



A PRACTICAL YOUTUBE GROWTH SYSTEM

THE VIEWS BLUEPRINT

Find your lane, package videos people click, keep them watching, and follow a 30-day plan to publish with purpose.

9 PARTS

12 TITLE
FORMULAS

8 HOOK
TYPES

30 DAY
PLAN

 THE VIEWS BLUEPRINT

BEFORE YOU START

This book teaches a method. It does not sell a shortcut. Read this page once, then get to work.

No promised numbers

Nobody can promise you a number of views, subscribers or any income from YouTube, and we do not.

Results depend on your topic, your audience, your effort, your consistency and factors no one controls.

Not affiliated with YouTube

YouTube is a trademark of Google LLC. This guide is independent and is not made, approved or endorsed by YouTube or Google. Platform features change: always check the YouTube Help Center for the latest rules.

Play by the rules

Everything here works inside YouTube's Community Guidelines and policies. We never recommend buying views, subscribers or comments, using bots, or misleading viewers. Those tactics can get a channel removed.

Use it, do not just read it

Each part ends with a short "Do this now" box. The worksheets and trackers are made to be printed or filled in on a tablet.

The Views Blueprint, digital edition, October 2026. Published by Woodplen. Contact: support@woodplen.org.

© 2026 Woodplen. All rights reserved. This PDF is licensed for the personal use of the buyer. Please do not share, resell or publish it. You may print one copy for yourself.

All text, diagrams, templates and examples are original Woodplen content. Example titles and channels in this book are invented for teaching. Product names are mentioned for information only and are not endorsements.

 WELCOME

VIEWS ARE A SIDE EFFECT.

Most people try to get views. The channels that grow do something different: they make videos that a specific group of people want to click and are glad they watched. Views are what happens next.

That sounds simple. It is also where most small channels go wrong. They film first and think about the title later. They open with a long intro. They pick topics nobody is searching for or browsing. Then they blame "the algorithm".

This book turns the process around. You will decide what a video is for and who it is for, write the title and design the thumbnail **before** you film, open with a hook that confirms the click, structure the video so people stay, and read your analytics like a checklist instead of a mystery.

Then you will put it all into practice with a 30-day plan: one long video and three Shorts a week, with a clear task for every day.

9

PARTS

12

TITLE FORMULAS

6THUMBNAIL
LAYOUTS**21**

WORKSHEETS

The honest deal. This method will not make a weak idea go viral. It will help you stop making avoidable mistakes, learn faster from every upload and give each video the best chance it can have. The rest is reps.

Let us get started.

The Woodplen team

▶ CONTENTS

WHAT IS INSIDE

START HERE

Welcome	3
What changed on YouTube	7
How to use this book	8
Partner Program and tools	9
If you only have one hour	10
Channel audit	11

PART 1. HOW YOUTUBE PICKS VIDEOS 12

Viewers, not videos	13
The signals that matter	14
Views vs engaged views	15
Traffic sources, read	16
Where views come from	17
Clicks × watch time	18
How a new video gets tested	19
Satisfaction, the quiet signal	20
Seven myths to drop	21
The five levers you control	22
Six more myths, checked	23
What growth really looks like	24

PART 2. FIND YOUR LANE 25

Choosing your lane	26
Twelve lanes that work	27
Three viewers, worked out	28
Worksheet: niche scorecard	29

Worksheet: your viewer	30
Three video jobs	31
Find what people type	32
Validate before you film	33
Outlier research	34
The Research tab	35
An outlier, dissected	36
Worksheet: outlier log	37
Pillars and series	38
Ten series formats	39
Series planner	40
50 idea prompts	41
Worksheet: idea bank	42

PART 3. PACKAGING 43

Packaging comes first	44
Title rules	45
12 title formulas	46
Eight weak titles, rewritten	48
Search titles vs browse titles	49
Worksheet: title workshop	50
Thumbnail principles	51
Six layouts that work	52
Too much going on	53
Text that repeats the title	54
Dark, flat and small	55
No clear subject	56

► CONTENTS

Faceless, done right -----	57	PART 5. SHORTS	83
Safe zones and sizes -----	58	How Shorts work -----	84
The phone test -----	59	Viewed vs swiped away -----	85
Make it with free tools -----	60	Fifteen first-second hooks -----	86
Colour and type that read -----	61	Five Short formats -----	87
Six title and thumbnail pairs -----	62	Worksheet: Short script -----	88
Test your packaging -----	63	Shorts and long videos -----	89
Test & Compare, step by step -----	64	Original Shorts, 2026 rules -----	90
Reading your test results -----	65	First frames, compared -----	91
Checklist: packaging -----	66	PART 6. PRODUCTION ON A BUDGET	92
PART 4. KEEP THEM WATCHING	67	Gear by budget -----	93
The first 30 seconds -----	68	Sound first -----	94
Eight hook types -----	69	Mic placement and room fixes -----	95
An opening, annotated -----	70	Three light setups -----	96
Open loops, mapped -----	71	Light -----	97
Openings that lose viewers -----	72	Framing -----	98
Four proven structures -----	73	Phone camera cheat sheet -----	99
Worksheet: script template -----	74	Organise your files -----	100
A full outline, 8 minutes -----	75	A workflow you can repeat -----	101
B-roll and edit plan -----	76	Checklist: upload -----	102
Pacing and attention -----	77	Description templates -----	103
Read your retention curve -----	78	Captions, languages, dubbing -----	104
Four retention graphs, read -----	79	PART 7. READ YOUR ANALYTICS	105
Key moments, used well -----	80	The numbers that matter -----	106
Endings that keep them -----	81	Overview: the big picture -----	107
Checklist: retention -----	82		

▶ CONTENTS

Reach: are people clicking? -----	108	Shorts planner -----	134
Engagement: do they stay? -----	109	Comment mining sheet -----	135
Audience: who is watching? -----	110	Weekly review -----	136
Compare to yourself -----	111	90-day tracker -----	137
Advanced mode: compare videos -----	112	Channel identity sheet -----	138
Your baseline, worked out -----	113	Habit tracker: 13 weeks -----	139
What to fix: a flowchart -----	114	Stay safe on YouTube -----	140
Diagnose three videos -----	115	Warnings, strikes and claims -----	141
The three diagnoses -----	116	Partner Program: the rules -----	142
The review routine -----	117	Sponsored content: the rules -----	143
AI tools in Studio, used well -----	118	Your 12-month roadmap -----	144
Your review calendar -----	119	Glossary -----	145
Worksheet: experiment log -----	120	Glossary: new terms -----	146
PART 8. THE 30-DAY PLAN	121	When the numbers look wrong -----	147
How the plan works -----	122	Questions and answers -----	148
Week 1: foundations -----	123	More questions, answered -----	149
Week 2: packaging -----	124	When the tech breaks -----	150
Week 3: retention -----	125	The whole book on one page -----	151
Week 4: rhythm -----	126	The loop -----	152
Days 29 and 30 -----	127	CREDITS	
The month at a glance -----	128	Sources and further reading -----	153
Month 2: the series month -----	129	Sources for this edition -----	154
Month 3: double down -----	130	What to do tomorrow -----	155
PART 9. TOOLKIT	131		
Video planning sheet -----	132		
Thumbnail brief -----	133		

▶ WORKSHEET

CHANNEL AUDIT

Ten questions, five minutes. Be honest: this is for you. Tick one box per line.

#	STATEMENT	NEVER 0	SOMETIMES 1	ALWAYS 2
1	Every video has a clear viewer in mind (who is it for?)	☐	☐	☐
2	Titles are written before filming	☐	☐	☐
3	Thumbnails are readable at phone size	☐	☐	☐
4	The title is confirmed in the first 10 seconds	☐	☐	☐
5	No intro longer than 10 seconds before the content starts	☐	☐	☐
6	Videos have a clear structure (you could list the sections)	☐	☐	☐
7	Sound is clear, no echo or background noise	☐	☐	☐
8	You publish on a schedule you can keep for 3 months	☐	☐	☐
9	You check analytics for every video after 7 days	☐	☐	☐
10	You change one thing at a time and write down the result	☐	☐	☐

My score: _____ / 20

0 to 8: start with Parts 1 to 4 in order.

9 to 15: focus on your three lowest lines first.

16 to 20: your process is solid. Use Parts 7 and 8 to test and improve.

My three lowest lines

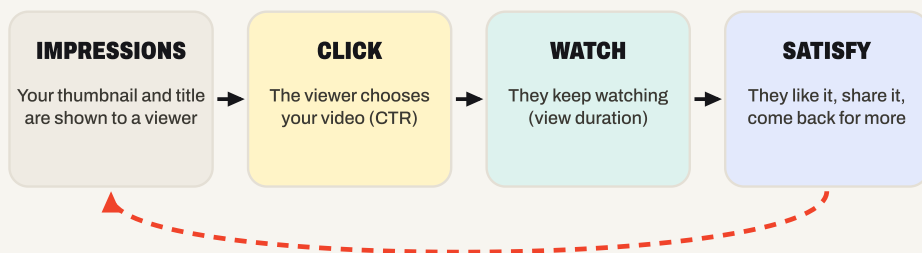
Redo this audit at the end of the 30-day plan and compare.

▶ PART 1 · HOW YOUTUBE PICKS VIDEOS

IT IS ABOUT VIEWERS, NOT VIDEOS

YouTube has explained it many times: the system does not try to push particular videos. It tries to show each viewer the videos they are most likely to watch and enjoy.

Every time someone opens the app, YouTube picks a few videos out of millions for that person. It looks at what they watched before, what similar viewers watched and enjoyed, and how people have reacted to each candidate video. Your video gets shown when it looks like a good match for that viewer.

**GOOD SIGNALS = YOUR VIDEO IS SHOWN TO MORE SIMILAR VIEWERS**

The loop every video goes through. Each step sends signals that decide whether it is shown to more people.

What this means for you

You do not need to "beat" anything. You need to make videos that a clear group of viewers choose, keep watching and feel good about. Do that and the system has a reason to show your work.

Small channels are not blocked

New videos are tested with small groups of viewers. If those viewers react well, the video can keep spreading, even on a channel with very few subscribers.

▶ PART 1 · HOW YOUTUBE PICKS VIDEOS

THE SIGNALS THAT MATTER

YouTube has publicly listed the kinds of signals it uses. You cannot see the exact formula, but you can see the ingredients.

SIGNAL	WHAT IT TELLS YOUTUBE	WHAT YOU CONTROL
Clicks	Did viewers choose your video when it was shown to them?	Idea, title, thumbnail
Watch time	How long did they watch? Did the video hold their attention?	Opening, structure, pacing, sound
Satisfaction	Likes, dislikes, shares, survey answers ("Was this video worth your time?"), "Not interested" clicks	Keeping the promise of the title, real value
Viewer history	What this person and similar people usually watch	Staying in a clear lane so the right viewers find you

Clicks alone are not enough

A shocking thumbnail can win the click and lose the viewer. When people click and leave quickly, or tell YouTube they were not satisfied, the video is shown to fewer people. Packaging must be **honest and exciting**, not one or the other.

WHERE YOUR VIDEO CAN APPEAR

HOME
Browse feed

SUGGESTED
Next to / after videos

SEARCH
Typed questions

SHORTS
Vertical swipe feed

SUBS
Subscriptions feed

Each surface shows videos to people based on what similar viewers watched and enjoyed.

 PART 3 · PACKAGING

12 TITLE FORMULAS (1 TO 6)

Formulas are starting points, not scripts. Fill them with your lane, then rewrite until it sounds like you.

1 The result

[Result] in [time or condition]

"Speak Basic Spanish in 30 Days"

A clear, desirable outcome with a frame.

2 The how-to

How to [goal] without [pain]

"How to Meal Prep Without a Big Kitchen"

Matches searches and removes an objection.

3 The mistake

Stop [common action] (do this instead)

"Stop Washing Your Pan Like This"

Fear of doing it wrong is a strong pull.

4 The experiment

I tried [thing] for [time]

"I Tried Waking Up at 5am for 21 Days"

Stakes, a story and a result to find out.

5 The comparison

[A] vs [B]: [surprise or question]

"£30 vs £300 Headphones: Can You Hear It?"

Viewers want to see who wins.

6 The list

[Number] [things] that [benefit]

"7 Small Habits That Keep My Desk Tidy"

Easy to scan, easy to promise.

▶ PART 3 · PACKAGING

SIX LAYOUTS THAT WORK

Most effective thumbnails use one of a few simple compositions. Start from one of these, then make it yours.



FACE + 3 WORDS

Emotion and a short hook



BEFORE / AFTER

Shows the transformation



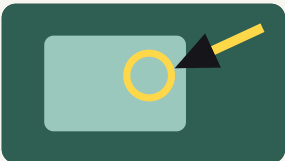
ONE BIG OBJECT

The thing the video is about



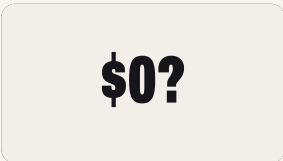
NUMBER + LIST

For list and ranking videos



POINT TO IT

Circle or arrow on a detail



ONE BOLD QUESTION

Text-only curiosity

LAYOUT	BEST FOR
Face + 3 words	Personal stories, opinions, reactions
Before / after	Makeovers, progress, tutorials with a visible result
One big object	Reviews, products, recipes, tools
Number + list	Lists and rankings
Point to it	Details, mistakes, hidden features
One bold question	Explainers, prices, myths

 PART 4 · KEEP THEM WATCHING

EIGHT HOOK TYPES

Pick the one that matches your title. The examples are invented to show the shape.

1 The result first

Show the end result, then go back to how.

"This is the cleanest my car has ever been, and it cost me £6. Here is how."

2 The problem

Name the pain the viewer feels.

"If your bread always comes out flat, it is probably one of these three things."

3 The bold claim

A clear opinion you will prove.

"Most beginner cameras are a waste of money. Your phone is better, if you change two settings."

4 The question

A question the viewer wants answered.

"Can you really learn to juggle in one weekend? I gave myself 48 hours."

5 The stakes

What happens if it goes wrong.

"I have one hour to fix this bike before the race, and I have never done it."

6 The surprise

Something unexpected on screen.

"This plant has not been watered in three months. It is thriving. Here is why."

7 The mistake

A common error the viewer may be making.

"You are probably holding your knife wrong. I was too, for ten years."

8 The countdown

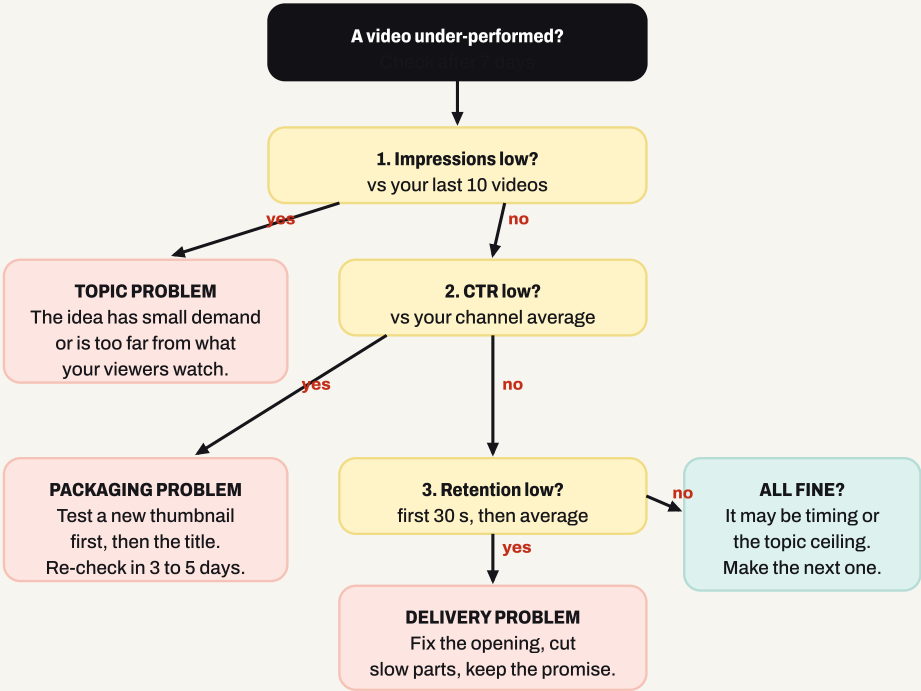
A clear map of what is coming.

"Five tools under £20 that changed how I cook. Number one surprised me."

▶ PART 7 · ANALYTICS

WHAT TO FIX: A FLOWCHART

When a video under-performs, go through these questions in order. Fix one thing on the next video.



"Low" means clearly below your own baseline, not below another channel.

▶ PART 8 · THE 30-DAY PLAN

WEEK 1: FOUNDATIONS

Set up your channel and your first video around a search idea.

1 MON	Do the channel audit (page 11). Complete the niche scorecard and choose your lane.	☐
2 TUE	Fill the viewer worksheet. Set up your channel name, picture, banner and a one-line description of who it is for.	☐
3 WED	Outlier research: log at least 6 outliers. Fill 10 lines of your idea bank.	☐
4 THU	Pick a search-style idea and validate it (page 33). Title workshop: 10 titles. Sketch 2 thumbnails. Write the opening word for word.	☐
5 FRI	Set up sound, light and framing. Film the long video and 3 Shorts. Take thumbnail photos.	FILM ☐
6 SAT	Edit the long video in four passes. Make 2 thumbnails and run the phone test.	☐
7 SUN	Upload checklist, publish video 1. Edit and schedule the Shorts for Mon, Wed and Fri.	PUBLISH ☐

PAGES YOU NEED THIS WEEK

- p.11

 Audit
- p.29

 Scorecard
- p.30

 Viewer
- p.37

 Outlier log
- p.50

 Titles
- p.102

 Upload

Lesson of the week

What took longer than planned? Plan more time for it next week.