

VIEWS TO BUYERS · READER BONUS

The Worked Examples Vault

Five complete video builds, start to finish — topic, outline, spoken lines, description, reasoning

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5 Videos Built Start to Finish: Software, Gear, Course, Service, and Comparison

A companion bonus to Views to Buyers by Nathan Conner (Snowball Affiliate)

READ THIS FIRST: How These Examples Work

Every build in this vault is **illustrative**. The products are generic placeholders (Software A, Gear B, Course C, Service D, Tool E vs. Tool F). There are no real prices, specs, statistics, testimonials, or earnings claims here, and none should be implied.

Anywhere you see **[BRACKETS]**, put in something real from your own testing. If you didn't test it, don't say it.

That rule makes these videos better. Specific, honest detail is what moves a viewer from watching to clicking to buying. It's also what lets viewers trust you the next time.

What You're Holding

Five complete video builds, each documented the same way:

- 1 **Topic choice** and why it was chosen
- 2 **Viewer mindset**, the sentence running in the viewer's head
- 3 **Outline**
- 4 **Key spoken lines**, word-for-word, for the moments that matter
- 5 **Description layout**
- 6 **Pinned comment**
- 7 **Decision reasoning**, the why behind each choice
- 8 **Prompt sequence**, the AI prompts used to build it, ready to copy

The Bridge in 60 Seconds

The book's framework is the **Viewer-to-Buyer Bridge**. Every video in this vault is built to carry a viewer across all seven planks.

Plank	The question it answers	Where it shows up in a video
Intent	What does this viewer want to get done or decide?	Topic, title, first 15 seconds

Plank	The question it answers	Where it shows up in a video
Match	Is this product right for this person?	"Who it's for / not for"
Evidence	What proves it?	Demo, real use, honest limits
Trust	Why believe you?	Disclosure, flaws, no overselling
Action	What exactly should they do next?	One clear call to action
Access	Can they find the link in seconds?	Description, pinned comment, spoken pointer
Conversion	What happens after the click?	Setting expectations for the page they land on

Most beginner videos are strong on Evidence and weak on Access and Conversion. Many are weak on Match, and Match is the plank that makes viewers feel you're talking to them. Watch for those gaps in each build.

How to Apply (Fast Start)

Do this in order. Your first build takes one sitting.

- 1 Pick the build closest to your next video.** Software, gear, course, service, or comparison.
- 2 Read that build once, then skim the other four.** The patterns repeat, and you'll spot them faster each time.
- 3 Fill out the Build Sheet in Part 4** for your own video before you open an AI tool.
- 4 Run the prompt sequence** with your real details in the brackets.
- 5 Rewrite every spoken line in your own voice.** If you wouldn't say it to a friend, cut it.
- 6 Run the Pre-Publish Checklist** before you upload.
- 7 Review after a few weeks.** Note where viewers dropped off, what they asked in comments, and which link location got clicks. Adjust the next build.

Every example below runs on the same spine. Learn it once.

The 7-Prompt Spine

Use these in order, in one continuous chat, so the AI keeps context.

Prompt 1: Intent Mapping

"I make YouTube videos for [AUDIENCE]. My next video is about [PRODUCT TYPE, generic name]. List 10 specific situations in which someone would search for this, written as the exact sentence they'd type or think. Do not invent statistics."

Prompt 2: Viewer Mindset

"Pick situation #[X]. Describe this viewer in three parts: what they're trying to do, what they're afraid of, and what would make them close the video. Keep it to what's reasonable to infer, with no made-up data."

Prompt 3: Outline

"Build a video outline for this viewer using these sections: Hook, Who this is for, Who it's not for, Demonstration, Honest limits, Decision rule, Next step, Link pointer. Mark where I should show real footage from my own testing with [SHOW: ____]."

Prompt 4: Spoken Lines

"Write key spoken lines for the Hook, Disclosure, Not-for-you moment, Limit, and Call to Action. Plain, conversational, short sentences. Do not state any price, spec, result, or number. Use [VERIFY] where I must insert a fact."

Prompt 5: Description

"Write a description with this order: value line, link line with disclosure, who it's for, timestamps placeholder, related videos placeholder. Keep the disclosure close to the link."

Prompt 6: Pinned Comment

"Write a pinned comment in first person: link, disclosure, one line on who it fits and who it doesn't, and an invitation to ask a question. Under 80 words."

Prompt 7: Honesty Audit

"Review everything above. Flag any sentence that implies a result, guarantee, or fact I haven't verified. Flag hype words. Suggest plainer replacements."

Prompt 7 is the one beginners skip, and it's the one that protects your channel.

BUILD 1: SOFTWARE (Illustrative)

Product: Software A, a generic tool that solves a specific workflow problem. **Bridge emphasis:** Evidence → Conversion

Topic Choice

Video title: "I Used Software A for [REAL TIME PERIOD]. Here's Who Should Skip It."

Reasoning:

- Software is easy to demonstrate on screen, so **Evidence** is cheap to produce. Lean into it.
- "Who should skip it" signals honesty before the viewer has a reason to doubt you.
- A title that names a task ("Fix [PROBLEM] with Software A") catches people with **Intent**. A title that names only the tool catches people already shopping. Choose based on where your audience is.

Viewer Mindset

"I have a [PROBLEM]. I've seen this tool mentioned. I don't want to spend a weekend learning something that turns out to be wrong for me."

Fear: wasted setup time. **Closing trigger:** a long intro with no demo.

Outline

- 1 **Hook:** state the problem and what the viewer will see.
- 2 **Disclosure and context:** one sentence on the link, one on how you tested.
- 3 **Who it's for.**
- 4 **Who it's not for.**
- 5 **Live demo:** one real task from start to finish, on screen. [SHOW: your own project]
- 6 **The annoying part:** one real friction point from your use.
- 7 **Decision rule:** "If X, try it. If Y, skip it."
- 8 **Next step and link pointer.**
- 9 **Post-click preview:** what they'll see on the page.

Key Spoken Lines

Hook:

"If you're stuck with [PROBLEM], I'm going to do one real task in Software A, start to finish, so you can decide in a few minutes whether it's worth your time."

Disclosure:

"The link below is an affiliate link. If you use it, I may earn a commission, at no extra cost to you. It doesn't change what I'm about to tell you."

Not-for-you:

"If you [SPECIFIC SITUATION], this probably isn't your tool. Here's what I'd look at instead: [GENERIC DIRECTION]."

Friction:

"Here's the part that annoyed me: [YOUR REAL EXPERIENCE]. It didn't stop me, but you should know about it."

Conversion preview:

"When you click the link, you'll land on [DESCRIBE WHAT YOU ACTUALLY SEE: a sign-up page, a plan selector, etc.]. Check the current plan details and terms there, because they can change."

Call to action:

"If that sounds like your situation, the link is in the description and the first pinned comment. Try the [FREE OPTION, if one exists: VERIFY] before you commit to anything."

Description Layout

LINE 1: [Problem solved] with Software A. Here's the full walkthrough.

LINE 2: Software A (affiliate link): [LINK]

Disclosure: I may earn a commission if you sign up through this link, at no extra cost to you.

WHO IT FITS: [one line]

WHO SHOULD SKIP IT: [one line]

TIMESTAMPS:

00:00 The problem

[add real timestamps]

WATCH NEXT: [related video link]

Pinned Comment

"Link to Software A: [LINK] (affiliate link, I may earn a commission at no extra cost to you). Best fit: [WHO]. Probably skip it if [WHO NOT]. Tell me what you're trying to get done and I'll tell you honestly whether I think it fits."

Why These Decisions

- **Demo of one task**, not a feature tour. Feature tours are forgettable. One finished task feels like proof.
- **Friction line**: a single admitted flaw makes the rest believable. This is **Trust** at work.

- **Post-click preview:** this is **Conversion** work that most creators skip. A viewer who knows what the next page looks like is less likely to bounce.
- **"Check current terms":** you're not asserting facts that go stale.

Prompt Sequence (Specific Additions)

- 1 Run Prompts 1-3 of the spine with "Software A" as the product.
- 2 "Write a 5-step demo script for completing [TASK] in Software A. Mark every step where I must verify the actual interface wording myself."
- 3 "Give me 5 honest friction points a viewer might hit with a tool like this, framed as questions I should check against my own experience. Do not assume any are true."
- 4 "Write a 20-second post-click preview line that describes a generic sign-up page without asserting any specific details."
- 5 Run Prompts 5-7.

BUILD 2: PHYSICAL GEAR (Illustrative)

Product: Gear B, a generic piece of equipment for a hobby or work setup. **Bridge emphasis:** Match → Evidence

Topic Choice

Video title: "Gear B After [REAL TIME PERIOD] of Real Use: What Held Up and What Didn't."

Reasoning:

- Physical products carry **return and regret risk**. Viewers want to know how it behaves after the honeymoon.
- Long-term use is the one thing a spec sheet can't give them. That's your edge.
- If you haven't used it long enough, change the title to "First Impressions" and say so. Don't fake time.

Viewer Mindset

"I'm about to buy something I can't try first. Tell me what the product page won't."

Fear: buying the wrong thing and dealing with returns. **Closing trigger:** product-page narration read aloud.

Outline

- 1 **Hook:** the specific buying fear.
- 2 **Context of use:** where, how often, for what. [SHOW: real setting]

- 3 Disclosure.**
- 4 What worked:** two or three real moments.
- 5 What didn't:** wear, annoyances, compromises.
- 6 Match section:** "Right for you if... Wrong for you if..."
- 7 What I'd check before buying:** a short checklist the viewer applies to the product page.
- 8 Link pointer.**

Key Spoken Lines

Hook:

"Most reviews are filmed in the first week. This one's from [REAL TIME PERIOD] of actually using Gear B for [REAL PURPOSE]."

Context:

"To be fair to it, here's how I used it: [HONEST DESCRIPTION]. If your use is very different, weigh what I say accordingly."

What didn't work:

"Here's what I'd change: [REAL ISSUE]. It's not a dealbreaker for me because [REASON], but it might be for you."

Match:

"If you [SPECIFIC USER TYPE], this fits. If you [OPPOSITE USER TYPE], look at something else, because [REASON]."

Pre-buy check:

"Before you buy anything like this, check the [GENERIC FEATURE] on the product page against your own setup. I'm not going to quote it here because it can change."

Call to action:

"If it matches your situation, my link is below. Check the seller's current return terms before you order."

Description Layout

LINE 1: Honest long-term look at Gear B: what held up, what didn't.

GEAR B (affiliate link): [LINK]

I may earn a commission at no extra cost to you.

HOW I USED IT: [one line, honest]

GOOD FIT: [one line]

BAD FIT: [one line]

CHECK BEFORE YOU BUY: [one-line reminder to confirm current details and returns on the seller's page]

TIMESTAMPS: [real ones]

Pinned Comment

"Gear B link: [LINK] (affiliate, I may earn a commission at no extra cost to you). I used it for [PURPOSE], so if your use is different, ask me and I'll tell you what I can and can't speak to."

Why These Decisions

- **Stating your use context** is the strongest **Match** tool you have. It lets viewers self-select.
- **"Check on the page"** moves volatile facts (price, specs, availability) to the source of truth, so your video stays accurate.
- **Returns reminder:** this lowers purchase fear, which supports **Conversion** without pressure.

Prompt Sequence (Specific Additions)

- 1 Spine Prompts 1-2.
- 2 "Create a 'use context' interview for me: 8 questions about how, where, and how long I've used Gear B, so my review is grounded in real details. I'll answer them, and you'll turn the answers into outline beats."
- 3 "Using my answers, draft the 'what worked / what didn't' sections. Do not add any detail I didn't provide."
- 4 "Draft a 'check before you buy' list of 5 generic things any buyer should verify on a product page for this category. No specific numbers."
- 5 Spine Prompts 4-7.

BUILD 3: ONLINE COURSE (Illustrative)

Product: Course C, a generic training program. **Bridge emphasis:** Trust → Match

Topic Choice

Video title: "Is Course C Worth Your Time? What I Actually Did With It."

Reasoning:

- Courses are **high-trust, high-skepticism** purchases. Viewers have seen overpromising.
- Your credibility comes from describing **what you did**, not what the course "will do for you."
- Never imply outcomes. You can describe your experience and what you personally applied. Don't predict theirs.

Viewer Mindset

"I want to learn this, but I've been burned by hype before. Will this actually teach me something, or is it a sales page with videos?"

Fear: wasted money and wasted months. **Closing trigger:** any hint of "this changed my life."

Outline

- 1 **Hook:** name the skepticism out loud.
- 2 **Disclosure and what you completed:** be exact. [VERIFY: what you finished]
- 3 **Who the course seems built for.**
- 4 **Curriculum walkthrough:** structure and teaching style. [SHOW: only what's permitted to show]
- 5 **What I applied and what happened:** your own experience only.
- 6 **Gaps:** what it doesn't cover.
- 7 **Who should skip it** (include free alternatives by category).
- 8 **Questions to ask yourself before enrolling.**
- 9 **Link pointer and terms reminder.**

Key Spoken Lines

Hook:

"I'm skeptical of courses, so I'm going to treat this one the way I'd want someone to treat it for me: what's inside, what I did with it, and who I think shouldn't buy it."

Disclosure and honesty:

"This is an affiliate link. I may earn a commission. I also only completed [REAL PORTION], so I'll stick to what I actually saw."

No-promise line:

"I can't tell you what it will do for you. Results depend on how much you apply and where you're starting from. What I can tell you is what I did and what I got out of it."

Gaps:

"What's not in here: [REAL GAP]. If that's what you need, this isn't the right pick."

Self-test:

"Before you enroll, ask: do I have the time to actually finish this? Have I tried the free version of this topic first? If not, start there."

Call to action:

"If it still sounds right, the link is in the description. Read the current refund and access terms on the page before you pay."

Description Layout

LINE 1: An honest look inside Course C: what I did, what's missing, who should skip it.

COURSE C (affiliate link): [LINK]

Disclosure: I may earn a commission at no extra cost to you. I don't promise results; yours will depend on you.

WHAT I COMPLETED: [exact]

WHO IT SEEMS BUILT FOR: [line]

WHO SHOULD SKIP IT: [line]

FREE STARTING POINTS: [your own related videos]

TIMESTAMPS: [real]

Pinned Comment

"Course C link: [LINK] (affiliate, I may earn a commission at no extra cost to you). I completed [PORTION], so that's what I can speak to. Check the current terms and refund policy on the page. Tell me where you're starting from and I'll tell you if I think it fits."

Why These Decisions

- **Exact completion statement** is a trust anchor. Overclaiming is the fastest way to lose a skeptical viewer.
- **Free alternatives** feel counterintuitive, but they build the trust that makes a later recommendation believable.
- **Self-test questions** help the viewer qualify themselves. A qualified buyer is less likely to regret the purchase and more likely to trust you again.

Prompt Sequence (Specific Additions)

- 1 Spine Prompts 1-2, with the focus on skepticism.

- 2 "Write a curriculum-walkthrough structure for a course review that describes teaching style and structure only. I'll supply the real module names. Do not invent any."
- 3 "List 6 phrases a course review should avoid because they imply guaranteed outcomes. Then give a plainer alternative for each."
- 4 "Draft a self-qualification question list for a viewer deciding whether to enroll in a course in this category."
- 5 Spine Prompts 5–7. Pay extra attention to Prompt 7.

BUILD 4: DIGITAL SERVICE (Illustrative)

Product: Service D, a generic done-for-you or subscription service (design, hosting, editing, etc.). **Bridge emphasis:** Evidence → Conversion

Topic Choice

Video title: "I Tried Service D So You Don't Have To Guess: The Whole Process."

Reasoning:

- Services have an **invisible process**. Viewers can't picture what happens after they pay.
- Walking through sign-up, handoff, and delivery makes the unknown concrete. That's the best **Conversion** support available.
- You must have actually used it. This format collapses without it.

Viewer Mindset

"If I pay for this, what actually happens? Do I lose control? What if it's not good?"

Fear: handing over money and control for something vague.

Outline

- 1 **Hook:** the "what actually happens" question.
- 2 **Disclosure.**
- 3 **Step-by-step journey:** sign-up → setup → first output → revisions/support. [SHOW: screens you're free to show]
- 4 **What I had to provide** (effort the viewer will need to put in).
- 5 **What I got** (described honestly, no inflated language).
- 6 **Support and communication experience.**
- 7 **Who it fits.**
- 8 **Who should do it themselves or choose differently.**
- 9 **Link pointer with what to expect after clicking.**

Key Spoken Lines

Hook:

"The scary part of any service is not knowing what happens after you pay. So I'm walking you through every step I went through."

Effort line:

"Here's what I had to do on my end: [REAL TASKS]. It's not 'set it and forget it', and I don't want you expecting that."

Output line:

"What I received was [HONEST DESCRIPTION]. For my needs it [MET / DIDN'T FULLY MEET] expectations because [REASON]."

Support:

"When I had a question, here's what happened: [REAL EXPERIENCE]. Yours may differ."

DIY alternative:

"If you're comfortable learning [SKILL], you could do this yourself and skip the service. Here's the trade-off: [HONEST TRADE-OFF]."

Call to action:

"If the process sounds like what you need, the link is below. Review the current terms and what's included on the page before you commit."

Description Layout

LINE 1: The full process of using Service D: sign-up to delivery.

SERVICE D (affiliate link): [LINK]

Disclosure: I may earn a commission at no extra cost to you.

WHAT YOU'LL NEED TO PROVIDE: [line]

WHAT I RECEIVED: [honest line]

DIY ALTERNATIVE: [your related tutorial, if you have one]

TIMESTAMPS (by step): [real]

Pinned Comment

"Service D link: [LINK] (affiliate, I may earn a commission at no extra cost to you). Steps I covered: [LIST]. If you're deciding between using this and doing it yourself, tell me your situation and I'll share what I'd weigh."

Why These Decisions

- **Process timestamps** double as **Access** tools. Viewers jump to the step they're nervous about.
- **The effort line** prevents mismatched expectations, which is the main cause of post-purchase disappointment and the resentment that follows.
- **DIY alternative:** honest trade-offs protect your reputation. A viewer who chooses DIY thanks you. A viewer who buys wrongly resents you.

Prompt Sequence (Specific Additions)

- 1 Spine Prompts 1-2.
- 2 "Create a journey-map template for a digital service review with these stages: discovery, sign-up, setup, delivery, support. For each, list questions I should answer from my real experience."
- 3 "Using my notes below, write each stage as 2-3 spoken sentences. Only use details from my notes: [PASTE NOTES]."
- 4 "Write a DIY-versus-service trade-off segment that stays fair to both options and asserts no costs or numbers."
- 5 Spine Prompts 5-7.

BUILD 5: COMPARISON VIDEO (Illustrative)

Products: Tool E vs. Tool F, two generic competitors. **Bridge emphasis:** Match → Action

Topic Choice

Video title: "Tool E vs. Tool F: Which One Fits You? (Decision Rules Inside)"

Reasoning:

- Comparison searchers are **close to a decision**. This is high-Intent traffic.
- The goal isn't to crown a winner. It's to give the viewer **a rule they can apply**.
- Two links mean two chances for the viewer to get what they need, and a real test of whether you're honest.

Viewer Mindset

"I've narrowed it to two. I just need someone to tell me which one fits my situation."

Fear: picking wrong and having to switch. **Closing trigger:** "they're both great!" with no decision help.

Outline

- 1 **Hook:** promise a decision rule, not a verdict.
- 2 **Disclosure:** state clearly if you have links to one or both.
- 3 **Criteria:** the 3-4 things that actually matter for this decision. [VERIFY: choose based on your testing]
- 4 **Same-task test:** one identical task in both. [SHOW: split screen or sequential]
- 5 **Round-by-round observations** on each criterion.
- 6 **Decision rules:** "Pick E if... Pick F if... Pick neither if..."
- 7 **Quick quiz:** 3 questions viewers answer to choose.
- 8 **Link pointers:** both, equally easy to find.

Key Spoken Lines

Hook:

"I'm not going to tell you one of these wins. I'm going to give you three questions that tell you which one wins for you."

Disclosure:

"Affiliate disclosure: [STATE EXACTLY: I have links for both / only one / neither]. That didn't decide my verdict, and here's how I kept it fair: I ran the same task in both."

Criteria:

"These are the four things I judged them on: [CRITERIA]. I picked them because they're the ones that matter for [VIEWER TYPE]."

Decision rule:

"Pick Tool E if [CONDITION]. Pick Tool F if [CONDITION]. If neither describes you, you may not need either."

Fairness:

"Tool F beat Tool E on [REAL POINT], and I want to be straight about that."

Call to action:

"Both links are below, listed the same way. Check each one's current plan and terms before choosing."

Description Layout

LINE 1: Tool E vs. Tool F: three questions to choose between them.

TOOL E (affiliate link): [LINK]

TOOL F (affiliate link): [LINK]

Disclosure: [exact, accurate statement of which links earn you a commission]

PICK E IF: [line]

PICK F IF: [line]

PICK NEITHER IF: [line]

HOW I TESTED: [one line]

TIMESTAMPS: [real, including the decision rules]

Pinned Comment

"Both links are here: Tool E [LINK] and Tool F [LINK] (affiliate where marked, I may earn a commission at no extra cost to you). Quick rule: [ONE-LINE DECISION RULE]. Reply with what you're using it for and I'll tell you which way I'd lean."

Why These Decisions

- **Decision rules** are the product. They make the video useful even to viewers who buy elsewhere, which builds **Trust**.
- **Same-task testing** keeps comparisons fair and gives **Evidence** a clear structure.
- **Equal link treatment** matters. If one link is buried, viewers sense the bias, and so does your credibility.
- **"Pick neither"** is the rarest and most trust-building line in comparison content.

Prompt Sequence (Specific Additions)

- 1 Spine Prompts 1-2.
- 2 "Suggest 8 criteria viewers might use to compare two tools in this category. Then help me narrow to the 4 that matter most for [VIEWER TYPE]."
- 3 "Build a same-task test plan so both tools are tested fairly: same task, same conditions, same notes template."
- 4 "From my notes below, write 'Pick E if / Pick F if / Pick neither if' rules. Use only what my notes support: [PASTE NOTES]."
- 5 "Draft a 3-question viewer quiz that points to E, F, or neither, with no numeric claims."

6 Spine Prompts 4-7.

Complete this before you touch an AI tool.

1. Video basics

- Product (real name, for your eyes only): _____
- Category: ☐ Software ☐ Gear ☐ Course ☐ Service ☐ Comparison
- How long and how I actually used it: _____

2. Intent

- The exact sentence my viewer types or thinks: " _____ "

3. Match

- This fits someone who: _____
- This does not fit someone who: _____

4. Evidence

- Real footage or screens I can show: _____
- One real moment of friction or limit: _____

5. Trust

- My exact disclosure sentence: _____
- One thing I won't claim: _____

6. Action

- The ONE thing I want the viewer to do: _____

7. Access

- Link in description (first 2 lines)? ☐
- Link in pinned comment? ☐
- Spoken pointer in video? ☐

8. Conversion

- What the viewer will see after clicking: _____
 - What they should verify on the page (terms, plans, returns): _____
-

Swap Rules

- **Low-ticket, quick-decision products:** shorten the Match section, keep the friction line.
- **High-consideration products:** extend Evidence and add a "questions to ask yourself" segment.
- **No product experience yet?** Do a "**Research Video**" instead. Title it that way, state you haven't used it, and compile public information with clear sourcing. Do not present it as a review.

Variations to Try

- 1 **The Not-For-You Video.** A whole video on who should skip Product A. It attracts high-Intent viewers and builds Trust.
 - 2 **The Setup Walkthrough.** Show the first 15 minutes after purchase. It supports Conversion.
 - 3 **The Alternatives Video.** Product A, and three other ways to solve the same problem (including free).
 - 4 **The Six-Month Update.** Revisit a product after more time. Pin it to the original.
 - 5 **The Mistake Video.** What you did wrong when starting with Product A.
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1. Write the Pinned Comment Before the Script

If you can't write a clear 60-word pinned comment, your video's message isn't clear yet.

2. The "Two-Sentence Test"

Can you state **who it's for** and **who it isn't for** in two sentences? If not, you haven't resolved Match.

3. Place Friction Before the Pitch

Honest limits delivered before the call to action are believed. After it, they sound like fine print.

4. Use Volatile-Fact Hand-Offs

Prices, plans, specs, terms, and availability change. Say: "Check the current [X] on the page." This keeps old videos accurate.

5. Add a "Comment Reply Bank"

Keep short, honest answers to common questions ("Is it good for beginners?", "What would you use instead?"). Reply fast. Comment replies are Trust built in public.

6. Treat Each Link Location as a Test

Note whether viewers act from the description, pinned comment, or spoken pointer. Over several videos, patterns appear. Don't draw conclusions from one video.

7. Run the Honesty Audit Out Loud

Read the final script aloud. Anywhere you hesitate is where a viewer will doubt you.

8. Build a Series, Not a Single

A problem video, a product video, a comparison video, and an alternatives video can each point to the others. That's a path across the Bridge.

Intent

- ☐ Title reflects a real viewer sentence
- ☐ First 15 seconds name the problem

Match

- ☐ "For you / not for you" stated aloud
- ☐ Real use context shared

Evidence

- ☐ At least one real demo or real-use moment
- ☐ At least one honest limit

Trust

- ☐ Disclosure spoken and written near the link
- ☐ No guarantees, outcome promises, or invented facts
- ☐ Nothing stated that I haven't verified

Action

- ☐ One clear next step

Access

- ☐ Link in first lines of description

- ☐ Link in pinned comment
- ☐ Spoken pointer included

Conversion

- ☐ Post-click expectations described
- ☐ Viewer told to verify current terms on the page

The five builds share one idea: **a viewer buys from the creator who made the decision easier, not the one who pushed hardest.**

- Software shows **Evidence**.
- Gear shows **Match**.
- Courses depend on **Trust**.
- Services depend on removing the **unknown**, which is Conversion.
- Comparisons turn **Match** into a decision rule.

Start with one build. Fill in the Build Sheet, run the prompts, rewrite every line in your own voice, and publish only what's true. Then watch what viewers ask in the comments and let that shape your next video.

You don't need a big channel to do this well. You need a clear viewer, an honest demonstration, and a link that's easy to find.

For the full Viewer-to-Buyer Bridge framework behind these builds, see **Views to Buyers** by Nathan Conner (Snowball Affiliate).