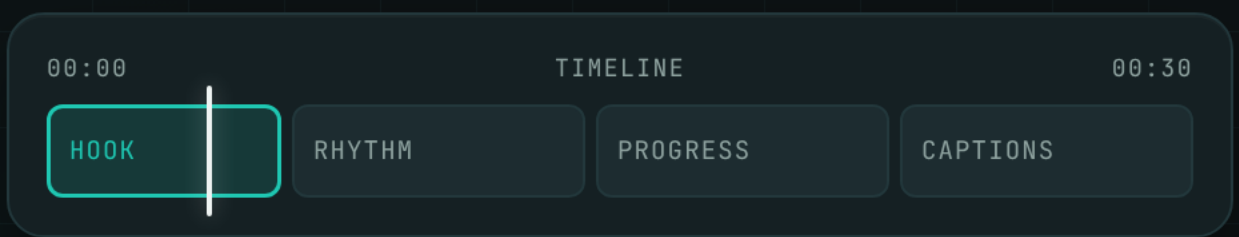
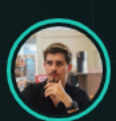
RETENTION CHECKLIST

01/09

7 fixes for your first 3 seconds

A retention checklist for educational creators. Save it and use it on your next video.





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RETENTION-FIRST EDITING

SWIPE →

01 — OF 07

Open on the payoff

BEFORE

"Hi guys, welcome back. Today I want to talk about..."

THE FIX

AFTER

Your first 3 seconds decide everything.



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RETENTION-FIRST EDITING

02 OF 07

Cut the logo intro

Branding can live in a corner or at the end. The first frame belongs to the hook.

TIP If the video needs an intro to make sense, it starts too early.

03 OF 07

Put the hook on screen

Many people watch on mute. The spoken hook and the text on screen should say the same thing.

BEFORE

No text until 0:05.

THE FIX

AFTER

On screen at 0:00.

04 OF 07

Change something every 2 seconds

- A cut
- A zoom or a reframe
- A graphic or a new line of text

TIP Static frames are where people swipe.



05 OF 07

Make progress visible

Chapters, a counter or "mistake 1 of 3". People stay when they know how close the payoff is.

HOOK | PROBLEM | USE CASE | CTA



06 OF 07

One video, one idea

BEFORE

3 tips, 2 stories and a tangent

THE FIX

AFTER

One idea, fully explained.



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RETENTION-FIRST EDITING

07

OF 07

Captions built for reading

- 3–4 words at a time
- One highlighted keyword
- Clear of the app buttons



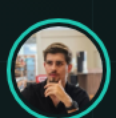
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RETENTION-FIRST EDITING

Want this applied to your next video?

- Send me one of your videos
- Get 2–3 concrete fixes
- Free, no call needed

Reply EDIT →



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RETENTION-FIRST EDITING