs – one clear ask only.
-

LESSON 7 — Pitch Your Video (Assignment #3: The Mini-Pitch)

Coach's Checklist (for instructors/peers)

- **Hook shows result/stakes by 0:10** ☐
- **Audience defined in one line** ☐
- **Format & beats match intent** ☐
- **Proof moments named** ☐
- **Location/gear/roles/schedule clear** ☐
- **Risk + backup listed** ☐
- **CTA to next video or shoot slot** ☐

After Greenlight: 24-Hour Action Plan

- **Lock outline & labels; print Run of Show.**
 - **Confirm location access and quiet hours.**
 - **Pack gear using Lesson 6 checklist.**
 - **Book thumbnail moment at end of shoot.**
 - **Create upload doc: title, description line 1-2, chapters, end-screen target.**
-

Wrap-Up & Key Takeaways

Producing for YouTube: The EP & Segment Producer Roles
Presented by Free Royalty Academy

What you can do now

Capstone: From Idea to Upload (7-Day Sprint)

Goal: Publish Episode 1 of your series using everything in this workbook.

- Day 1 – EP Plan
 - Lock Title & One-Line
 - Audience + 3 Brand Pillars
 - Primary Format + 1 optional remix
 - Day 2 – SP Plan
 - Run of Show (timestamps)
 - Beat Cards (3) + planned interrupts
 - Host One-Sheet (hook/CTA verbatim)
 - Day 3 – Assets
 - Shot list + B-roll matrix + graphics labels
 - Thumbnail concept (pose/prop words ≤2)
 - Day 4 – Location & Gear
 - Scout sound/light; backup plan
 - Pack list using Producer's Checklist
 - Day 5 – Shoot
 - Pre-Flight 10 • Continuity photos • Thumbnail poses
 - Day 6 – Edit
 - Assembly → tighten → B-roll → labels → color/audio
 - QC Gate + end screen + pinned comment
 - Day 7 – Publish & Measure
 - Schedule upload; add chapters
 - Watch 24-48h analytics: CTR, AVD, end-screen CTR
 - Log 1 improvement for Episode 2
-

Wrap-Up & Key Takeaways

Producing for YouTube: The EP & Segment Producer Roles
Presented by Free Royalty Academy

- **Submission Packet (turn in at class end)**

- ☐ Show Bible One-Pager (title, one-line, description, format, segments)
- ☐ Episode 1 RoS (timestamps + interrupts)
- ☐ Host One-Sheet (hook & CTA verbatim)
- ☐ Shot list + B-roll matrix + thumbnail plan
- ☐ Production plan (location, gear, roles, schedule, risk)
- ☐ Capstone publish date & success metric

- **What Happens After This Course**

Your Next 4 Episodes (roadmap)

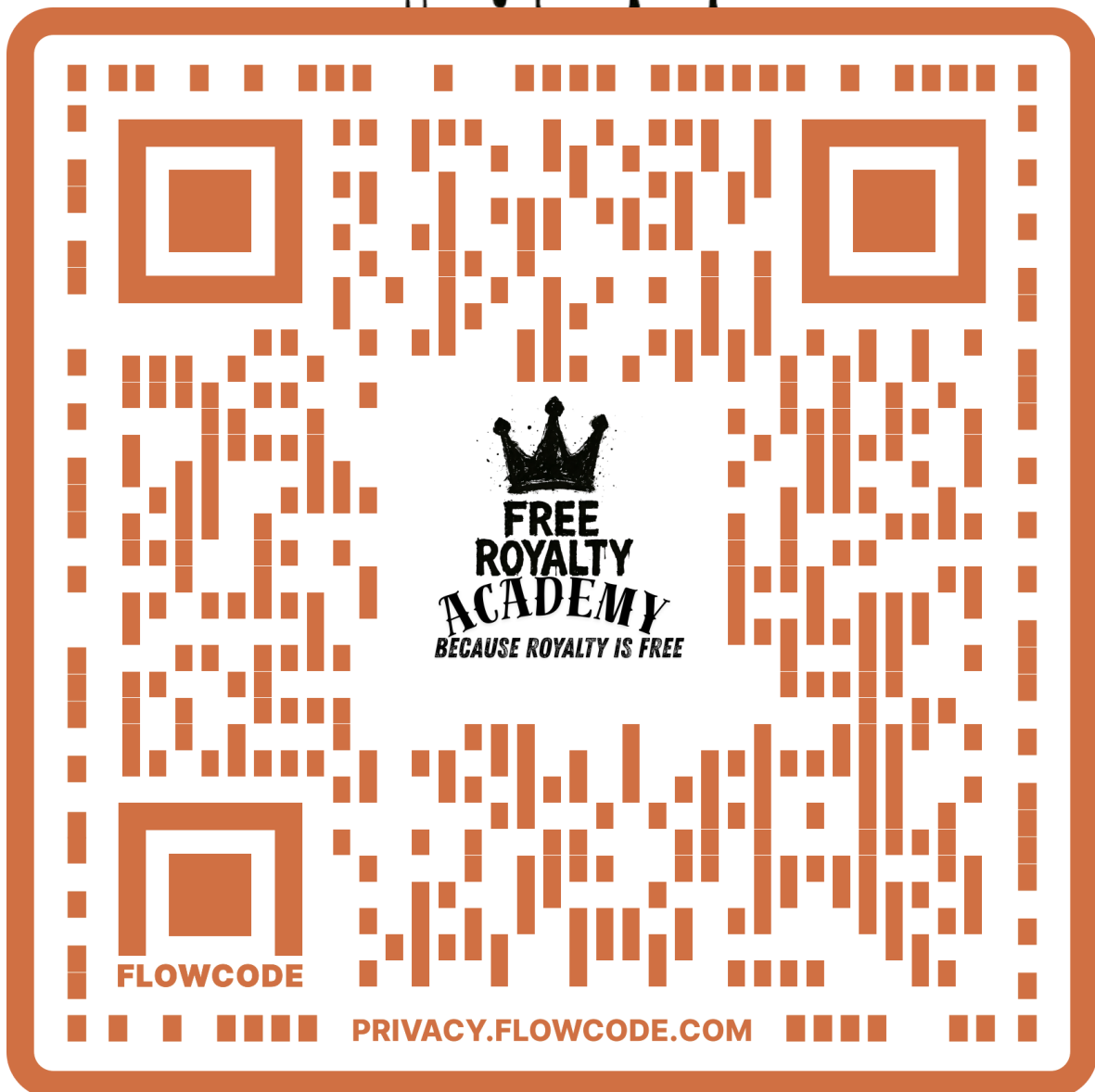
- 1.Ep2: Solve the next pain from Ep1's CTA
- 2.Ep3: Listicle that leads into a deep tutorial
- 3.Ep4: Challenge remix to raise engagement
- 4.Ep5: Interview (5 rules) → "We try their rules"

Continuous Improvement

- Move one hook proof earlier.
 - Add one new interrupt per talky beat.
 - A/B test one thumbnail per month.
-



FREE ROYALTY





FREE ROYALTY ACADEMY

Producing for YouTube: is a practical, classroom-tested workbook that turns ideas into publishable episodes. You'll step into two hats—the Executive Producer who sets vision, brand, and resources, and the Segment Producer who designs tight, watchable videos beat by beat. Built for beginner to intermediate creators, this book expands a 90-minute module into guided lessons, examples, and ready-to-use templates that help you ship—fast.

Inside, you'll:

- Define a clear channel vision, audience, and brand pillars (EP toolbox).
- Choose the right format using viewer intent (Tutorial, Listicle, Interview, Challenge, Vlog, Narrative).
- Map segments with Hook → Beats → Recap → CTA, then script for retention.
- Prep talent, plan coverage (W/M/C + B-roll), and avoid reshoots with producer checklists.
- Pitch your video in 2 minutes and greenlight Episode 1.
- Track simple metrics (CTR, AVD, End-screen CTR) to improve the next upload.

Perfect for classes, clubs, and solo creators, Free Royalty Academy gives you a repeatable system: plan like an EP, execute like an SP, and publish with confidence.

Presented by Free Royalty Academy.