YAAS *presents*

Custom YouTube Playbook For Ben Aizen

How to transition attention-rich short-form content into high-retention long-form assets that compound brand equity.

PREPARED FOR
Ben Aizen

STRATEGY CONCEPT
3 Concept Design Pitch

EXECUTIVE SUMMARY

The YouTube Shift

Short-form content builds quick views, but long-form builds real relationship equity. This playbook maps your existing best-performing short-form hooks directly into structured YouTube formats.

The Core Engine: We take your top short-form videos, extract the visual anchors, and restructure them into three custom long-form YouTube concepts.

EXECUTION STEPS

01 Mining your top SF reels hook concepts

02 Applying the Promise vs. Payoff visual mockup

03 Scripting using the Scar vs. Wound framing

04 10-Day Timeline & Retainer Growth System



YOUTUBE CONCEPT 01

The Weekly Editing Breakdown: Re-Creating the Best Effects in Premiere Pro



YOUTUBE CONCEPT 02

The Complete Vertical Video Editing Blueprint: Export Ready in 30 Mins



YOUTUBE CONCEPT 03

Behind The Scenes: How to Make a $20 Microphone Sound Like a Studio Setup

Why this works.

VARIATION 01

"The Weekly Editing Breakdown: Re-Creating the Best Effects in Premiere Pro"
WHY THE TITLE WORKS:
Promises a comprehensive weekly technical masterclass on recreating trending visual effects.
WHY THE THUMBNAIL WORKS:
A structured tutorial interface grid projecting extreme authority and high visual quality.

VARIATION 02

"The Complete Vertical Video Editing Blueprint: Export Ready in 30 Mins"
WHY THE TITLE WORKS:
Promises a complete solution that guarantees a finished professional vertical edit in 30 minutes.
WHY THE THUMBNAIL WORKS:
A checklist overlay projects clear structure and ease of execution, driving immediate trust.

VARIATION 03

"Behind The Scenes: How to Make a $20 Microphone Sound Like a Studio Setup"
WHY THE TITLE WORKS:
Uses Effort Bias to show the audio processing and sound layering steps required to achieve professional studio sound.
WHY THE THUMBNAIL WORKS:

Highlights real audio processing work with visual wave patterns, proving professional-grade production secrets.