

HOW TO STRUCTURE *YOUR YOUTUBE CONTENT*



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THE HELP, HERO, HUB MODEL



HUB

Hub content is what you're all about. It is the reason you started making videos, the thing that keeps your core subscribers coming back. The purpose is to create a relationship with your core audience. Let's look at Karolina Zebrowska as a case study. Her YouTube channel is all about vintage style.

A hub video for her would be "Trying on a 110 Years Old Dress" or "A Historical Get Ready With Me".

Help content is what helps you get discovered. YouTube is the second biggest search engine in the world (owned by the biggest search engine in the world!) Use help content to be discovered by people searching for answers and value. These are how-to or tutorial videos designed to help and teach. An example of this is would be Karolina's video "How Did Victorian Women Deal with their Periods?" or "19th Century Fashion - How To Tell Different Decades Apart?"

HELP

HERO

Hero content is an attention-grabbing video that amplifies your channel's message. This would be like an elevated version of your Hub content. It could take more money, more time, and more effort to produce. The goal of this video is to go viral, get trending, and get attention to your channel. For example, Karolina posted "Real Women - Beauty Through The Decades The Realistic Way." This took a lot of effort to style, dress, and create... and it paid off! With 6 million views and counting, it's the highest viewed video on her channel.

Your Hub

DESCRIBE YOUR HUB CONTENT IN ONE SENTENCE:

LIST 20 HUB VIDEOS YOU COULD MAKE RIGHT NOW:

HOW OFTEN WILL YOU UPLOAD HUB VIDEOS?
MAKE A WEEKLY AND MONTHLY SCHEDULE IN YOUR PLANNER.

Your Help

WHY ARE YOU MAKING HELP VIDEOS?

LIST 20 HELP VIDEOS YOU COULD MAKE RIGHT NOW:

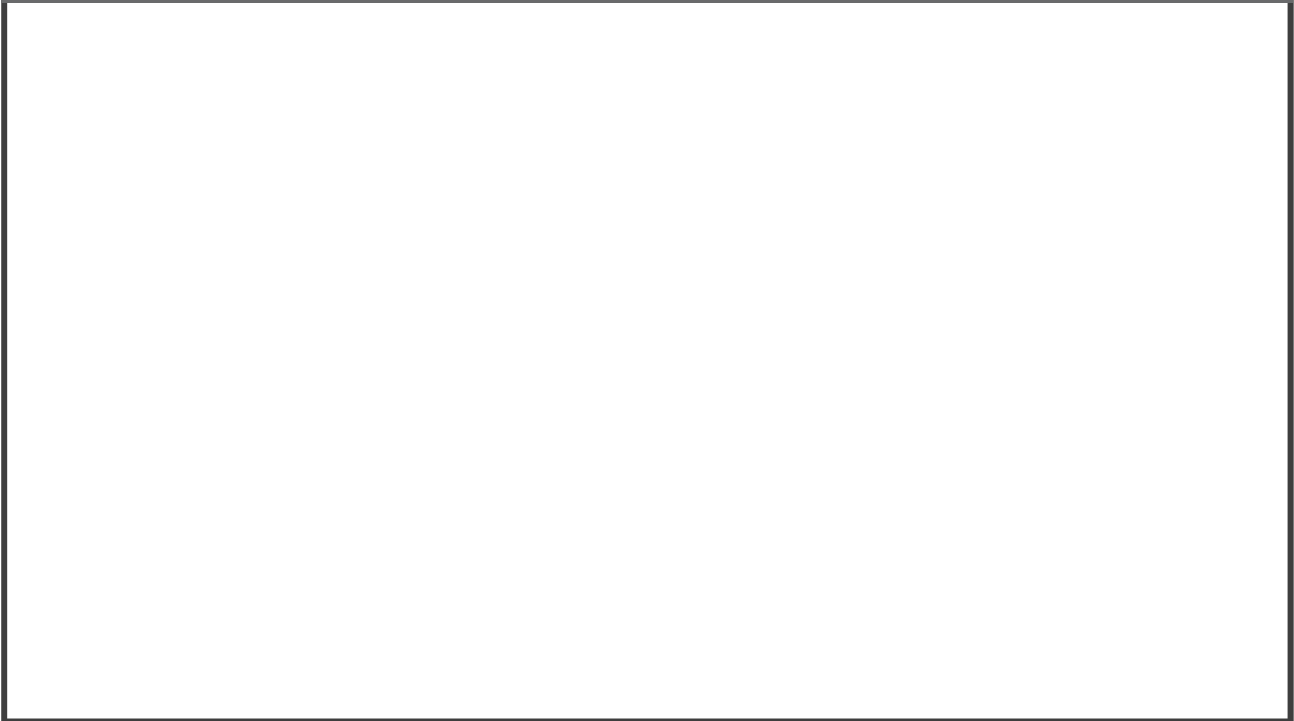
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Your Hero

WHAT IS THE PURPOSE OF YOUR HERO VIDEOS?



BRAINSTORM TYPES OF HERO VIDEOS YOU CAN MAKE:



PLAN 2-3 BIG HERO VIDEOS FOR THE NEXT 12 MONTHS.

