YAAS *presents*

Custom YouTube Playbook

For Michelle V. Warsoenke

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

PREPARED FOR

Michelle V. Warsoenke

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



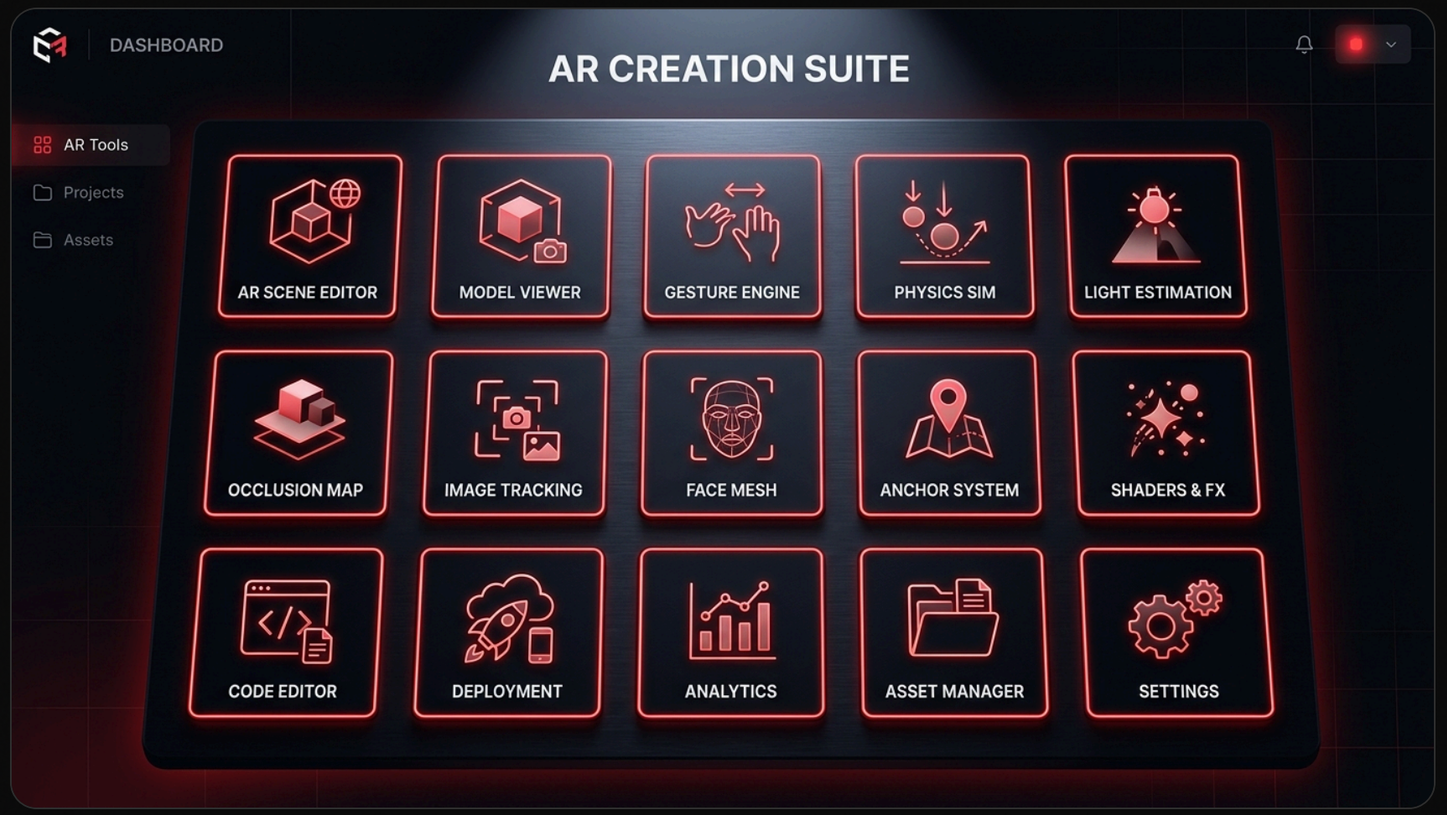
YOUTUBE CONCEPT 01

Why I'm Deleting My Spark AR Accounts (And You Should Too)



YOUTUBE CONCEPT 02

Behind The Scenes: How I Built and Pitched a $10K AR Filter (Step-by-Step)



YOUTUBE CONCEPT 03

The Complete Immersive Developer Toolkit: Everything You Need for 2026

Why this works.

V 01

Why I'm Deleting My Spark AR Accounts (And You Should Too)

Creates expectation-violating tension. Instead of telling users how to improve, it recommends deleting their accounts, which triggers massive curiosity.

V 02

Behind The Scenes: How I Built and Pitched a $10K AR Filter (Step-by-Step)

Uses the Effort Bias to highlight the behind-the-scenes engineering and pitching labor. It promises high-value operational transparency.

V 03

The Complete Immersive Developer Toolkit: Everything You Need for 2026

Promises a comprehensive, ultimate solution. The 'everything' frame signals total authority and removes decision fatigue for developers.