

PAS Style Email Outreach

SL: Wasting Time on editing? Let me...

Hello, <YouTuber's Name>

<How I found the Youtuber>

<Compliment>

Do you dream of achieving more success on YouTube but find yourself struggling to make it happen?

As a YouTuber, you know firsthand that creating videos that are both engaging and high-quality is essential to building a loyal and dedicated following.

Juggling personal life with content creation can make video editing challenging, leaving you overwhelmed and frustrated.

As a content creator, **your time is incredibly valuable**, and the last thing you want to do is spend hours upon hours editing your videos.

Let me help you create more engaging videos while freeing up your valuable time to focus on the content you deliver.

To get this thing started, I'd be happy to create a **trial edit** for you to see how I can adapt to your current editing style while making your videos more engaging.

If you're interested, please let me know, and we can discuss the next steps.

Here are some examples of my past work to give you an idea of what I can do.

<Link to spec work>

All the best,

Josh

Research

Target Market

Youtubers looking for an editor, whether that's for short or long-form edits. In addition, they want an editor who can make their content more engaging and entertaining.

Avatar

John Doe, A YouTuber with about 50,000 subscribers, needs help putting out content frequently and wonders why he only gets about 500 views for each video. John doe plays video games as a content creator. He wakes up in the morning, does his essential routines, and heads to work. After work, he comes home, hops on a game, and plays to get good, but he puts hours and more into the game and plans to edit a video. However, after playing for many hours, he's tired and sleeps.

Current State

- He struggles to take time out of his day to edit a video for his YT channel.
- John is frustrated about the number of views he gets knowing he has 50,000 subs.
- John fears that he will eventually quit making content.
- He stays up at night wondering how to manage his time more effectively.
- People think john is falling off; John doesn't post as often as before.
- John doesn't feel important to his supporters.
- John feels exhausted from mixing work, gaming, and editing.

Dream State

- John wishes to have enough time to work, game, and edit.
- John would enjoy gaming more because he is better since he invests more time in it.
- People will see that john is on top of his game because of the content quality he delivers.
- John would feel proud of himself since he is more productive with his time.
- John will now feel more accomplished.

Roadblocks

- Work is taking up most of his time, but he knows he needs it for his bills.
- John is not outsourcing a tedious and time-consuming task (editing) he needs for his videos.
- John has no intentions of being a good editor, which is why he struggles with it.
- If john outsources his editing to the right person, he could save time and get results.

Solution

- John needs to outsource his editing and have someone help him create an SEO-friendly description for his videos.

- If John outsources his editing, he will be able to put more time into playing his games to become better, so people will respect his skills.

Product

- With a dedicated editor and "youtube adviser." John can save time and have positive results on his youtube channel.
- The dedicated editor/adviser can help John make his content more engaging and entertaining by editing his content in a way that is proven to boost engagement. If needed, the description of his video can increase his outreach.
- By delivering videos to his supporter on a frequent basis, he would get more views not only from the youtube algorithm but from his loyal supporters watching more videos.
- John doesn't have to invest more time in knowing how to edit correctly and how youtube works in making a description that can boost video views.