

PROJECT BRIEF

This mockup is for demonstration purposes only.

PROJECT SCOPE

YouTube Thumbnail

Video Title

Brand Messaging

Copywriting

BRAND VOICE

Informative / Aspirational / Superlative

CREDITS

Photo by Los Muertos Crew from Pexels

<https://www.pexels.com/photo/a-woman-in-denim-clothes-talking-in-front-of-the-microphone-7586548/>

RESEARCH SOURCES

The Cozy Creative (YouTube)

<https://www.youtube.com/@lidiyafoxgloveauthor>

Reddit (r/selfpublish)

Facebook (writing groups)

YouTube (keywords “hustle,” “podcast,” “interview,” “writing to market”)

Writing to Market: The Pros, the Cons, and the Real Story About the Money

<https://www.evergreenauthors.com/blog/writing-to-market>

THE CHALLENGE: AUDIENCE & CHARACTER LIMITS

This fictional podcast “Hustle Masters” interviews entrepreneurs from all backgrounds and industries about the strategies that made them successful—specifically with money.

The challenge was to create a thumbnail and title that would appeal to the podcast’s target audience: people looking for explicit discussions about business strategy (marketing, research, “the grind,” and ultimately huge financial success) while also bringing in viewers who were already fans of the guest.

While searching YouTube, it became clear that there’s limited overlap between the “hustle culture podcast” marketing style and the “make money writing marketable fiction” demographic, specifically around the romance genre.

THE SOLUTION: TARGET IDEAL AUDIENCE, ENTICE NEW VIEWERS

While the majority of discussions about “how to write fiction to market” in online communities are about choosing a marketable niche, plotting, tropes, and other elements of the craft, the underlying goal of these conversations is “to make money.”

Since this overlaps with the “hustle culture” audience’s interests, I chose to focus on the financial achievement of the podcast’s guest.

This decision was backed up by my research: podcast channels take various approaches to the copy on their title cards. Usually, the text and design are extremely minimal, so the thumbnail copy had to be attention-grabbing and succinct. Thumbnails and titles on the most-viewed videos and channels with the

most subscribers highlighted either a financial achievement (“my side hustle paid me R500k in 2 months,” “10k month”) or the identity of the guest.

My final copy for the thumbnail used a quote from the hypothetical podcast. You can imagine the guest, Melanie Weston, leaning forward and saying into the mic, “I made \$100,000 *my first year writing*, can you believe that?!” It captures the vibe and content the audience will get if they click on the video.

The subtitle, “Indie Author Melanie Weston Spills Secret to Her Meteoric Success,” uses keywords “indie author” both to capture the attention of that audience and also to inform regular podcast listeners of the specific industry this episode will cover. But the subtitle ends with “spills secret to her meteoric success” so the focus is still on what the regular audience expects: insider info about ways to make money.

VIDEO TITLE TRUNCATED TO 70 CHARACTERS ON YOUTUBE:

How to Make BANK in an Oversaturated Market w/ Melanie Westo