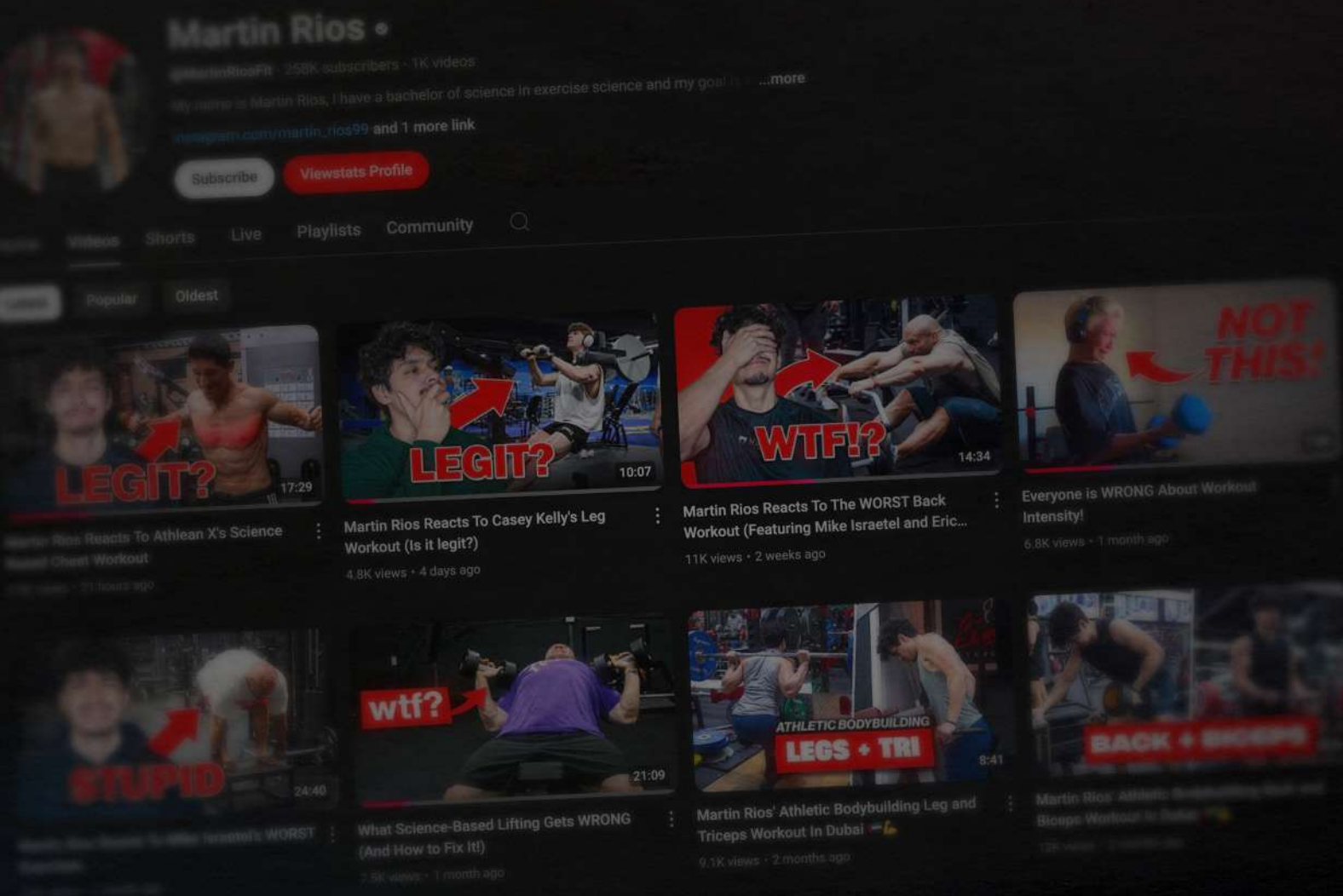


Martin Rios Channel Audit

Strategies to improve watch time, stand out from the competition, and acquire more clients



Absolute Visuals

750+ Finished projects

20+ Satisfied clients

4+ years of experience

▲ Max Tornow

clever fit

via»data

BERG
LEARNING

Catching people's attention

The thing that determines whether your video will be watched is how you present it, so you need to optimize your titles and thumbnails.

1) Curiosity is key

Your thumbnail should hint what the video is about, but don't give the whole thing away immediately. Leave space for the viewer to wonder a bit and eventually click on it to find out what the video is about.

2) Evoke emotion

Your images, typography, and colors spark certain emotions. For example, different colors bring out different emotions:

- Excitement, joy
- Danger, love
- Health, optimism

Different typographies bring out different vibes: **SERIOUS** Playful

3) Promise value

Your thumbnail should clearly communicate that the video is worth watching. Think about your target audience:

- What are the goals they want to achieve?
- What are the problems they want to get rid of?



✓ Curiosity:
The blur adds mystery.

✗ Emotion:
The person is too serious.

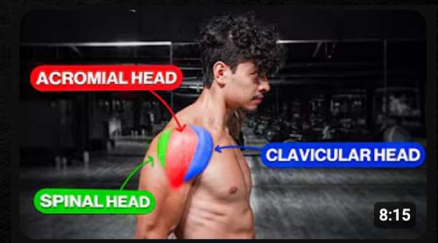
✗ Value:
Most people who'd click on this video want to get a girlfriend. Including a picture of a woman could have been a good idea.



✗ Curiosity:
The "red face & high intensity" metaphor is not as clear

✓ Emotion:
The person struggling evokes bad emotions like frustration.

✗ Value:
Doesn't provide the benefit of working at the right intensity.



✗ Curiosity:
It just shows different parts of the shoulder.

✗ Emotion:
The colors are hectic. Face expression is neutral.

✗ Value:
Doesn't promise that the viewer will build shoulders.

5 Thumbnail Mistakes to Avoid

1. Small text – Makes it cluttered and hard to read, especially on smaller screens.



2. Bad color choice – Using colors that don't create enough contrast will make your videos unappealing.



3. Trying to clickbait – People will exit the video immediately and YT algorithm will punish you for that.

4. Faces without emotion – If the face is too small and people can't read it's expression, it comes off as dull.



5. Using unclear images or people – Blurry images or unrecognizable people can confuse viewers.



Pro tip: Repackaging old videos

YouTube eventually stops recommending older videos, but here's a trick: update them with a fresh thumbnail! The algorithm may push them to a new audience, giving them a second life.

Since your old videos are already recorded and uploaded, this simple tweak maximizes their value without extra effort.



5 Tips to Make Videos that Convert

It's not enough to get people to click on your video, they must remain watching it for as long as possible, ideally till the end. To accomplish that, your video needs to be amazing as well:

1. Come up with unique video ideas – Instead of copying other creators, think about what makes your content different and valuable to your audience.

I noticed that you're filming a lot of reaction videos. They might get a lot of views, but they also usually attract a younger audience. This results in less sales.



2. Incorporate storytelling – People love stories, not lectures. Mix tips and tricks with examples, metaphors and personal anecdotes.



3. Recording setup matters – If you're looking to attract a wealthier audience and make sales, your recording setup needs to look more professional.

Your setup is solid, however adding some props on the wall, removing FIFA and decluttering the desk (cables etc.) can make it even better.



4. Video editing is key – Great editing simplifies your message and makes it easier to follow along. Add animations, b-roll and other visual elements.



5. Sound design – Use background music to set the mood and add sound effects to build/release tension in the video and emphasize key moments.

Ready to Level Up Your Videos?

Pro tip: Relatable editing & animations

Sure, animations need to look cool, but that's just the tip of the iceberg. Most editors forget what animations are really supposed to do: make the audience feel something.

Focus on creating relatable animations. Think about what's familiar to your target audience. For example, since you're in fitness industry, let's say that most of your clients work in IT:

- Use techy typography when emphasizing key points in the video
- Use Windows "error" sound effect when talking about fitness mistakes

```
1 <html><html>
2 <html lang="en">
3
4 <head>
5 </head>
6
7 <body>
8 <p id = "click"> click me </p>
9 <script>
10
11 let p = document.getElementById("click").onclick;
```



However, it's a bit more complex than that. The editor should also take in account your personality and preferred video style, then create a unique style tailored to you and your target audience's preferences.

Growing a YouTube channel and creating videos isn't easy. It's a full-time job in and of itself. I know this can feel overwhelming to tackle alone, so let us help you out.

We'll edit one of your videos up to 5 minutes for free.

If this is interesting to you, book a free consultation call: calendly.com/zharko-absolutevisuals/30min

This way, you'll see firsthand how impactful our editing style is and how we can transform your content.

I hope you found this audit helpful. Talk to you soon.

- Zharko

