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Mr. Beverley:

Firstly, thank you for this opportunity to review your [YouTube content](#). Your style of instruction is informative and clever, and the depth and breadth of your content makes your channel a useful resource for many different kinds of people.

On your website you identify three different levels of participants for your in-person training, the beginner, the intermediary learner, and the advanced professional. Your YouTube content works the same way, with a wide range of topics that appeal to all three of these groups. Because of this, I looked at a range of videos that appealed to different levels of advancement to get the best overview of your content.

These suggested edits will most directly benefit the beginner level audience, however the intention is not push away the other two groups. Making information clearer on a structural level for beginners will also benefit intermediate and advanced level audiences. The content does not have to change in any way, but there are organizational changes that can be made which will benefit your whole audience.

The edits I will describe here all follow a few central themes.

- Making content more easily searchable.
- Providing links to pre-existing supporting material for audiences to reference.
- Providing more standard definitions and descriptions for audiences to aid comprehension.

### **Adding Participant Levels**

A large part of your channel's appeal is the fact that you create content that appeals to both beginners and advanced level macro users. It is good that you are not favoring one audience

over the other. However, some videos which are targeted more to one audience over the other are not clearly denoted as such. Doing so would make it easier for your audience segments to find content that is more accessible or useful to them.

Some of your videos already do this. Your “For beginners” and “Macro Masterclass” series are obviously intended for audiences with different levels of prior knowledge. But for some videos, such as “Banish format tracking”, it is unclear. You can denote the level of advancement in the title, the description, the introduction, or by sorting more of your videos into playlists.

Your website prefaced that the content on your Youtube page is not structured, and I understand that with the amount of content you have, an organizational system like this may be difficult to implement. It also may be difficult to determine which videos appeal to which audience, so it is not necessary to do this with every video you have. However, denoting a level of advancement in more of your videos will make it easier for your audience to find content relevant to them.

## **Linking to Other Topics**

One of the strong points of your content is that it covers a wide breadth of topics. This makes your channel a great resource, but it also means that your videos have a lot of background context or related topics that you cannot always explain in depth, or that you have explained before and can only briefly review later. Adding links to your prior videos will help your audience find information quicker and easier. You could also consider creating a master list of your videos sorted by subject and adding a link to this list in your standard video description for your audience to reference.

For example, in your “[Editing even faster!](#)” video, you start off by reviewing some ways to edit faster using macros that you have made videos on before, and then switch focus to explain one new way. But the first two methods you mentioned are not explained again in this video, and a new viewer will not know you have another video on this topic. You could put the links to these prior videos in the description and add cards to your video with links at the relevant timestamps. “[New and improved macros](#)” also has examples of macros that you say you have spoken about before, but you do not provide a video title or any way to find this previous video.

## **Adding Definitions and Descriptions**

You do a good job of thoroughly and completely explaining what macros do and how they work in your narration, but your on-screen visuals can be sparse on information in some places. Although macros are titled after their function, it is not always clear to beginners what that function practically is, so simply listing them is not always helpful. Since you have a preprepared list of single line descriptions for macros on your [website](#), I suggest putting these

descriptions in your videos whenever you reference a certain macro. This will aid audience comprehension by providing them with more background information.

You do occasionally add text descriptions for macros, but not consistently. For example, in your “[New and improved macros](#)” video, some of the macros you list are described in the on-screen text, and some are not. In the same video you also told your audience of the public list of macros and their text descriptions that you have on your website, but you did not provide a clickable link. Including this information more often in your videos will help your audience, particularly the beginners who may find these long lists of unexplained macros intimidating.

### **Incomplete Explanations and Superfluous Details**

There is occasionally an issue in your content where a specific macro you talk about is not adequately explained, and as a consequence feels unnecessary. The above two suggestions help with some of these instances, but there are areas where they will not. For instance, in your “[Citation Checking XL](#)” video, there are macros you list at 3:19 that you do not mention a use for at all, and I cannot find any other videos that mention them. This is also an issue for much of “[New and improved macros](#)” and other videos which include long lists of specific macros. If you are considering rerecording videos, consider either removing these details or adding further explanations for them. In addition, consider keeping an expanded list of macro definitions for yourself, so you can easily place consistent, useful descriptions in videos.

Overall, I found your videos very informative, and your commitment to making content about this niche topic is admirable. I hope you consider implementing my suggestions, I believe they will improve your content’s usability and help further your business goals.

Once again, thank you for this opportunity to work on this project with you.

Sincerely,

Corina Aguilar