

# The YouTube Traffic Takeover Workshop

## YouTube Trailer Video Cheatsheet

The whole goal of your YouTube trailer video is to get people to subscribe to your channel. That's it! You need to make this stand out, grab their attention, and make them want to subscribe.

Here are the biggest tips and resources that I can give you on creating your own YouTube trailer...

### The Tips:

#### Tip 1: Go Spy!

Go see what other Channels that are related to yours are doing and take note of things that you like and that you want to put in your trailer video.

#### Tip 2: Script It ALL Out!

Sit down and write out a script for your YouTube trailer. Once you've done that map out each screen of your video.

#### Tip 3: Get To The Point!

Right out of the gate, you want to tell people who you are and why you've created your channel, and what you'll be providing them with when they subscribe.

Think about what THEY will gain. You've got to give them benefits! You've also got to do this very quickly. I recommend doing a condensed blurb in 30 seconds or less about you and your Channel, and then spend a couple of minutes expanding on what you say in the next part of your video. The first 30 seconds is vital and if you can trim it down to 15 seconds even better.

#### **Tip 4: Get Creative**

Your trailer video needs to entertain, so when you are planning out your video think of things you can put in your video to grab attention and entertain the viewer. As I said if you use Tip #1 you'll get a ton of ideas.

#### **Tip 5: Show Your Personality**

You're going to have to get in front of the camera here, and be warm and inviting. You don't have to be gorgeous (that does help), but you've got to show people there is a real person here who wants to help them.

#### **Tip 6: Use Branding**

Your trailer video should set the "look and feel" for all videos to come. Use the same kind of colors, music types, images, videos, etc that you will with the rest of your videos. This will allow people to "spot you" when they come across your other videos and that will make them want to click and watch because they know it's you.

#### **Tip 7: Keep It Short**

As I said above the first 30 seconds of your trailer video has GOT to hook people, and the rest of your trailer video has other jobs. The whole trailer video shouldn't be more than 4-5 minutes long.

#### **Tip 8: Have A Call To Action**

Make sure that at multiple points in your trailer video you're asking the viewer to subscribe. At the end of your video you want to invite them to subscribe again and then tell them how to get more information from you by sending them to your website.

#### **Tip 9: Give Them Something For Free**

The whole point of being on YouTube for us who are using it to get traffic is to... GET TRAFFIC! So have a page you can send your viewers to, so that they can get on your list.

## **Tip 10: The Title**

Don't just title your trailer video "Trailer Video". Give it a descriptive name that makes people want to click and watch your trailer video.

## **Tip 11: Update Your Trailer Video**

Your first attempt at a trailer video isn't going to be your best work. As time goes on and you build your channel bigger and bigger you're going to want to revisit this process and do it again BETTER!

## **Examples of really good YouTube trailer videos from different niches:**

Karlie Kloss

<https://youtu.be/IxXPRSz7Lzc>

Video Influencers

<https://youtu.be/CJjs9MYXbyM>

Screen Junkies

<https://youtu.be/TjxoMqkjez8>

## **YouTube Trailer Video Script Template:**

**Note:** This will be SOOOO easy to do once you do your research and get idea!

How am I going to hook them?

What's going in the middle of my video to make them want to subscribe?

What is my call to action...