# The monthly one-pager.

Four numbers. One quote. One decision.

2. LOW REACH / HIGH DURATION

Fix the thumbnail

4. HIGH REACH / HIGH DURATION

Make the sequel

3. LOW REACH / LOW DURATION

Change the topic

1. HIGH REACH / LOW DURATION

Fix the promise

## Read them together.

Then decide what changes.

01 Read the four boxes

02 Write the monthly page

Type in the fields, or print and write.

EXERCISE 01

# Read two numbers together.

01

The first is reach. How many people saw it. The second is how long they stayed. Read them together.

DURATION: HOW LONG THEY STAYED

### 02

LOW REACH / HIGH DURATION

## Fix the thumbnail.

Change the title, change the thumbnail, share it somewhere new. Don't touch the video.

### 04

HIGH REACH / HIGH DURATION

## Make the sequel.

Same topic, one level deeper.

### 03

LOW REACH / LOW DURATION

## Change the topic.

Get your next topic from your actual client conversations.

### 01

HIGH REACH / LOW DURATION

## Fix the promise.

Either the wrong people showed up, or the thumbnail promised something the video didn't deliver. Make the promise honest.

LOW REACH → HIGH REACH

REACH: HOW MANY PEOPLE SAW IT

The grid tells you if a video worked. It doesn't tell you if the right people are watching. For that, you read the comments.

EXERCISE 02

# The monthly one-pager.

Once a month, one page, sent to whoever approved the budget.

MONTH

## 1. FOUR NUMBERS

AVERAGE VIEW DURATION

RETURNING VIEWERS

NEWSLETTER SIGN-UPS

INQUIRIES THAT MENTION THE CONTENT

## 2. ONE QUOTE

The best comment of the month, or the best answer to "How did you hear about us?"

## 3. ONE DECISION

Which box last month's videos landed in, and what you're doing about it.

- [ ] 1. Fix the promise
- [ ] 2. Fix the thumbnail
- [ ] 3. Change the topic
- [ ] 4. Make the sequel