

### [Youtube Creator Playbook](#)

Para quem quer levar o youtube a sério, recomendo a leitura deste livro que está organizado de forma simples. Assim vai ter uma boa base de conhecimento de técnicas de criação de vídeos para a sua estratégia de Vídeo Marketing.

Excerto:

#### The First 15 Seconds

##### How-To Steps

1. Understand the engagement & viewing trends of your content

Use tools available in Analytics to better understand how your videos are performing in terms of engagement and audience retention. Short attention spans or 'drop-offs' in attention or retention at the beginning of the video reflect a need to optimize the first 15 seconds of the video(s).

2. Determine the right 'hook' or opening for your content and audience

All content is different so determine the best use for the beginning of your videos. Depending on your category, content, and current engagement trends, your approach to the beginning of your videos will vary.

3. Experiment with variations

Try different approaches and see what works best to keep people watching your video and decrease early abandonment.

4. Place compelling content first

Whatever approach you take, the first 15 seconds of your video needs to be compelling, engrossing, or entertaining enough to get your viewers to commit to continue watching the rest of the video.