YAAS *presents*

Custom YouTube Playbook
For Jeffrey Parmentier

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

PREPARED FOR
Jeffrey Parmentier

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 Complete Live Instrument DJ Setup: Everything You Need to Know



YOUTUBE CONCEPT 02

Behind The Scenes: How I Scaled from Nursing Homes to Mainstage Festivals (Step-by-Step)



YOUTUBE CONCEPT 03

Why I Play Funerals and Festivals in the Same Week (The Truth)

Why this works.

VARIATION 01

"The Complete Live Instrument DJ Setup: Everything You Need to Know"
WHY THE TITLE WORKS:
Promises a comprehensive, ultimate solution. The 'everything' frame signals total authority and removes decision fatigue for performance DJs.
WHY THE THUMBNAIL WORKS:
Placing him directly alongside clean schematics and equipment grids projects total technical authority.

VARIATION 02

"Behind The Scenes: How I Scaled from Nursing Homes to Mainstage Festivals (Step-by-Step)"
WHY THE TITLE WORKS:
Uses Effort Bias to highlight the intense physical and mental labor behind building a festival-grade live show and deck.
WHY THE THUMBNAIL WORKS:
Displays real stage labor (holding the instrument under lights with technical contract details), proving professional authority.

VARIATION 03

"Why I Play Funerals and Festivals in the Same Week (The Truth)"
WHY THE TITLE WORKS:
Expectation-violating contradiction. Declares two completely opposite performance settings, triggering deep curiosity.

WHY THE THUMBNAIL WORKS:
The deep emotional contrast between a festival crowd and a memorial setting highlights the performance contradiction visually.