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# THE UNBEATABLE IN-STREAM AD WORKBOOK

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By John Belcher

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# WELCOME

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## Welcome to The Unbeatable In-Stream Ad Workbook!

This is your resource to help you lay out your YouTube ad message in a way that will grab your intended audience's attention and get them to take the all important action of searching for your product or service.

Following the order we've laid out is EXTREMELY important if you want to see any results from your In-Stream campaigns.

The 5 P's are structured in a way that allows you to capture the viewer's interest and educates them about the benefits of what you're offering before offering anything.

While we all want to get as many people as possible to CLICK on our ads, it's important to remember that the majority of people will end up SEARCHING for what you offer.

We hope this document is a helpful tool in your YouTube advertising journey. Please feel free to share with others and educate about the awesome power of YouTube advertising.

Best,



**John Belcher**

**Admiral of Acquisition & Analytics**



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# THE PUNCH - 5 SECONDS

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## Explanation

The best YouTube ads have a great hook in the first 5 seconds that draw in their watchers and get them to consume more. They use humor, intrigue, surprise, and shock to be something different than "just another ad." Some also do a great job of calling out their audience to qualify who they ideally want to speak to.

## Examples - Click to view video

Dollar Shave Club - Humor & Intrigue

Poo Pourri - Humor

Jake Larsen - Calling Out Audience

## Workspace



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# THE PROBLEM/PROMISE - 15 SECONDS

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## Explanation

This is the section where you get to explain either the issue people are facing or the opportunity you've created for them. You've bought a few seconds of their attention with your great opening...now you need to HAMMER HOME the reason they need to listen to what you have to say.

## Examples - Click to view video

Dollar Shave Club - \$19 goes to Roger Federer

Koho - \$29 billion in bank fees

Enduring Marketing - You don't think your account is average

## Workspace



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# THE PROOF - 30 SECONDS

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## Explanation

This is the section where you really "bring home the bacon." You need to use social proof to show people that this isn't some slapped together product or service...this is the REAL DEAL. Proof is the piece that MOST of your competitors don't have which is exactly why you need to include it. If you've got something compelling, people will be all ears.

## Examples - Click to view video

### OraBrush:

This is THE ultimate example of amazing proof...check out their "do it at home" test to show people they have bad breath.

## Workspace



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# THE PRODUCT - 15 SECONDS

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## Explanation

The entire purpose of this section is to introduce your audience to the name of your product or business. It needs to be something simple yet catchy because remember they're most likely going to be searching for it. Make sure to include the name (verbal) and the spelling (visual) in the video so they know what to search for.

## Examples - Click to view video

OraBrush - Once again, well done

Heavy Bubbles - Very Catchy

WealthSimple - Short ad but name is mentioned multiple times

## Workspace



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# THE PROMPT - 10 SECONDS

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## Explanation

Now comes the time to make the big offer in hopes of getting them to click. You want to make it extremely clear when and where they can take action to get the value you're promising them. We've found that YouTube-only offers are the best way to generate clicks (OraBrush does this too). Check out our YT channel for help with getting more clicks.

## Examples - Click to view video

OraBrush - Once again, well done

Squatty Potty - Long but one clear Call-To-Action (CTA)

Poo Pourri - Different ad, same amount of awesome

## Workspace

