

Channel Blueprint

Sample excerpt

Channel: anonymised · behavioral psychology · 41K subscribers · US audience

Prepared by: RetainScript · retainscript.com

This is a redacted excerpt. A full Blueprint runs 8–14 pages across eight sections. Reproduced here: Section 0 and the gap analysis in full, Section 2 abridged, one page of Section 6, and the closing next steps — enough to show what the document does without reproducing a client's strategy. Identifying details changed throughout.

Contents

	Section	What it answers	Pages
0	What I found	The honest read, in plain language	1
—	Gap analysis	What is wrong, what it costs, what fixes it	1
1	Positioning	What this channel argues that its competition doesn't	1
2	Pillars	What gets made, in what proportion	2
3	Routing boundaries	What belongs here and what doesn't	1
4	Category placement	Which advertiser bracket the framing signals	1
5	Retention specification	The shape the format has to hold	2
6	Voice guide	How it should sound, with a worked rewrite	2–3
7	Packaging	Titles and thumbnails that fit the positioning	1–2
8	Ten topic briefs	What to make next	2
—	Next steps	Sequence, and what to do first	1

Delivered as a PDF with a 30-minute walkthrough. Yours to keep.

o • What I found

Written last, placed first. Three to five paragraphs, no hedging.

Your research is the best thing about this channel and it is being spent badly. You go to primary sources — actual studies, not articles about studies — which almost nobody at your size does. The problem is that the research arrives before the viewer has been given a reason to want it, so the thing that should be your advantage reads as homework.

The structural pattern is consistent across the eight videos I watched. The premise arrives late, usually after a cold open that establishes atmosphere without establishing a question. By the time the viewer learns what is actually being argued, you have already lost the people who were deciding in the first minute. Your retention curves show this as a steep early decline followed by a flat middle — the flat middle is the good news, because it means the people who stay are genuinely held.

Your packaging is working against your category. Six of your last eight titles use improvement framing. The videos underneath them are not improvement content — they are behavioral analysis, and considerably better than the titles suggest. That gap costs you twice: it brings in an audience expecting advice who leave when it does not arrive, and it files the channel in an advertiser category well below where the content actually sits.

If I changed one thing: move the premise. Not the hook, not the thumbnail — the moment the viewer learns what question the video answers. Everything else in this document is downstream of that.

Gap analysis

Four gaps, ordered by what they cost. **Priority is set by cost, not by effort** — the cheapest fix here is not the first one, because it would be optimising a video most viewers have already left.

#	Gap	What it costs you	Remediation	Priority
1	The premise arrives after the atmosphere. The viewer does not learn what question the video answers until well into the first minute.	The steep early decline visible on every retention curve. These are people deciding, not people bored — they leave because nothing has been promised yet.	Restructure the opening so the question lands before the atmosphere. \$5 gives the position and \$6 gives the register.	P1
2	Six of the last eight titles use improvement framing. The videos underneath are behavioral analysis.	Two costs. The wrong audience arrives and leaves when advice doesn't come, and the channel files into an advertiser bracket below where the content sits.	Retitle to analysis framing. \$7 gives three structures and worked examples against your next topics.	P1
3	Research arrives before recognition. Sources are introduced before the viewer has been given a reason to want them.	Your strongest asset reads as homework. The sourcing that should separate you from the category is spent where it cannot land.	Insert a recognition beat before each research block. \$6 shows the pattern in your own narration.	P2

#	Gap	What it costs you	Remediation	Priority
4	No pillar structure. Uploads are individually good and collectively unreadable.	The algorithm cannot build an audience profile, so distribution defaults to existing subscribers. Growth stays linear rather than compounding.	Adopt the five-pillar weighting in §2 and the rotation rule that governs it.	P2

If you only do one thing: gap 1. Gaps 2 through 4 all improve a video that most viewers currently leave before reaching.

2 • Pillars

Abridged. The full section carries five pillars with weightings, a paragraph on what belongs in each, an example topic, and the rotation rule.

Five pillars, weighted. The names are angle-encoded on purpose and should not be softened into subject buckets — the name is what tells the algorithm, and the viewer, what kind of channel this is.

Why The Fix Fails — 30%

Your strongest territory and currently your least-used. Not "here is how to build a habit" but why the habit-building advice does not survive contact with a real week. This is where your research advantage compounds, because the counterargument requires sources and the competition does not have them.

Example: "Why Habit Stacking Works In The Book And Not In Your Life"

[Pillar 2] — 25%

Redacted.

[Pillar 3] — 20%

Redacted.

[Pillars 4 and 5] — 15% / 10%

Redacted.

Rotation rule: *redacted — the full section specifies which pillars must not run consecutively, and why the failure mode is a run rather than any single upload.*

6 • Voice guide — the worked rewrite

One page of three. The full section covers register, the vocabulary that belongs to this channel, banned constructions with rewrites from your own scripts, and sentence rhythm.

Taken from your video on motivation, at 0:00.

As published

Motivation is something we all struggle with at some point. You start a new goal full of energy, and then a few weeks later that energy is gone. It is one of the most common experiences people report when trying to change their behavior. In this video, we will look at what the research says about why motivation fades, and what that means for how we approach change.

What is happening here. The opening names a category — "something we all struggle with" — rather than a moment. Nobody in the paragraph is the viewer; it is written about people in general, in the third person, which is why it reads as informative rather than personal. The final sentence tells the viewer that the video is going to begin, which means it has not begun yet. Sixty-two words and no question has been asked.

Rewritten to spec

You bought the running shoes in January. They are still by the door.

Not because you gave up. Because on the fourth Tuesday, at six in the morning, the version of you who bought them was not the one who had to put them on.

Motivation did not fade. It was never the thing carrying you.

What changed. The opening is an object in a place — shoes, by the door — which the viewer either recognises or does not within about two seconds. The specific detail does more than the general statement: "the fourth Tuesday, at six in the morning" is doing the work that "a few weeks later" was failing to do. And the last line reverses the premise the viewer walked in with, which is what gives them a reason to stay.

Fifty-two words against sixty-two. Shorter, and it asks a question the original never got to.

What the full document also contains

Section 5 — Retention specification. The shape your format needs to hold, section proportions, where the current cliff sits and which layer it lives in, and the rule governing where research sits relative to recognition.

Section 7 — Packaging. Title structures that fit this positioning, with examples written against your next topics, and the division of labour between title and thumbnail.

Section 8 — Ten topic briefs. Each with the angle, the pillar, and one line on what the competition missed. Ready to script.

Next steps

Nothing here needs me. If you never speak to me again, this sequence still works.

This week — fix the opening on the next upload. Do not re-edit old videos; the change compounds forward, not backward. Take the script you are writing now and move the question ahead of the atmosphere. §6 gives the register.

This month — retitle the last three uploads. Titles are the only thing on this list you can change on already-published videos, and gap 2 is costing you on the back catalogue every day it stands. §7 gives the structures.

Next four uploads — hold the pillar rotation. One from each of the top four pillars, in order. This is the minimum run that lets the algorithm build a profile. Four videos is roughly six weeks at your cadence.

Day 28 after each upload — read the curve, not the views. Views tell you what the packaging did. The curve tells you what the script did. §5 says what shape you are looking for.

If you want me to run it

The Blueprint is designed to be usable without me, and some clients take it and go. If you would rather not run it yourself, scripts are written to this document, per video or on retainer. Current rates are at retainscript.com.

Either way, this document is yours.

RetainScript · vish@retainscript.com · retainscript.com

Public sample. The client channel is anonymised and identifying details are changed throughout. Real client Blueprints are confidential and are never published.