

BACKLINKO

HOW TO USE "THE ISI"
METHOD TO CREATE
VIDEOS THAT RANK
#1 IN YOUTUBE

WORKSHEET

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How To Use “The ISI” Method to Create Videos That Rank #1 in YouTube

In the training video, I showed you why creating the right TYPES of videos is the key to generating targeted traffic from YouTube.

I also outlined a simple framework (The “ISI Method”) that you can use to get started on creating the right TYPES of videos.

(Note: make sure to **watch the video** or the material in this worksheet won't make sense).

And in this worksheet I'll help you craft two of the ISI Method templates that I shared in the video.

So let's get started!

TEMPLATE #1: THE UNTAPPED TIP

In the video, I showed you why The Untapped Tip is one of my favorite video intro templates.

Why does this template (and the other template from this worksheet) work so well? It has to do with **Audience Retention**. I'll explain...

As you may know, Audience Retention is one of YouTube's most important ranking factors.

(What is Audience Retention? It's simple: Audience Retention is the percentage of your video that people watch.

For example, let's say that you just published a video on your channel. And on average, people watch 50% of your video. Your audience retention on that video will be 50%).

Obviously, the higher your audience retention, the better.

YouTube LOVES this metric because it gives them an accurate indicator of video quality. After all, people don't tend to watch 90%+ of a crappy video :-).

So, back to why your video intro is key...

[YouTube recently confirmed](#) that the first 15 seconds is "when viewers are most likely to drop-off."

In other words: If you lose someone in your first 15 seconds, your Audience Retention will tank. On the other hand, if you hook your viewer with a compelling introduction, they'll stick around.

And the Untapped Tip Intro works GREAT because it gives YouTube viewers what they want: **new content**. In fact, [one of my most successful videos](#) kicks things off with The Untapped Tip Introduction.

With that, let's get into the steps.

STEP #1: MENTION THAT THERE'S A NEW TIP, A TECHNIQUE OR A BIG SHIFT IN YOUR NICHE THAT VERY FEW PEOPLE KNOW ABOUT.

Example #1: "There's a new Google ranking factor that's huge right now."

Example #2: "There's a little-known ingredient that I just started using in all of my desserts."

Write the first part of your intro:

FIRST PART OF INTRO

STEP #2: OUTLINE WHAT YOUR VIEWER STANDS TO LOSE BY NOT USING YOUR UNTAPPED TIP.

You can also mention what they'll GAIN by putting your tip into practice.

Example #1: "If you ignore this ranking factor, you could miss out on the first page rankings your site deserves."

Example #2: "And when you use this ingredient, you'll notice the flavor of your cookies and cupcakes pop like never before."

Write the middle of your intro:

MIDDLE PART OF INTRO**STEP #3: TEASE YOUR VIEWER WITH A BRIEF EXAMPLE.**

Example #1: "And in this video I'm going to show you how I used this ranking factor to rank #4 for my target keyword."

Example #2: "Today I'll reveal what this ingredient is...and how I recently used it to bake amazing cookies for a dinner party."

Write the last part of your intro:

LAST PART OF INTRO

STEP #4: COMBINE THE 3 SECTIONS TO CRAFT YOUR VIDEO INTRO.

Combine the 3 parts of your intro (beginning, middle and end) that you created above right here:

FULL INTRO

TEMPLATE #2: THE PPP FORMULA

As you remember from the video, the "PPP" in PPP Formula Stands for: Preview, Proof, Preview.

This is a relatively simple formula that works GREAT. It tells viewers what to expect...and opens a powerful information gap in their mind.

Here are the steps:

STEP #1: THE PREVIEW.

This is super-simple. Just preview what your viewer will learn by the end of your video.

Example #1: "Today you're going to learn 9 proven strategies to help you get more traffic to your blog."

Example #2: "In this video I'm going to show you my #1 secret for getting bigger biceps."

Write the first part of your intro:

FIRST PART OF INTRO

STEP #2: THE PROOF.

Here's where you prove that you can deliver. You can state that you've seen results or that there are examples out there of people that have.

Example #1: "For example, just one of these 9 strategies increased my blog traffic by 17% in only 2 weeks."

Example #2: "I recently used this secret to add an entire inch to my arms in only 27 days."

Write the middle of your intro:

MIDDLE PART OF INTRO**STEP #3: PREVIEW #2.**

This Preview will be a bit different than the first Preview. The first Preview was a high-level overview of your video. Preview #2 is where you tease **something specific that they'll learn.**

This specific preview opens up what social scientists call an "Information Gap." According to the discoverer of this phenomenon, Dr. George Loewenstein, information gaps [are powerful motivators.](#)

Specifically, when there's a gap between what we know and what we want to know, we feel compelled to close that gap.

And when you preview something specific from your video, you open up a vivid information gap in your viewer's mind...an information gap that pushes them to keep watching.

Example #1: "And in this video you'll see how this tip works...along with 8 other simple tips that you can implement today."

Example #2: "By the end of this video you'll see the weird bicep exercise responsible for this remarkable growth."

Write the last part of your intro:

LAST PART OF INTRO

STEP #4: COMBINE THE 3 SECTIONS TO CRAFT YOUR VIDEO INTRO.

Combine the 3 parts of your intro (beginning, middle and end) that you created above right here:

FULL INTRO

After you've gone through the steps in this worksheet, you have a winning introduction that you can use in your next YouTube video.

Nice work!