

VIDEO ANALYSIS WORKSHEET

Learn to See What Actually Works

How to use this worksheet

This worksheet is not about copying videos.

It's about understanding why something works — or doesn't — so you can make better decisions yourself.

Use it on:

videos that get sales

videos that get comments

videos that don't perform but feel genuine

Do not rush this.

One analysed video is worth ten copied ones.

Step 1 — Basic observation (no judgement)

Platform:

Creator:

Video link or description:

First impression (one sentence):

What did you notice immediately, before thinking?

Step 2 — Who is this actually for?

Be specific.

Not “everyone”, not “beginners”.

Who would stop scrolling for this?

What situation are they likely in?

What problem might they already be aware of?

Answer in plain language:

“This video is for someone who...”

If you can’t answer this clearly, the video isn’t clear.

Step 3 — What problem is being implied?

Most videos don’t state the problem — they imply it.

Look for:

frustration

confusion

desire

relief

curiosity

What problem does this video suggest the viewer has?

“The implied problem is...”

If there’s no problem, there’s no reason to act.

Step 4 — What emotion is being triggered?

People don’t buy because they understand.

They buy because something resonates.

Tick one (or two at most):

- Frustration
- Relief
- Curiosity
- Hope
- Identification (“that’s me”)
- Reassurance

How does the video make the viewer feel?

If it only entertains, it may not sell.

Step 5 — Why is the creator believable (or not)?

This is critical.

Believability comes from:

honesty

consistency

lived experience

calm confidence

Not:

flashy editing

exaggerated claims

urgency

What makes this creator believable — or what undermines it?

“I believe / don’t believe them because...”

Trust is always visible.

Step 6 — What action does this lead to?

Ignore likes and views for now.

Ask instead:

What would a viewer do next?

Think?

Comment?

Click?

Save?

Buy?

The likely next action is:

If the action is unclear, the video is weak — regardless of views.

Step 7 — What would I take from this (not copy)?

This is the most important step.

Do not write:

“I should do the same”

“I should copy this format”

Instead, write:

“What principle is at work here?”

“What would this look like in my voice?”

“What fits my standards?”

One insight I'm taking away:

If you can't extract a principle, move on to another video.

Final grounding check (read this every time)

Views do not equal sales.

Relevance creates sales.

Believability creates trust.

Trust creates momentum.

How often to use this worksheet

Analyse 3–5 videos per week, not daily

Analyse slowly

Revisit old analyses after a month

Your judgement will sharpen faster than you expect.

What this worksheet does over time

If used honestly, this worksheet will:

stop you chasing trends

stop you copying rubbish

increase confidence on camera

improve product choices

save months of wasted effort

This is not a tactic.

It's a way of thinking.

One rule (do not break this)

Never analyse your own video immediately after posting.

Let time and distance do their job.