

VIEWS TO BUYERS · READER BONUS

The Pinned Comment Playbook

40 pinned comments matched to video type and viewer intent

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40 Ready-to-Edit Pinned Comments for YouTube Affiliate Videos

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

HOW TO APPLY (Read This First, Then Get Results in 30 Minutes)

You don't need to read this front to back. Use it like a swipe file.

The 30-minute sprint:

- 1 Pick one video** that already gets steady views. Search traffic and older videos with affiliate links in the description are the best candidates.
- 2 Name the viewer's intent** in one sentence, using the Intent Finder in Part 2.
- 3 Choose one template** from the Selection Matrix (Part 3). Don't pick two.
- 4 Fill the brackets** using the Pinned Comment Builder (Part 8), or run the Adaptation Prompt (Part 7).
- 5 Add your disclosure line.** This is non-negotiable (see Part 1).
- 6 Pin it, then test the link** on mobile and desktop while logged out.
- 7 Log it:** video, template number, date, link ID. Check results in 2–4 weeks.

Ground rules for everything below:

- Every template is a starting point. Replace anything that isn't true for your video.
- Never claim a result, price, spec, or guarantee you haven't verified. Where templates reference these, they use placeholders.
- All worked examples are **illustrative**. Product names are generic (Software A, Gear B).

PART 1: OVERVIEW — WHY THE PINNED COMMENT IS YOUR QUIETEST SALESPERSON

The pinned comment sits in a place most creators ignore: right under the video, in the viewer's line of sight, at the moment they're deciding what to do next.

Your description is read by people who go looking. Your pinned comment gets seen by people who are scrolling for reactions, reassurance, or the next step. It's a second, more conversational surface for the same job.

What a pinned comment can do that a description can't:

- **Speak in a human voice.** It reads like a note from you, not a block of links.
- **Answer one objection** at the moment doubt shows up.
- **Start a thread** that gives you language to reuse in future videos.
- **Be swapped in seconds.** You can change it without re-uploading or touching the video.
- **Route different viewers** with a single "if you're X, start here" line.

The Viewer-to-Buyer Bridge, Applied to One Comment

In Views to Buyers, the Viewer-to-Buyer Bridge runs: **Intent** → **Match** → **Evidence** → **Trust** → **Action** → **Access** → **Conversion**. A pinned comment touches every link in miniature:

Bridge Step	What the Pinned Comment Does
Intent	You choose the comment type based on why this viewer showed up.
Match	The first line says who this is for, so the right viewer self-selects.
Evidence	One concrete detail shows you actually used or tested the thing.
Trust	Disclosure plus an honest limit ("not ideal if...").
Action	One clear next step. One.
Access	The link works, loads on mobile, and lands where you said it would.
Conversion	You track which comment style moves people, then keep what works.

The Four Comment Types

- 1 Link with Context.** The link plus a reason to click, matched to the viewer's situation.
- 2 Conversation Starter.** A question that surfaces intent and gives you data.
- 3 Start-Here Pointer.** Routes a viewer to the right next video, playlist, or page.
- 4 Top-Objection Answer.** Defuses the single biggest reason people don't act.

Insider note: Most creators only ever write type 1, and they write it as a bare link. A link with no context asks the viewer to do all the work. The other three types often do the persuading, so the link can do the closing.

Disclosure: The Part You Cannot Skip

If your pinned comment contains an affiliate link, say so plainly, in the comment itself, near the link. Don't rely on the description alone.

- Use plain language: "Affiliate link: I may earn a commission if you buy."
- Add "at no extra cost to you" **only if that's true** for the program.
- Check your affiliate program's terms and YouTube's current policies. Rules vary and change.
- Check the requirements where you're based. (This is general guidance, not legal advice.)

Every template below uses **[DISCLOSURE]** as a placeholder. Write yours once and paste it everywhere:

My standard disclosure: "Affiliate link: I may earn a commission if you purchase through it. [Add 'at no extra cost to you' only if true.]"

PART 2: THE INTENT FINDER (60 Seconds)

Before choosing a template, answer these three questions about the video:

- 1 What search or problem brought this viewer here?** "I'm trying to _____."
- 2 How close are they to buying? Cold:** learning the problem exists.
- 3 Warm:** comparing options.
- 4 Hot:** ready, needs a final push or a link.

What's the one thing most likely to stop them? Price, complexity, trust, fit, timing, or "I already have something."

Your answers → your comment type:

If the viewer is...	Lead with...
Cold	Start-Here Pointer or Conversation Starter
Warm, comparing	Link with Context (verdict style) or Top-Objection Answer
Hot	Link with Context
Hesitating (you see it in comments)	Top-Objection Answer
Mixed or unknown	Conversation Starter, to learn

Shortcut: Skim your last 20 comments on the video. The objection you see most often is your Top-Objection template. The question you see most often is your Conversation Starter.

PART 3: THE SELECTION MATRIX

Match video type to the best first-choice template. Numbers refer to the template library in Part 5.

Video Type	Best First Choice	Strong Second	Test Third
Single-product review	#1, #7	#31, #32	#11
"Best of" roundup	#5, #4	#25	#16
Head-to-head comparison	#4	#27	#20
Tutorial / how-to	#3, #9	#33	#28
Unboxing / first impressions	#2	#38	#12
Beginner explainer	#23, #30	#33	#19
"Is it worth it?" video	#32	#31, #35	#13
Alternatives / "stop paying for X"	#36	#40	#7
Troubleshooting video	#28	#3	#15
Older video, still getting views	#10	#21	#14
Series episode	#22	#29	#14

PART 4: THE ANATOMY OF A PINNED COMMENT THAT WORKS

Every strong pinned comment fits this skeleton. Learn it once and you can write any variation.

THE 5-LINE FORMULA

- 1 Match line.** Who this is for (or what they're trying to do).
- 2 Evidence line.** One specific, true detail from your use or testing.
- 3 Action line.** One clear next step.
- 4 Link line.** The link, immediately after the action.
- 5 Trust line.** Disclosure, plus an honest limit when relevant.

Style rules:

- **Short.** Aim for 3-6 lines. If it needs scrolling, trim it.
- **One action.** Two links make the viewer choose, and choosing is where they stall. (Exception: verdict-style templates that route by situation.)
- **Lead with the viewer, not the product.** "If you're editing on a laptop..." beats "Check out Software A!"
- **Specific beats superlative.** "Saved me from re-exporting the same file three times" beats "Amazing tool!" (and only use it if it's true).
- **No fake urgency.** Don't invent scarcity or deadlines. If a deal is real, point to where the current terms live.
- **Plain text first.** Lead with words, not emoji walls. One emoji or arrow is fine if it fits your voice.

PART 5: THE 40-TEMPLATE LIBRARY

Brackets = fill in. Delete any line that isn't true for your video. Each template includes **Why it works** and **Use when**.

GROUP A: LINK WITH CONTEXT (Templates 1-10)

The viewer is warm or hot. Your job: make the click feel obvious and safe.

#1. The Best-For Link

If you [specific situation, e.g., "record in a noisy room"], [Product A] is the one I'd start with. [One-line evidence, e.g., "I used it for the whole video you just watched."] Here's the link: [LINK] [DISCLOSURE]

Why it works: It opens with the viewer's situation (Match), adds proof of use (Evidence), and gives one path (Action). **Use when:** Single-product reviews where one viewer type is clearly the best fit.

#2. The Gear-Used-In-This-Video Link

Everything I used in this video, in the order it appears: • [Item 1, what it did]: [LINK] • [Item 2, what it did]: [LINK] Not sure what you need? Tell me your setup below and I'll point you to the one that matters most. [DISCLOSURE]

Why it works: Viewers often ask "what's that thing at 2:14?" This answers it before they ask. The closing invitation turns a link dump into a conversation. **Use when:** Unboxings, setup tours, workflow or desk videos.

#3. The Tutorial Tools List

To follow along with this tutorial, you'll need: [Tool A], used for [step]: [LINK] [Free option], if you want to start at zero cost Stuck on a step? Reply with the timestamp. [DISCLOSURE]

Why it works: Putting a **free option** in the list builds credibility. Viewers trust a creator who doesn't force a paid path. The timestamp invitation surfaces confusion you can fix. **Use when:** How-to videos where the tool is a means to an outcome.

#4. The Comparison Verdict Link

Quick verdict: → Pick [Product A] if you [situation 1]: [LINK A] → Pick [Product B] if you [situation 2]: [LINK B] → Skip both if [situation 3]. [DISCLOSURE]

Why it works: It does the decision work for the viewer. The "skip both" line is a trust signal and costs you very little. **Use when:** Head-to-head comparisons. This is the one template where two links make sense.

#5. The Budget Tier Link

Short version by budget: • Just starting: [Option A]: [LINK] • Ready to upgrade: [Option B]: [LINK] • Only if you [specific heavy-use case]: [Option C]: [LINK] Check the current price on each page, since they change. [DISCLOSURE]

Why it works: Viewers self-sort by budget without being asked to reveal it. It avoids stating prices that will go stale. **Use when:** Roundups and "best of" videos with a spread of options.

#6. The Current-Terms Link

If you're thinking about [Product A], check what's currently on offer here: [LINK] Offers and terms change, so I'd read the details on the page before deciding. [DISCLOSURE]

Why it works: It points to a deal without asserting one. That protects you from stale claims and builds trust. **Use when:** You know the merchant sometimes runs promotions, but you can't verify what's live today.

#7. The Honest-Fit Link

[Product A] is great for [who]. It's not the right pick if [who it's not for]. If you're in the first group: [LINK] If you're in the second, [alternative or "wait on this one"]. [DISCLOSURE]

Why it works: Naming who shouldn't buy makes your "yes" more believable. This is the Trust step of the Bridge in two sentences. **Use when:** Reviews where you have real reservations. It converts well precisely because it's candid.

#8. The Stack Link (Your Own Bonus)

If you buy [Product A] through my link, I'll send you [your own real bonus, e.g., "my settings file"]. Details here: [LINK TO YOUR PAGE] Product link: [LINK] [DISCLOSURE]

Why it works: A bonus you control gives the viewer a reason to use your link instead of searching for the product. **Use when:** You've built something real (a template, checklist, or preset) and have a way to deliver it. **Check that your bonus doesn't violate the program's terms.**

#9. The Beginner Kit Link

If you're brand new to [topic], here's the simplest starter kit I'd put together: You don't need anything else to start. [Optional: "Add [X] later once you've done [milestone]."] [DISCLOSURE]

Why it works: Beginners are overwhelmed by choice. "You don't need anything else" is permission to act. **Use when:** Beginner videos, "how to start" content, setup guides.

#10. The Updated-Link Comment

Updated [month/year]: [what changed, e.g., "version 2 is out and the menu moved"]. The link below goes to the current version: [LINK] If something in the video looks different on your screen, that's why. [DISCLOSURE]

Why it works: It protects viewer trust in older videos and keeps old traffic useful. It also signals you maintain your content. **Use when:** Evergreen videos with aging details. Refresh the pin whenever you re-check the product.

GROUP B: CONVERSATION STARTERS (Templates 11-20)

The viewer's intent is unclear, or you want audience language. Questions here are data collection disguised as friendliness.

#11. The Either/Or Poll

Which would you pick: [Option A] or [Option B]? And what's the one reason?

Why it works: Binary choices are easy to answer, and the "reason" gives you objection language. **Use when:** Comparison videos, or any video where two paths are clear.

#12. The Use-Case Question

What are you planning to use [product/type] for? I'll reply with what I'd look at first.

Why it works: It surfaces intent (the first step of the Bridge) and creates a reply thread where you can add a link naturally and helpfully. **Use when:** Reviews and unboxings. **Reply tip:** answer first, link second.

#13. The Current-Setup Question

What are you using right now for [task], and what's the most annoying thing about it?

Why it works: The "annoying thing" is the viewer's pain in their own words. That's a future title, hook, or objection answer. **Use when:** "Alternatives" and "switch from X" videos.

#14. The Next-Video Vote

Which should I cover next? [Topic A], [Topic B], or [Topic C]? Drop a letter.

Why it works: It signals that the channel listens, and it ranks demand for you at no cost. **Use when:** Series episodes, or older videos that still get traffic.

#15. The Biggest-Blocker Question

What's the biggest thing stopping you from [outcome the video promises]? I read every reply and the common ones become videos.

Why it works: It names the obstacle, which is the best raw material for a Top-Objection template. **Use when:** Troubleshooting and problem-solving videos.

#16. The Budget Bracket Question

Roughly what range are you shopping in? Under [A], [A-B], or more than [B]? I'll point you to the right option from the video.

Why it works: It sorts viewers for you, and the follow-up reply can be a perfectly tailored link. **Use when:** Roundups, where the "best" answer truly depends on money.

#17. The Show-Your-Setup Prompt

Tell me your current setup in one line: [e.g., "laptop + phone + one mic"]. I'll tell you the single upgrade I'd make first.

Why it works: It promises a specific, personal output. That's a stronger hook than "any questions?" **Use when:** Gear and workflow channels. **Caution:** only commit to what you can sustain answering.

#18. The Correct-Me Invitation

Used a different [product/method] and got a different result? Tell me. I'd rather correct this video than leave it wrong.

Why it works: It positions you as honest rather than salesy, and disagreement surfaces edge cases that become new content. **Use when:** Reviews and "best way to..." videos with real nuance.

#19. The Skill-Level Question

Where are you with [topic]: just starting, getting comfortable, or already experienced? I'll point you to the right next video.

Why it works: It is a lightweight router. Each answer maps to a Start-Here Pointer reply. **Use when:** Broad topics that attract mixed audiences.

#20. The Deciding-Factor Question

When you pick [product type], what matters most: [factor 1], [factor 2], or [factor 3]?

Why it works: It reveals the criteria viewers use, which should shape your next review's structure. **Use when:** Comparison and roundup videos, to learn what to emphasize.

GROUP C: START-HERE POINTERS (Templates 21-30)

The viewer might leave after one video. Give them a path so they don't.

#21. The Playlist Pointer

New to [topic]? This playlist takes you from zero to [outcome] in order: [PLAYLIST LINK]

Why it works: It turns a single view into a sequence, so a viewer gets more of your evidence before they decide. **Use when:** Any video with a related playlist. Pin it on your top search-traffic videos first.

#22. The Series-Order Pointer

This is part [X] of [Y]. Start at part 1 here: [LINK]. Next up: [LINK].

Why it works: It eliminates "where do I begin?" friction. **Use when:** Multi-part series, where viewers often arrive in the middle.

#23. The Beginner-Path Pointer

If this felt like a lot, start with this one instead: [LINK]. Then come back to this video. It'll make more sense.

Why it works: It protects beginners from overwhelm without losing them. Viewers who feel capable are likelier to act later. **Use when:** Intermediate videos that attract beginners.

#24. The Timestamp Pointer

Short on time? Jump to: [0:00] [Section], [0:00] [Section], [0:00] [Section: my verdict]
Looking for the gear list? It's in the description and the comment below.

Why it works: It respects the viewer's time and sends hot viewers straight to the verdict and links. **Use when:** Long reviews and tutorials.

#25. The Decision-Tree Pointer

Not sure which video you need? • Want to [goal 1]? → [LINK] • Want to [goal 2]? → [LINK] •
Already have [X]? → [LINK]

Why it works: It is Intent-matching in miniature. Viewers choose their own route. **Use when:** Channels with several related videos and a mixed audience.

#26. The Resource-Page Pointer

I keep everything from this video, including tools, settings, and notes, on one page so you don't have to dig: [LINK] It's updated when things change.

Why it works: A single maintained page is easier to keep accurate than many descriptions. **Use when:** You have a blog post, link hub, or free page. Only claim it's updated if you'll actually update it.

#27. The Comparison-Hub Pointer

Still deciding between [A] and [B]? My side-by-side is here: [LINK]. After that, this one covers [related decision]: [LINK].

Why it works: Viewers further down the funnel go straight to the comparison, which is where buying decisions are made. **Use when:** Reviews of one product when a comparison video exists.

#28. The Troubleshooting Pointer

Hit a problem? Common fixes: • [Problem 1] → [timestamp or video] • [Problem 2] → [timestamp or video] Not on the list? Comment what you're seeing.

Why it works: It reduces frustration, which prevents the viewer from blaming the product (and you). **Use when:** Setup videos, software tutorials.

#29. The Next-Step Pointer

Done with this one? The natural next step is [next action/video]: [LINK].

Why it works: It reads as guidance, not promotion, and it keeps viewers inside your content. **Use when:** Any video where there's an obvious "what's next."

#30. The Cold-Viewer Welcome

Welcome. If you're new here: I make videos about [topic] for [who]. My most useful starting points are [LINK 1] and [LINK 2]. I try to say plainly what's good, what isn't, and who each thing is for.

Why it works: It sets expectations and states your honesty standard. Only write that last line if you'll live by it. **Use when:** Your best-performing videos, which are the ones strangers see first.

GROUP D: TOP-OBJECTION ANSWERS (Templates 31-40)

Hesitation is the real reason most viewers don't click. Answer it before they leave.

#31. The "Too Expensive" Answer

Fair concern. Here's how I'd think about [Product A]: it's worth it if you [use case/frequency]. If you'll only [light use], [cheaper or free option] is enough. [LINK to whichever you recommend] [DISCLOSURE]

Why it works: It reframes cost as fit. It doesn't argue price, and it points to a cheaper option when that's the honest answer. **Use when:** Reviews of anything premium relative to the alternatives.

#32. The "Will I Actually Use It?" Answer

Before buying [Product A], ask yourself: will I [specific recurring task] at least [frequency]? If yes, it earns its place. If not, skip it. [What I use it for: specific example.] [LINK] [DISCLOSURE]

Why it works: It gives viewers a self-test, which feels like help, and filters out buyers who'd be unhappy. **Use when:** "Is it worth it?" videos, and gear that's easy to buy and forget.

#33. The "Too Complicated" Answer

Worried it's too complicated? The setup in this video takes [your actual experience] for me. If you get stuck, the first step to try is [step]. Start here: [LINK to beginner video]

Why it works: It sets honest expectations and gives a safety net. Use your real experience, not a promised timeframe. **Use when:** Software and technical gear aimed at beginners.

#34. The "Will It Work for Me?" Answer

Before you buy, check [compatibility/requirement] first. [Where to check.] It works for [situation I tested]. I haven't tested [situation I didn't]. If that's you, ask here and I'll tell you what I know.

Why it works: "I haven't tested that" is a credibility bomb, because it shows exactly where your evidence ends. **Use when:** Anything with compatibility concerns, such as devices, platforms, or niches.

#35. The "Are You Being Paid?" Answer

Yes, this video has affiliate links, and I may earn a commission if you buy through them. [Whether you were given the product or paid, if applicable.] My opinions in this video are [your honest statement]. Here's what I'd still say if there was no link: [one candid sentence].

Why it works: Saying the quiet part first removes suspicion. Viewers usually reward directness. **Use when:** Any video where viewers suspect an ad. Also valuable when you've received free product or sponsorship, which must be disclosed.

#36. The "Is There a Cheaper Option?" Answer

Yes. If you want the budget route, [Alternative X] covers [what it covers]. What you give up: [honest trade-off]. If that trade-off doesn't matter to you, [LINK or "go with that"]. [DISCLOSURE if linked]

Why it works: Sending someone to a cheaper option can build more loyalty than a forced sale, and it keeps you the person they ask next time. **Use when:** Alternatives videos, and comparisons with a price gap.

#37. The "What If I Don't Like It?" Answer

Worried about risk? Check [merchant]'s current return/cancellation terms on the product page before you buy: [LINK]. I'd read those first. I can't speak for their policies, only what I saw: [your experience, if any]. [DISCLOSURE]

Why it works: It addresses risk honestly without promising anything you can't guarantee.

Use when: Subscriptions, higher-ticket gear, and trial-based software. **Never state a refund policy unless you've verified it today.**

#38. The "Should I Wait for the Next Version?" Answer

Waiting makes sense if [condition, e.g., "you don't need it now"]. Buying now makes sense if [condition, e.g., "your current one is holding you back"]. I can't predict what's coming, so I'd decide based on whether the problem is costing you now. [LINK] [DISCLOSURE]

Why it works: It names a real tension without speculating or inventing rumors. **Use when:** Hardware near the end of a product cycle, or software with frequent updates.

#39. The "How Long Until It Works?" Answer

Honest answer: it depends on [variable]. In my case, [what you actually experienced]. A reasonable first goal is [small, concrete milestone]. Starting point: [LINK]

Why it works: It sets realistic expectations rather than promising speed, which reduces buyer's remorse. **Use when:** Courses, software, or anything with a learning curve.

#40. The "I Already Have Something Similar" Answer

If you already have [Existing Thing], stay put unless [specific pain point]. Switching is worth it for [who]. For everyone else, [existing thing] does the job. If that pain point sounds familiar: [LINK] [DISCLOSURE]

Why it works: Telling people not to buy is rare, and viewers remember it. **Use when:** Upgrade and switch videos.

PART 6: ILLUSTRATIVE WORKED EXAMPLES

These are illustrative only. Product names are placeholders and no results or prices are implied.

Example 1: Review video → Template #7 (Honest-Fit Link)

Video: "Software A Review: Is It Worth It for Beginners?" **Intent:** warm, comparing. **Likely objection:** "Is it too much for me?"

Software A is a good pick if you edit a few videos a month and want a simple workflow. It's not the right choice if you need advanced [feature], which I didn't test here. If you're in the first group, here's the link: [LINK] Affiliate link: I may earn a commission if you buy through it.

Example 2: Comparison video → Template #4 (Verdict Link)

Video: "Gear A vs Gear B: Which Should You Buy?"

Quick verdict: → Pick Gear A if you mostly [use case 1]: [LINK A] → Pick Gear B if you mostly [use case 2]: [LINK B] → Skip both if you only need [light use]. A cheaper option will do. Affiliate links: I may earn a commission if you purchase.

Example 3: Pairing two comments (the "two-step")

On the same Software A video, pin the **Conversation Starter (#12)**, then **reply to your own comment** with the **Top-Objection Answer (#33)** and the link.

Pinned: What are you planning to use Software A for? I'll reply with what I'd look at first.
Your reply under it: Brand new to this? Start with [beginner video], then come back. If you want to try it: [LINK]. Affiliate link: I may earn a commission.

This works because viewers see an active thread first. The link appears as an answer, not an ad.

PART 7: THE ADAPTATION PROMPT (Turn Any Template into a Custom Pinned Comment)

Paste the prompt below into your AI tool of choice. Fill every bracket. The more specific your input, the less editing you'll do.

PROMPT: You are helping a small YouTube affiliate creator write a pinned comment. Write in a plainspoken, credible, friendly voice. No hype, no fake urgency, no superlatives I haven't supported. **Video title:** [TITLE] **Video type:** [review / comparison / tutorial / roundup / unboxing / other] **Who the video is for:** [VIEWER] **What the viewer is trying to do:** [GOAL] **Viewer stage:** [cold / warm / hot] **Biggest objection I see:** [OBJECTION, ideally from real comments] **Product(s):** [use generic names or real names] **What I actually did or tested (only true facts):** [EVIDENCE] **What I did NOT test or don't know:** [LIMITS] **Who it's NOT for:** [HONEST EXCLUSION] **Desired action:** [click link / answer question / watch next video] **Link(s):** [LINK(S)] **My disclosure line:** [DISCLOSURE] **Template to adapt:** [PASTE TEMPLATE TEXT] **Rules:** Keep my meaning. Rewrite the template using only the facts above. Do NOT invent statistics, prices, specs, guarantees, refund terms, testimonials, or results. Include my disclosure next to any affiliate link. Maximum [6] lines. One main action. Give me **3 variations:** (A) warmest and most conversational, (B) shortest, (C) most direct. After the variations, list any claim in your draft that I should verify before posting.

Follow-up prompts to run afterward:

- "Rewrite Variation B so the first line speaks directly to [viewer type]."
- "Give me three reply-to-self follow-ups for a viewer who answers with [typical answer]."
- "Based on these 15 comments from my video, [PASTE], list the top 3 objections and the exact language viewers use."

PART 8: THE PINNED COMMENT BUILDER (Fill-in-the-Blank Worksheet)

Step 1: Intent

- Video: _____
- Viewer is trying to: _____
- Stage (circle): **Cold / Warm / Hot**

Step 2: Match

- "If you _____ (situation)..."

Step 3: Evidence (true only)

- What I used/tested: _____
- How long/how often: _____
- One concrete detail: _____

Step 4: Limits (Trust)

- Not ideal if: _____
- I haven't tested: _____

Step 5: Objection

- Most common hesitation: _____
- My honest answer in one sentence: _____

Step 6: Action (choose one)

- ☐ Click link ☐ Reply with answer ☐ Watch next video

Step 7: Access

- ☐ Link opens on mobile ☐ Link opens on desktop (logged out)
- ☐ Lands on the product/page I described
- ☐ Link ID/tracking tag recorded: _____

Step 8: Assemble

[Match line] [Evidence line] [Action line + LINK] [Limit line] [DISCLOSURE]

Step 9: Log (for Conversion learning)

Date	Video	Template #	Link ID	Review date	Notes

PART 9: ADVANCED STRATEGIES (The Part Most Creators Never Do)

1. Mine Your Own Comments for Template Fuel

Every 30 days, copy the comments from your top 5 videos into a document. Highlight:

- **Questions** → Conversation Starters and Start-Here Pointers
- **Doubts** → Top-Objection Answers
- **"I wish..." statements** → Next-video topics

The best templates use viewers' exact words.

2. The Pin Rotation Test

Rotate your pinned comment for a controlled comparison:

- Run Comment A for 2-4 weeks. Log it.
- Swap to Comment B. Log it.

- Compare link clicks and conversions using your affiliate dashboard and YouTube Studio.
- **Change one variable at a time.** If you rewrite everything, you learn nothing.

Keep in mind that small channels produce small numbers, so look for big, repeated differences before drawing conclusions. Treat everything as a hypothesis, not proof.

3. Match the Pin to Traffic Source

- **Search traffic** is usually higher intent → Link with Context or Top-Objection.
- **Suggested/browse traffic** is often colder → Start-Here Pointer or Conversation Starter.

Check your traffic sources in YouTube Studio and choose accordingly.

4. Give Every Link a Unique ID

Use a separate tracking ID or sub-ID per placement (if your program allows it), such as one for the description and one for the pinned comment. Without this, you can't tell which surface produced a sale. Follow your program's rules for link formatting.

5. The Reply-to-Self Stack

You can pin only one comment, but you can add replies beneath it. Structure:

- 1 **Pinned:** a conversation starter or objection answer (warm tone)
- 2 **Reply 1:** the link with context
- 3 **Reply 2:** a pointer to the next video

This keeps the pin feeling human while still giving viewers paths forward.

6. Seed the Thread (Honestly)

A pinned question with zero replies looks dead. Reply to the first few real commenters quickly and helpfully. **Do not fake comments or use alternate accounts.** That breaks trust and violates platform rules.

7. The Freshness Audit (Quarterly)

For your top 10 videos by views:

- ☐ Does the link still work?
- ☐ Is the product still sold, and in the version shown?
- ☐ Does the pinned comment still reflect your honest view?
- ☐ Does your disclosure appear?
- ☐ Is there a better next-step video now?

Dead links are the quietest leak in the Bridge. This is the Access step.

8. Write the Pin Before You Publish

Draft your pinned comment while editing. If you can't write the Match line, your video may not have a clear viewer. Fix that in the edit, not afterward.

9. Pair the Pin with a Spoken Cue

In the video, say one sentence: "I've put my gear list and a quick verdict in the pinned comment." Spoken cues tell viewers where to look.

10. Let Objections Drive Videos

If the same objection shows up three times, make the video that answers it, then use the Start-Here Pointer template (#25 or #29) to connect them. That's a content engine fed by your own audience.

PART 10: APPLICATION PLAYBOOKS

Playbook A: The 10-Video Quick Start

- 1 List your 10 most-viewed videos.
- 2 Assign each a comment type using the Selection Matrix.
- 3 Write all 10 in one sitting with the Builder.
- 4 Pin and test the links.
- 5 Set a calendar reminder for 3 weeks out.

Playbook B: New Video Launch

- Before publishing: draft pin (Template from matrix).
- Day of publishing: pin it, and reply to early comments.
- Day 7: read comments, update the pin if a clear objection emerged.
- Day 30: log what worked.

Playbook C: Rescuing an Underperforming Video

- 1 Check whether the video gets views but few clicks, or few views at all. Only the first is a pinned-comment problem.
- 2 If views but few clicks: test a Top-Objection Answer (#31-40).
- 3 If viewers seem lost: add a Start-Here Pointer.
- 4 If the video is old: use #10.

CONCLUSION: THE CHEAT CODE IS HONESTY, DONE SPECIFICALLY

None of these templates works through tricks. They work because they respect the viewer's intent, match them to the right option, show real evidence, build trust with candor, give one clear action, make access easy, and let you learn from what happens. That is the Viewer-to-Buyer Bridge, compressed into a few lines under your video.

Your next three moves:

- 1 Pick one video today and pin one template.
- 2 Add your disclosure and test the link.
- 3 Log it, and review it in three weeks.

One honest, well-matched comment beats ten hurried ones. Start with the one video you already know a viewer is watching right now.

Companion bonus to **Views to Buyers** by Nathan Conner (Snowball Affiliate). Templates and examples are illustrative. Verify all product details, terms, and disclosure requirements for your own programs and region before publishing.