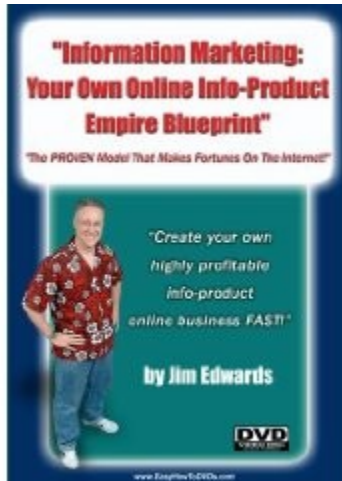


Jim Edwards'

"30-Day Video Challenge" Survey Results



*** NEW * Available on Amazon Now!**

["Information Marketing: Your Own Online Info-Product Empire Blueprint... The PROVEN Model That Makes Fortunes On The Internet!"](#)

Discover how you can quickly create your own online info-product empire, step-by-step by following the proven blueprint that has made fortunes on the internet!

What Makes A Great Video?

Please share your thoughts (and see what others have to say) on my blog about **what makes a great video** and your thoughts about the survey results.

[Click Here Now For the Blog Post and Comments](#)

One Minute Poll

Survey Results Summary

My Surveys | Design | Test | Publish | Export | Search | Help

Survey: What Makes a GREAT Video?

Welcome to the One Minute Poll Survey Response Summary Page.

Below is a summarised view of your survey results

You can drill down on the individual responses for each particular question by clicking on the result count beside each answer.

[Clear Results](#)

Number of Survey Participants: 543

What's a good length for a video?

Doesn't matter as long as it's good	36.28%	197
Medium: 2-4 minutes	34.62%	188
Short: 1-2 minutes	18.60%	101
Long: 4-6 minutes	9.21%	50
No Answer	1.29%	7

Which type of video do you prefer:

Doesn't matter	50.64%	275
Full Motion Video	35.91%	195
Screen Capture	11.23%	61
No Answer	2.21%	12

What makes a GREAT video?

[View the text responses](#)

What draws your interest to a video in the first place? (Why do you click to watch?)

[View the text responses](#)

What makes you watch a video all the way to the end?

[View the text responses](#)

One Minute Poll

Survey Results Text Analyser

Results Summary

Question: What makes a GREAT video?

Welcome to the One Minute Poll Text Analysis Engine.

The table on the left contains the textual responses to your question.

The table on the right contains a word density analysis.

Please note that during the analysis, the top 100 most common used words have been ignored, these are:

a, and, he, i, in, is, it, of, that, the, to, was, all, are, as, at, be, but, for, had, have, him, his, not, on, one, said, so, they, we, with, you, about, an, back, been, before, big, by, call, came, can, come, could, did, do, down, first, from, get, go, has, her, here, if, into, just, like, little, look, made, make, more, me, much, must, my, no, new, now, off, old, only, or, our, other, out, over, right, she, see, some, their, them, then, there, this, two, up, want, well, went, were, what, when, where, which, who, will, your.

Please also note that the one, two and three word phrases that only occur once have not been displayed.

Order By: **Latest Survey Response First**

All Responses (547 votes)

Three Word

Staight to the point	great content without	2
subject knowledge	presented interesting way	2
proffessionalism could tell it took some planning interesting script	provides quality info	2
Show all details for what is money making	quality info actionable	2
Professional content	real useful content	2
Good Content that actually shows you how to do something	real world examples	2
A great teacher or communicator. Good visual displays otherwise it may as well be audio.	shows how something	2
content to discover new useful information	step step how	2
good content with little waffle - I hate it when someone takes 10 mins to say something you can say in 1 sentence	straight forward info	2

Two Word

I answered 'Doesn't Matter' to the above ? I like to see a bit of both.	great content	37
One that shows step by step klik by klik for dummies like me that was born before TV and computers	good content	29
professional appearance, no distracting noises, no distracting background	step step	12

unusual or funny or insightful and well edited with music of some sort	relevant content	8
Good content and production.	useful content	7
Excellent, actionable, information. Music not necessary. It's distracting.	good information	6
relative content, communication abilities, eye contact, professionalism without being a stick in the mud	usable content	6
Delivers great concepts, good tutorial, or great entertainment!	how something	5
Fun, and teaching of something that would benefit my success	interesting content	5
Useful, actionable information	screen capture	5
Stimulate curiosity provide resolution	short point	5
Great content	content humor	4
Info & Motivation to take action	content information	4
interesting content, good written explanations to what the speaker is saying	easy understand	4
Content	full motion	4
Content with actual "how to" instead of the usual "what to".	gets point	4
shares something useful to solve a problem I have that's also fun and interesting	great info	4
Info that stays on point and keeps the message simple with a strong call to action	shows how	4
Motivating video	valuable content	4
Great information, entertaining...but not over the top...	actionable content	3
Clear Audio, Captivating Content, Something that makes me laugh or smile	audio quality	3
Get 2 the point. Skip the huge red headlines. Tell me what you offer, what it does & how I can get it.	clear audio	3
Content, is it worth your time to watch.	content delivered	3
The kind you do where you have a table of contents and the viewer can control the video. That is very impt to me.	content something	3
Anything telling a Legitimate way I can make money,with all pertinent details included without the usual BS	easy follow	3
useful content, why this should be important to me, humor, how do I use what you're saying	engaging content	3
Content and imagination	good audio	3
	good presentation	3
	great information	3
	quality content	3
	quick load	3

Informative	solid content	3
Keep the videos short and to the point without bragging about how much money this made the author in only 1 day or month or whatever. Give viewers a realistic expectation of what to expect.	solve problem	3
Interesting, clever content that isn't just silly.	straight point	3
Interesting, clever content that isn't just silly.	talking heads	3
good content, something to learn	teaches something	3
Great content. Stuff you can look at and implement.	use away	3
informative and humorous	useful information	3
A compelling reason to watch it	action steps	2
great content	actionable information	2
subject	captivating content	2
good content	clear point	2
Hot subject, passion style & videomaker's authority	clear speaking	2
Video that has movement. Not just a slide that sits in place for 5 minutes at a time.	clear video	2
great content, short to the point, focus on one topic, call to action, action steps easily identified	clear voice	2
A Screen Capture Tutorial that adds value to my ability to make more money	concise point	2
entertaining with minimal fluff	content being	2
great content	content clear	2
great content	content course	2
easy to launch- good content w/o being too lon.	content isnt	2
Great info in a short time, of course :)	content presented	2
Content	content use	2
Stuff that everyone else is not talking about.	content without	2
useful how-to information presented w-o ultra-hype; clear & in-depth	depends subject	2
Energy,entusiesm,honesty.	excellent content	2
Vids that help me reframe, reapply, or rethink the fundamentals	fast paced	2
Content. Short and to the point.	fluff point	2
See #5	forward info	2

content	getting point	2
fast paced, not too much info and a demo so i can see how to do it myself	good music	2
chunked up digestable information. variety (so not too boring)	good picture	2
A good quick tip for video, blogs, websites, etc.	good sense	2
Good content.	grabs attention	2
An engaging story that draws you in.	great actionable	2
Good content	great video	2
Engaging content relavent to what I am looking for on the topic.	helpful content	2
Someone who talks GOOD sense	high quality	2
Short, sharp , to the point, loads quick and is packed with content, not crap	how information	2
Information, what I can get out of it	how money	2
Great details on how to do It	im interested	2
Simple concept. Straight to the point. Examples of what I can get.	immediate use	2
contet	info actionable	2
A fast snappy presentation that gets right to the point	information helps	2
Show and tell is great: Many people like to hear and see how it is done.The learning curve is higher to receive.	information presented	2
Relevant Content being explained in a way to follow easily	information use	2
Obviously subject matter makes a difference, but if presenter is sincere, it comes through. It's easy to "see through" some of the scams. Characters add interest, too...	informative content	2
usable content, downloadable, pdf to go with it	instructions how	2
Useful content	interesting way	2
lack of hype, real usable info.	keeps attention	2
Strong emotional appeal that makes me feel good and challenges my thinking OR interesting & captivating content that teaches me something new.	know how	2
Great Content	lots content	2
1. Come right to the point (if necessary add more substantial info to an appendix in the transcript). 2. Duration is visible. 3. Viewer can navigate. 4. Always make transcript available!	makes difference	2
	outstanding content	2
	point quickly	2
	point without	2
	presented interesting	2

Look professional with cool FX. Get to the point quickly.	provides quality	2
all content ...no salesy fluff	put action	2
Great info	quality audio	2
Live proof (no scams)	quality info	2
short and with one main message only	real useful	2
quality content, no bs or gimmicks, a bit of humour/lightness	real world	2
A good video is actionable.	sense humor	2
Clear voice quality. Touch of humor!	something dont	2
Great content, fast download, high quality editing	something value	2
says something of value - provides demo if relevant - not jumpy (your videos for example are very hard to watch, keeps getting stuck)	speaks clearly	2
relavent content	special effects	2
Interesting, meaningful, relevant content ... WELL PRESENTED!	step how	2
One that you learn something from - not just an advert	straight forward	2
Great content, presented entertainingly.	too long	2
content and delivery which you do both very well	usable info	2
Fast interesting links to more complete information	useful info	2
a balance of talking and physical examples	valuable information	2
Information not hype	video both	2
Concise - accurate content covering essential details without fluff	visually interesting	2
Clear step by step instructions on "how to actually do a specific task".	voice clear	2
straight to the point, no BS or hype	world examples	2
Great content. Well presented.		
	One Word	
Clear point	content	220 7.96%
it is base on the information that is provided.	good	82 2.97%
Fast streaming, sharp definition	great	64 2.32%
Screen capture with moton video is a nice balance.	point	50 1.81%
Great content, special effects, professional looking	information	48 1.74%

good content and takeaway points	something	40	1.45%
something that is attention grabbing, quick & i get something from it	video	38	1.37%
no sniffing. speaks clearly, no yelling/loud talking , good information, no having to watch just the talker through the video	how	36	1.30%
any thing constructive. some guys use 3 words when 1 would do	humor	31	1.12%
It's easier to tell you what I HATE: no one needs an hour of my time to tell me something (especially without any indication they will take that long, or any way to cut ahead to the meat of the message).	interesting	31	1.12%
Having content that is worthwhile and presented in an interestingly informal manner. Yours Jim are very good and funny too.	clear	27	0.98%
It is concise and contains useful information.	info	26	0.94%
great content well delivered by someone I trust	step	26	0.94%
real, professional techniques - not BS	informative	19	0.69%
A good presenter with all the facts	useful	19	0.69%
Just content, step-by-step "how-to"	use	18	0.65%
Step by step interesting info	quality	17	0.62%
Content	short	17	0.62%
Effective content and something Others can use	entertaining	16	0.58%
great meaningful -usable content	relevant	15	0.54%
Great content	action	14	0.51%
Content	message	14	0.51%
subtitles	presentation	14	0.51%
sexy	attention	13	0.47%
has to be concise and to the point, clearly spoken	audio	13	0.47%
entertaining, informative, captivating	fluff	13	0.47%
entertaining, informative, captivating	hype	13	0.47%
Good content or information that helps me solve a problem or shows me how to do something faster/quicker - good movement and humor is always nice if full motion	time	13	0.47%
To the point, not too long, "in a nutshell" POV	concise	12	0.43%
humor, excitement, passion, suspense, relatability	presented	12	0.43%
	actionable	11	0.40%
	real	11	0.40%
	topic	11	0.40%

Usually it's the voice not the face..although either can get in the way..but I would say the sincerity of the voice and something worthwhile to say	dont	10	0.36%
What you walk away with; it inspires you or results in positive action	easy	10	0.36%
Quick to load / play + good content	fast	10	0.36%
The same a good presentrer or speaker. Speaking to one concept at a time	subject	10	0.36%
It tells an interesting story in creative ways.	too	10	0.36%
good production value, quick pace and don't go overboard with effects	valuable	10	0.36%
Info I can put into action	value	10	0.36%
Content	videos	10	0.36%
Content	watch	10	0.36%
Good content and clear presentation	without	10	0.36%
Sharing a great idea	presenter	9	0.33%
No excess verbage. Get to the point and make it interesting.	quick	9	0.33%
Something dealing with problem solving	way	9	0.33%
Interesting and practical	examples	8	0.29%
USEFUL information	know	8	0.29%
entertaining and informative	long	8	0.29%
One that answers questions clearly and to point, moves on to next point.	professional	8	0.29%
Actionable information	usable	8	0.29%
content that you can use without spending a fortune	voice	8	0.29%
Answering some need I have, whether for info or introducing the content provider.	away	7	0.25%
Clear to the point information. No fluff. No stories. No personal sagas.	being	7	0.25%
A great video has an obvious purpose.	bs	7	0.25%
pertinent information, no bs, humor if possible	capture	7	0.25%
Interesting and relevant content	makes	7	0.25%
Good useable content that is clealy deliniated	money	7	0.25%
Interaction with the administrator. Want to know more about how the admin lives.	music	7	0.25%
	personality	7	0.25%

action steps that are easy to do as a result a good teacher	screen	7 0.25%
High quality content + video + audio. No fluff, leave out the "I was just a poor boy..." style life-story or keep it to a max of 1 minute.	stuff	7 0.25%
Hype is kept to a minimum meanwhile focus on main points	talking	7 0.25%
Ha Ha. Creativity. Clever presentation with valuable content! (MHO)	viewer	7 0.25%
Good information	engaging	6 0.22%
hits you emotionally	entertainment	6 0.22%
Information that has immediate use and profit	full	6 0.22%
Informative and fun	fun	6 0.22%
Good quality audio	helpful	6 0.22%
That depends on the subject or its purpose. I like a "short" video that is introducing a topic or product. Then if there is an interest in that I am willing to click on another site to watch or hear more about it. If I am on "the" mailing list I am already interested in what is being offered and will listen to a "Medium" or "Long" video. Which type also will vary. For some training video's I like the screen capture as there are points to see and read which is better for learning than just hearing it. I also like full motion for the general conversation format and the two of them can be combined together as well.	im	6 0.22%
Great content -- of course!	people	6 0.22%
words and actions	points	6 0.22%
great energy	shows	6 0.22%
as always, good content and right on point.	straight	6 0.22%
Concise, to the point, with some form of case study highlighting main point	tell	6 0.22%
Specialized information	very	6 0.22%
outstanding content	am	5 0.18%
Great content without alot of unnecessary fluff	both	5 0.18%
Reliable information that can be put to immediate use. No hand puppets LOL	captivating	5 0.18%
When the "presenter" is clear and organized in how he/she presents info.	clearly	5 0.18%
surprises	delivery	5 0.18%
cotent, humour and letting us know what your doing	energy	5 0.18%
Use Traffic Geyser or Stompernet as examples	follow	5 0.18%
	funny	5 0.18%
	gets	5 0.18%
	interest	5 0.18%
	keep	5 0.18%
	motion	5 0.18%

Interesting contact	problem	5	0.18%
great information	results	5	0.18%
content, visually interesting, to the point	simple	5	0.18%
"Showing" in detail "How" to do things, and not just telling us "what" to do.	solve	5	0.18%
Loads fast, streams fast and is relevant to an interest or problem I have	speaker	5	0.18%
useful content,presentation,characters,sounds,some fun	specific	5	0.18%
to the point, yet unusual subject matter	steps	5	0.18%
informative	strong	5	0.18%
clear presenation - usefule content	teaches	5	0.18%
When the host doesn't scream and wave their arm's around.	10	4	0.14%
content, interesting and sincere speaker	actually	4	0.14%
Clear video	also	4	0.14%
Good Content, Quality sound	always	4	0.14%
I watch clever humourous (not slapstick), amazing tricks, and inspirational videos.	authentic	4	0.14%
It's all about the information being presented, and how interesting it is to me.	boring	4	0.14%
when it's something i'm interested in. (but it can't be boring. good information	delivered	4	0.14%
one that provides quality info that is actionable	details	4	0.14%
Usable content Example: http://www.ireallytrade.com/TVStation/LarryTV.html	does	4	0.14%
A different viewpoint, informational, inspiring, really engaging. ALL	doesnt	4	0.14%
one that provides quality info that is actionable	effective	4	0.14%
content that is practical and useful. Not some pie in the sky "concept".	etc	4	0.14%
no fluff to the point	excellent	4	0.14%
Info/content/something entertaining but USEFUL	excitement	4	0.14%
Good music, to the point, smooth talk	graphics	4	0.14%
Relevant stuff	helps	4	0.14%
	instead	4	0.14%
	jim	4	0.14%

effective lighting, great content, clear, concise and succinct	keeps	4 0.14%
Action, Humor, Information presented in a unique way	learn	4 0.14%
A task that is easier to watch/see being performed v. just hearing about it	load	4 0.14%
clean and clear audio	looking	4 0.14%
Real useful content	necessary	4 0.14%
Real useful content	need	4 0.14%
to the point content. animated presenter. good audio quality.	paced	4 0.14%
Concise information - no fluff	picture	4 0.14%
Short and to the point. I don't really like videos that last more than a minute or two (including TV and movies).	play	4 0.14%
valuable content	practical	4 0.14%
interesting, informative, monkey see monkey do information	quickly	4 0.14%
Content and information	really	4 0.14%
your humor mxed with your great expertise - and your don't-f-with-me voice!	say	4 0.14%
Good content that does not bore me. intriguing paced unlabored subtle and no 'animoto' music!	solid	4 0.14%
Valuable and practical content about something I didn't know	someone	4 0.14%
something that has real, usable content	speaking	4 0.14%
easy to understand informative content	story	4 0.14%
great content with an exciting personality (like jim's) - excitement and enthusiasm overcomes everything else	style	4 0.14%
Focussed (both visually ie not fuzzy and content)	take	4 0.14%
content....don't tease!	tells	4 0.14%
Quality audio and lighting with a dynamic voice from the presenter	than	4 0.14%
good content delivered in an entertaining fashion	through	4 0.14%
A presenter who gets right to the point without a lot of fluff	understand	4 0.14%
A video that narrows in on a particular part of a topic instead of trying to explain everything about a topic in one video	would	4 0.14%
Evolving content. Author doesn't get stuck grinding a point into the ground when it's not necessary just to make it appear that they are creating more voluminous content.	actual	3 0.11%
	answers	3 0.11%
	any	3 0.11%
	background	3 0.11%

relevant content given quickly	bit	3	0.11%
list good urls to visit (tools for the job)	business	3	0.11%
engaging content - clear voice-clear pictures-relating to the video	cant	3	0.11%
Trying not to cover too much in one shot. One subject, One video, Cover it well.	changing	3	0.11%
Great content	comes	3	0.11%
Quiet, NO shrill noises when showing changing channels like in the video just finished.	concept	3	0.11%
I like full motion combined with screen capture and step by step.	course	3	0.11%
Step by step Instructional videos that a newbie could follow along and do.	delivers	3	0.11%
tutorials	different	3	0.11%
Showing folks how you implement exactly --- Not concepts.	distracting	3	0.11%
Good content, from the heart, some humor, desire to share/help.	effects	3	0.11%
clear informationthat leads to action	either	3	0.11%
Relevant to what I'm looking for!	else	3	0.11%
Presentation of a specific strategy or tactic.	especially	3	0.11%
Short, sweet, to the point so I can make a decision if I want to see more-then have a place to see more	everything	3	0.11%
content and information	forward	3	0.11%
good content and some humor	getting	3	0.11%
Simple Step by Step Instruction, real world examples, something I can use now....not after I have to spend more money each time I learn about a tip or strategy. Thanks!	gives	3	0.11%
Great content - , written highlights	grabs	3	0.11%
the one I don't have to watch -- I hate them.	hand	3	0.11%
Good content, presentation tools and technical quality of video itself	hate	3	0.11%
Things I can do RIGHT NOW to bring in cash	heads	3	0.11%
Valuable, informative content, brief and on topic, with a take-away message.	hear	3	0.11%
When the message is targeted, short sweet and to the point.	immediately	3	0.11%
Content, content, content: great content trumps all else	instructions	3	0.11%
	interested	3	0.11%
	isnt	3	0.11%

Great info minus the fluff, self adolation, and bull shivick.	life	3 0.11%
worthwhile content presented in an interesting way.	lots	3 0.11%
Clarity of the information and answer to my own needs	main	3 0.11%
Great content that's applicable immediately [or in the long run]	many	3 0.11%
How To	marketing	3 0.11%
I can view it on a mobile device	matter	3 0.11%
A clear direction that moves quickly forward	meaningful	3 0.11%
HD, no fluff, professional quality, prefer NOT seeing amateurs mugs but relevant content instead	minutes	3 0.11%
something that grabs my attention from the start and sustains it	packed	3 0.11%
That the people are real and the message uplifting and helpful.	person	3 0.11%
An interesting and surprising story	personal	3 0.11%
IT GOES TO THE POINT: RESULTS AND HOW TO GET THEM	plus	3 0.11%
A video that teaches you AND shows you one method at a time within a theme that builds upon itself	problems	3 0.11%
goo content	production	3 0.11%
Good content that the viewer can use	promise	3 0.11%
fast paced, great info and communicated well	provides	3 0.11%
information that comes with a good sense of humor	put	3 0.11%
Content of course. You need excitement but not hype. Entertainment is a plus.	salesy	3 0.11%
great information	sense	3 0.11%
The content - if that isn't good, all the special effects in the world can't save it.	should	3 0.11%
The information.	show	3 0.11%
great content stuff I can use	showing	3 0.11%
Some Excitement, not to slow of pace	sound	3 0.11%
Straight forward info without rabbit trails	stays	3 0.11%
Good usable content that the prospect can use.	talk	3 0.11%
content	teaching	3 0.11%
	telling	3 0.11%
	things	3 0.11%

Good Sound and picture	tip	3	0.11%
Straight Talk on the subject at hand, not a salesy video. Kind of like if I was at your huse and you were explaining something.	tools	3	0.11%
entertainment, content, personality	transcript	3	0.11%
Effective framework full of meaningful content	trying	3	0.11%
instructions on how to do something, shortcuts that are useful and good tools/software	visual	3	0.11%
one key point and some examples of application	visually	3	0.11%
Great Content - Hook at the beginning that gets my attention	world	3	0.11%
Good content. Something that teaches me something I should know.	worth	3	0.11%
content, plus good timing. andy jenkins does good videos.	worthwhile	3	0.11%
Great content, dynamic delivery or just real authentic situational delivery	youre	3	0.11%
Entering into the thinking of the viewer, , , , and funny, , , , good, usable info	#2	2	0.07%
Informative and clear explanation	above	2	0.07%
To the point. More benefit, less hype... More like Tony Robbins, Less like Dan Kennedy. If I get one more post card from Dan/Bill telling me I'm a loser for leaving their Gold membership (Lost my six figure income) I may just punch either if I ever meet them. I like your approach of giving me free content as I'm trying hard to rebuild my finances for my family.	add	2	0.07%
Clear Speaking Voice and Clear Picture	anything	2	0.07%
no fliuff, not just talking heads, informative.	approach	2	0.07%
More like the one above	around	2	0.07%
One that gives me all the information and is not to complicated, easy to understand	author	2	0.07%
teaches me something	balance	2	0.07%
Valuable content delived with a little humor.	base	2	0.07%
Content, content, content!	benefit	2	0.07%
Relevant content with easy to understand steps	benefits	2	0.07%
Good presentation that is interesting and informative and treats the viewer with a level of intelligence.	bore	2	0.07%
content	bull	2	0.07%
	button	2	0.07%
	clarity	2	0.07%
	clean	2	0.07%
	clever	2	0.07%

Quick, easy to understand	click	2 0.07%
informative, entertaining	clik	2 0.07%
topic specific info	combined	2 0.07%
enthusiasm, action	compelling	2 0.07%
change in my life - I am deciding for...	complete	2 0.07%
content and humor	concepts	2 0.07%
Pacing: variety not just talking heads, not one image too long	connection	2 0.07%
Step by step explanation of how to do something I don't currently know how to do	constructive	2 0.07%
Great content, good energy, no screaming, some humor, etc.	contact	2 0.07%
Helpful content - 2 or 3 key points - authentic presentation rather than a detergent ad	contains	2 0.07%
Anything by Jim Edwards	cover	2 0.07%
Clarity, succinctness, value. Minimum of personality and hype.	crap	2 0.07%
Define or present a principal and then illustrate techniques on how to "work the principal"	creative	2 0.07%
CONTENT! Good solid content that can be used. NOT "teaser" videos that lead up to selling a product. If you're going to sell something that's fine! But... be up front about it.	dan	2 0.07%
An accompanying transcript for people with disabilities	day	2 0.07%
Lots of content and a fresh personality (love Frank Kern's videos)	demo	2 0.07%
great content, excellent quality, short but will watch up to 10 min if great content	depends	2 0.07%
Primarily the message, plus a professional look with an attractive background to the person speaking.	detail	2 0.07%
Providing valuable information that helps people solve their problems.	didnt	2 0.07%
The step by step over the shoulder approach to executing the task(s) at hand to attain the projected result/affect.	difference	2 0.07%
Great content without a long introduction or long sales pitch	downloadable	2 0.07%
Content	duration	2 0.07%
Short, to the point, informative	dynamic	2 0.07%
Great Content	each	2 0.07%
	easier	2 0.07%
	easily	2 0.07%
	edited	2 0.07%
	emotional	2 0.07%

Has information i want with bullet points OR video how-to examples.	end	2	0.07%
either has value for me, with helpful knowledge or a break of humor like your christmas video.	entertainingly	2	0.07%
solid and helpful information	enthusiasm	2	0.07%
personality	example	2	0.07%
Ans to #2 is full motion WITH screen capture....#3 video that tells "Step by step" how to accomplish something not just vague goals.	explanation	2	0.07%
content and speaker must not have annoying voice or mannerisms	facts	2	0.07%
great big juicy tits, just like your dog said. Actually, I favor simple talking heads with interactivity.	feel	2	0.07%
rich content, keep my attention thru changing up the video	few	2	0.07%
Information that get to the point.	focus	2	0.07%
Short with clear, concise, relevant information.(humor helps)	format	2	0.07%
humor.	give	2	0.07%
a bit of humor, great content, clear speaking .. no loud music in the back ground	goes	2	0.07%
honest answers to common problems	ground	2	0.07%
Downloadable. I'm at an Iraq base and internet is terrible. Unless it can be stopped so it has time to load, it can't be watched.Even then they play half way than end and never see the last half.	ha	2	0.07%
involves all my attention/ seeing, listening , energy	half	2	0.07%
I think it would be on that grabs and maintains my attention, as well as, informing me.	hard	2	0.07%
A video that is both informative and visually interesting. (there are other things but I don't think you're in that business :-))	having	2	0.07%
Grabs attention, good audio/visual production values	hearing	2	0.07%
great content that people like and need	heart	2	0.07%
interesting, teaches, interactive, informational, no BS	help	2	0.07%
Engaging , punchy and packed with usable content	high	2	0.07%
interesting content well presented	hits	2	0.07%
Powerfully delivered relevant message	holds	2	0.07%
Actionable content. It makes you actually get involved right then and there.	honesty	2	0.07%
	humour	2	0.07%
	ie	2	0.07%
	immediate	2	0.07%

informative and concise	implement	2	0.07%
Gives me something worth exchanging my time for. Gets to the point fast.	informational	2	0.07%
It must hold my attention.	inspiring	2	0.07%
Practical. One step at ones.	intro	2	0.07%
clear audio, clear video, see everything on screen, zoom if needed to see content	introducing	2	0.07%
the video answers the question posed or shows you how to do physically do something and stays on track (this is big)	itself	2	0.07%
interesting content, believable presentation	key	2	0.07%
getting right to the point	kind	2	0.07%
An Entertaining Video--- Perhaps 3-D	knowledge	2	0.07%
good content!	last	2	0.07%
GREAT actionable content	laugh	2	0.07%
Valuable Info, Humor, Soft Sell, Good Audio and Video, Full Screen choice, Presentation	learning	2	0.07%
Lots of content	less	2	0.07%
About something I want to know	letting	2	0.07%
Good content on a subject I'm interested in. Nothing juvenile.	lighting	2	0.07%
tells me something i don't know	list	2	0.07%
puppets	listening	2	0.07%
GOOD CONTENT, WELL PRESENTED	loads	2	0.07%
Design, cleanliness, quality, invested	lot	2	0.07%
no fluff get to the point clean graphics that are content related	loud	2	0.07%
great content and humor	love	2	0.07%
#1 content, #2 - that the content makes video necessary (instead of just audio)!	making	2	0.07%
useful info, inspiring, presenter has a lively personality, fun	may	2	0.07%
CLEAR.....SLOW.....TEACHING.....VISUAL AIDS	minimum	2	0.07%
How to do it information in and entertaining format. (I love Smacker)	minute	2	0.07%
professionalism of the video - good graphics and glitz & glitter	monkey	2	0.07%
	mostly	2	0.07%
	movement	2	0.07%

It has good picture/audio quality and has a good content, info, entertainment etc. based on what you are looking for.	moves	2	0.07%
Content and presentation Prefer a little motion but mostly capture.	needs	2	0.07%
content from the start, don't bore me with a long intro	nice	2	0.07%
Great graphics, animation, rocking music	noises	2	0.07%
compelling content. Interesting personalities	offer	2	0.07%
something that will solve a problem I have, in step - by - step detail	organized	2	0.07%
1 tip per day baby step	others	2	0.07%
Concise content about one thing	otherwise	2	0.07%
One that doesn't waste the viewer's time and delivers something of value, where the presenter isn't moving around, speaks clearly and directly into the camera, perhaps throws in a few funnies to keep me awake :-)	outstanding	2	0.07%
edutainment	pace	2	0.07%
relevant content	passion	2	0.07%
Useful content	perhaps	2	0.07%
Cutting out the fat and letting people have it.	place	2	0.07%
Emotional connection, fun, creative, unpredictable - not salesy crap	prefer	2	0.07%
Great Content + some "Big Jim Style" humor thrown in	principal	2	0.07%
good content	product	2	0.07%
Good music, good speaker, good entertaining content	professionalism	2	0.07%
great content	provide	2	0.07%
Makes a few points clearly with recap, i.e. no information overload	puppets	2	0.07%
Authentic energy of the presenter	purpose	2	0.07%
constructive content	read	2	0.07%
useful content, entertainingly conveyed	receive	2	0.07%
content!	relavent	2	0.07%
Good content, interesting, little humor	result	2	0.07%
Strong content, strong teaching, humor	sales	2	0.07%
Good information, sense of humor, concise and to the point	same	2	0.07%
	saying	2	0.07%

Not too much off topic stuff - Just The Facts (Well, mostly just the jacts)	scams	2 0.07%
Short and to the point - with the point being worth interrupting my time.	seconds	2 0.07%
Holds attention	seeing	2 0.07%
content. just good content that's original	sell	2 0.07%
One that stays on topic for the duration with dead space edited out	sharing	2 0.07%
Easy to follow, step by step actual real world examples of how to do something - not just a presentation, accessible player controls, ie. play button, stop, pause button etc, rewind	sharp	2 0.07%
Interesting, good information	sincere	2 0.07%
BENEFITS TO RECEIVE	skip	2 0.07%
A message that capgtures your emotion in the first :08 seconds. Tagging each video with different tags to capture the keywords.	slow	2 0.07%
a video which gives your real value - helpful tips that the person can go out and use right away	smacker	2 0.07%
One that contains humor, we all need a good laugh now and again.	speaks	2 0.07%
Tips that can immediately put into action and gain effective results	special	2 0.07%
Straight to the point no waffle what is on offer what it does and the benefits, end of	start	2 0.07%
Upfront promise of what is the content; followed by quick, no-nonsense delivery of that promised content; all with no hype and, especially, no marketing.	strategy	2 0.07%
A great video should be an adjunct to a great article. I don't remember what I see or hear, but if I can read it, then see the video, sometimes it enhances. Otherwise, I skip videos.	stuck	2 0.07%
Getting to the point quickly (10 minutes or longer & I won't watch)	sweet	2 0.07%
See how we do it ?	takes	2 0.07%
human interest, something unexpected, uplifting, how to	task	2 0.07%
aida	teacher	2 0.07%
Excellent content with no sales fluff	techniques	2 0.07%
Hits the heart of what I want to know	thing	2 0.07%
perfet video and especially audio quality	think	2 0.07%
Good complete content, no steps removes	thinking	2 0.07%
Good content, good picture, clear sound	tips	2 0.07%
	track	2 0.07%
	tutorial	2 0.07%
	tv	2 0.07%
	unique	2 0.07%

Has to be relevant to something I care about, stay on topic, and not be painful to the eyes or ears.	unusual	2	0.07%
Short, direct to the point... and tells "HOW TO" do this...	uplifting	2	0.07%
Specific promise, total delivery, no tangents (well except for Smacker, he's always a welcome addition)	us	2	0.07%
a little humor and honesty..not hype	used	2	0.07%
Subject (interest), entertainment	usual	2	0.07%
Personality and action-packed Value!	variety	2	0.07%
A good topic/point that comes with/from a memorable message	waffle	2	0.07%
First of all, very simple to find. Just hit play once and there it goes. Second, a big promise that keep syou listening and not drifting away or checking email at the same time you are watching it. And, not a lot of distraction. Apple commercials or Eben Pagans with a white or very plain background, seem to really catch my attention and feel like they are talking to me.	words	2	0.07%
one that keeps my attention with great interesting content	written	2	0.07%
Content	yada	2	0.07%
Content, Content, Content!	yet	2	0.07%
It communicates value to the audience.	Unique Words	991	
content	Total Words	2764	
Gets to the point.			
interesting content/ value/ entertaining as well			
Straight forward info, no-hype, and with some humor like you just did with the puppet.			
content + humor			
Provide a solution, show HOW to do it			
Solid content spread across many faced paced scenes and a call to action			
content, content, content			
factual stuff sandwiched with some humor			
Easy to follow and great content			
Life Changing Message (business or personal) and Humor			
Content that I can use right away			

[Actionable Content and/or New Thought Provoking Ideas I can use](#)

[fast and informative](#)

[Humor](#)

[the content](#)

[Great Content](#)

[some useful info that can be used right away](#)

[Content--not fan fare or hype](#)

[Captivating, entertaining, and valuable content delivered.](#)

[Content](#)

[Authentic and outstanding content that really makes a difference](#)

[Entertaining, informative](#)

[To the point, great examples, relaxed speaker](#)

[Clear concise message](#)

[Valuable Information we can use.](#)

[Something interesting that I like to do, or learn about](#)

[Entertainment And Quality Content](#)

[loaded with content and information you can use in the marketplace NOW](#)

[excellent content](#)

[Content](#)

[different images every 7-10 seconds](#)

[good info, good presentation, no boring drawn out talk over single screen for ten minutes like so many do](#)

[How to videos with no bull !](#)

[something that shows how to get results](#)

[Content](#)

[Short concise no BS...I want the good, bad and the ugly truth. If takes 6 months to make money with a project just tell me!](#)

[One that delivers actual content not some guy talking about great he is and how much money I'll make if I buy his stuff](#)

[That which give me good information and the means to get more](#)

[One that catches your attention and holds it all the way through](#)

[To the point](#)

[good narrative, focused clear message, appealing visuals](#)

[GREAT content](#)

[engaging content with someone who is not boring](#)

[Content - not style](#)

[lots of info](#)

[Real Information, not click here for yada yada](#)

[It must be well organized & easy to follow, preferably regarding business topics or marketing specific](#)

[It keeps my attention](#)

[It is quick to load, has great content.](#)

[Strong intro that sucks me in, great actionable and relevant content](#)

[The information is valuable, it is presented with some humor, and I can use it right away.](#)

[Content, graphics,](#)

[depends on the subject but more personal connection when see a person. Also - 1 Golden Nugget you can use immediately](#)

[short and funny](#)

[Solid content with at least one good core takeaway message, presented in an interesting way.](#)

[content not hype](#)

[Steps to take to solve marketing problems, sharing results from others of what worked, what didn't](#)

[Good presentation with a quick load time. Professional backing track helps too.](#)

[Great. actionable, unique content.](#)

[Making the video both educational and entertaining](#)

[Good How To Content](#)

[differs between viewer](#)

[Entertaining yet useful \(get into action\) content](#)

[Helpful content](#)

[Instructions, relevancy, content](#)

[funny!](#)

Grouped Responses

Content	11	2.01%
content	4	0.73%
great content	3	0.55%
Great content	3	0.55%
Great Content	3	0.55%
entertaining, informative, captivating	2	0.37%
good content	2	0.37%
great information	2	0.37%
one that provides quality info that is actionable	2	0.37%
Real useful content	2	0.37%
Useful content	2	0.37%

© Copyright 2002 DevElite Limited All Rights Reserved.

One Minute Poll

Survey Results Text Analyser

Results Summary

Question: What draws your interest to a video in the first place? (Why do you click to watch?)

Welcome to the One Minute Poll Text Analysis Engine.

The table on the left contains the textual responses to your question.

The table on the right contains a word density analysis.

Please note that during the analysis, the top 100 most common used words have been ignored, these are:

a, and, he, i, in, is, it, of, that, the, to, was, all, are, as, at, be, but, for, had, have, him, his, not, on, one, said, so, they, we, with, you, about, an, back, been, before, big, by, call, came, can, come, could, did, do, down, first, from, get, go, has, her, here, if, into, just, like, little, look, made, make, more, me, much, must, my, no, new, now, off, old, only, or, our, other, out, over, right, she, see, some, their, them, then, there, this, two, up, want, well, went, were, what, when, where, which, who, will, your.

Please also note that the one, two and three word phrases that only occur once have not been displayed.

Order By: **Latest Survey Response First**

All Responses (547 votes)

Three Word

All Responses (547 votes)	Three Word	
Headline	something am interested	8
subject	something im interested	6
because the topic may be one that I'm interested in bc some one send it to me so it should be good looks humurous	easier than reading	3
Want to know the secret and want learning	topic im interested	3
Because it is the current hype	because jim edwards	2
Clear pictures / sound and engaging	im going learn	2
I want to know something. I'm learning or relaxing distraction usually funny.	page topic im	2
Cartoon figure, your animal, etc that talks - eye catching	person doing video	2
Because i can pause or stop and watch it over and over till i get something right	person presenting video	2
on you tube it's often the screen shot	promise good information	2
compelling headline	promises deliver information	2
Content	relevant subject matter	2
	something useful entertaining	2

Topic, subject of interest	subject matter content	2
to find out " what " the video is all about	subject matter interests	2
Known author or artist, or compelling subject matter.	title subject matter	2
The discription tells me that it has value that I could use		
To see if Smacker get a cameo...	Two Word	
Caption	subject matter	24
good medium to understand	im interested	17
When it appears I will learn something	am interested	12
interesting title and a detailed but short description of it	learn something	12
Title or subject matter	something am	8
Subject lines about the "how to" around subjects I'm interested in.	good content	7
subject and/or from someone I like and trust	something im	7
The description makes me beleive the video will have info important to me	subject line	6
Title	interesting title	5
Headline-If it is something I am interested in or curious about, I will click through to watch.	great content	4
The title and the still motion graphic overlay	great headline	4
Content	jim edwards	4
The initial screen shot tells me what I'm going to see. A bd example is... "Click here, I have a great f.ree product for U!" And I don't know 4 sure if their selling time-shares in Nigeria.	promise content	4
Is it something I am interested in.	promise good	4
the promise of good information that I can take action on - NOT a sales pitch or a long introduction about who you are and how great you are and how much money you make and the mansion you live in, etc. Enough! By "you" - i don't necesaarly mean you, Jim. I just mean in general. Real tired of IMer's talking about how great they are and the millions they make. No long intros, please!	screen shot	4
I must think it will help me to make money	someone trust	4
Current relevance, interesting title, if it's YouTube - what the description says	something interest	4
If the title intrigues me or it is somethin I've been lookin for.	title video	4
	topic interest	4
	because jim	3
	catchy title	3
	easier than	3
	good title	3

So I can listen instead oh having to read	help money	3
Subject matter, length of video, and much your product or service is going to cost without waiting too long for a price	im going	3
I want to learn something or see how someone else does something I'm interested in.	im looking	3
title and pitch about the vid, if you want me to watch be sure to let me know what it will do for me. creditability is important to, if you tell me i am going to get good content and all i get is more sales pitches i would think twice about watching. i like details and thought processes of doing things step by step.	information im	3
If it's something I think I need to learn.	learn how	3
information	need learn	3
If it's from someone I know who'll give me good content like Jim Edwards	person presenting	3
subject	short description	3
headline about its content	subject interest	3
at the very first time - slogan (link header), after - trustworthy author name	than reading	3
The source. People with a good rep, such as you, will always be successful in getting me to watch a new video.	too long	3
subject matter	topic im	3
If it's a how to video for something that can help me make more money	catches attention	2
to learn something useful from an entertaining speaker	catchy headline	2
the content	common interest	2
Interest in the title (subject matter)	compelling headline	2
Who it's from and what it's about	content video	2
If it is Free	deliver information	2
topic; presenter	does something	2
To lazy to read Pages of content, Tired of reading all the Hype.	doing video	2
Trusted source,	dont know	2
A good title.	dont watch	2
See #5	explanation content	2
subject	going learn	2
	good information	2
	grabs attention	2
	great title	2
	having read	2

title and promise of what the content will teach me	headline something	2
if I know it's content and not a pitch	help project	2
A good title and a good picture of what the video is about.	hope good	2
Recommends/ratings	how great	2
Information I'm interested in. Business, hobbies, etc.	how something	2
Wow factor mostly. Unusual topic or approach.	how video	2
Sometimes personality - but most of all a learning situation	information use	2
It is my preferred way to get info, I like/learn best from audio/visual	interest subject	2
interesting information	interesting headline	2
Hopefully Great content If not I will not click the next one.	interesting picture	2
How to do something I need to do NOW.	know presenter	2
An interesting headline or opening statement	know something	2
I am searching for a particular subject then I start clicking on different videos in my search.	learning something	2
Easier than reading a loooooong loada text	making money	2
Subject headline, just like in copywriting, is huge. That being said, I've stopped paying attention to several others as it seems,.. unrealistic, insincere.	many others	2
easier than reading.	matter content	2
Useful content	matter interests	2
knowing what topic is and seeing a need for it	might something	2
Interested in the subject	need know	2
The Subject of the video	page topic	2
The hope of learning something new that apparently is not available as a transcript...	person doing	2
To learn something I'm interested in. A tutorial.	person subject	2
important info I need to know	person video	2
Personal gains	presenting video	2
If it's promoting something that i'm interested in	promises deliver	2
if it's something I want to learn about or am just curious about	relevant content	2
	relevant subject	2

relevant content	sales pitch	2
Easiest medium from which to take action.	someone respect	2
Informative title with explanation of content.	something interesting	2
Person who speak, the content in the video	something need	2
looking for info	something use	2
great opening line	something useful	2
It must be a subject that effects me or that I am interested in.	specific topic	2
An unusual start screen	step step	2
Various things-talent, beauty, excitement, great information.	still image	2
The Topic	straight away	2
Good interesting headline	subject headline	2
info that is pertinent to me	take action	2
It promises to deliver information on something I won't to know more about	think something	2
Very specific interesting subject	title catches	2
Trusted source. Received valuable content from this person previously.	title description	2
If I think it'll help in my online business or if it is something I'm passionate about.	title promise	2
Subject that I would have an interest in. On recommendation from someone I respect.	title still	2
The headline	title subject	2
The title of the video and what is promised in the title	topic am	2
Title	topic may	2
The title is exactly what I'm looking for to get help, advice etc.	tricks style	2
The promise of a good and useful information	trusted source	2
good benefits in the headline	useful entertaining	2
many things, depends on what i'm searching for	useful information	2
the talker is not in the center of the video	value business	2
anything constructive "how to make a web site"or"squeeze page"	very specific	2
	video am	2
	video draws	2

It comes in an e-mail from someone I trust.	watch video	2
On what then advertised content is meant to represent and whether it is of interest to me.	wont watch	2
The title of the video draws my attention.	wow factor	2
intrigue by the information or offer		One Word
catchy title based upon something everybody can use	title	72 3.24%
The theme or subject	subject	65 2.93%
Hoping to learn new stuff	something	60 2.70%
Quick info - Don't have read	content	59 2.66%
Content	video	51 2.30%
The Challenge about video. I need to learn more on how to do video	topic	49 2.21%
Catchy Headline	good	39 1.76%
Personal appeal	headline	39 1.76%
the subject matter: its relevance to my life	interest	36 1.62%
sexy	interested	32 1.44%
topic of common interest	im	30 1.35%
a catchy title, an interesting picture, on a page with a topic I'm interested in	information	28 1.26%
a catchy title, an interesting picture, on a page with a topic I'm interested in	learn	28 1.26%
Similar to an email - author then subject line so for this survey - author then title/topic of video	matter	24 1.08%
The headline indicates the topic is something I want to know more about.	am	22 0.99%
Because it seems more like real (reel) life than writing or a photo.	how	22 0.99%
quick easy learning tips	know	22 0.99%
the still shot	watch	22 0.99%
It offers something of interest almost immediatly. Like a well written book, it captures me.	great	20 0.90%
The sales copy	info	20 0.90%
It gets the message across quicker by using both sides of the brain	promise	20 0.90%
	interesting	18 0.81%
	because	16 0.72%

The subject matter (video title) is intriguing.	person	16 0.72%
the promise that I'll get something of great value from watching	description	13 0.59%
Interesting title	think	13 0.59%
The Issue	time	13 0.59%
Title	help	12 0.54%
The topic/header and short description of content	someone	12 0.54%
Think it's something I can use	need	11 0.50%
Previous experience with the maker or the fact that it's not too long.	relevant	11 0.50%
If there is something I am interested in at the time or if my friends talk about a subject like Susan Boyle or the world's most interesting man	going	10 0.45%
initially, the title or promise; ultimately it is trust built by provider over time	jim	10 0.45%
USEFUL information	value	10 0.45%
an interesting title or recommendation	attention	9 0.41%
Will it help me in what I am trying to do?	line	9 0.41%
The promise of information I can use or an entertaining show	money	9 0.41%
title of information without exjageration of results	short	9 0.41%
The description of the information (which I'm usually looking for).	trust	9 0.41%
The topic 'may' be beneficial. The author's reputation.	always	8 0.36%
Thumbnail matches or compliments the title.	looking	8 0.36%
see if it can help me make money	reading	8 0.36%
to follow the steps of the Guru	still	8 0.36%
Subject matter/content	author	7 0.32%
Different scenary. Not like Ryan Lee...he is always in the office. BLAND!!	business	7 0.32%
fast talking, pictures more teaching less promotion specific steps	catchy	7 0.32%
Subject matter	click	7 0.32%
subject matter must be relevant or of interest	dont	7 0.32%
A title that peaks my curiosity is how I determine whether or not to watch. Also, if I can relate to the content with common interest to the subject (based on the title and/or still image).	learning	7 0.32%
	presenter	7 0.32%
	read	7 0.32%

Promise of good info in the title.	reputation	7	0.32%
topic, title, reputation	shot	7	0.32%
What's init for me	usually	7	0.32%
Interested in the info	compelling	6	0.27%
The title	easier	6	0.27%
A topic I am interested in. A person I trust or believe in.	image	6	0.27%
Subject matter that interests me	important	6	0.27%
headlines	interests	6	0.27%
Subject matter - making money!	people	6	0.27%
because there is some thing that I'm interested in.	promises	6	0.27%
You Jim...	relevance	6	0.27%
Benefits list on the sales page	sales	6	0.27%
will click to learn something that I find of interest	screen	6	0.27%
If it deals with a subject I want to learn more about	specific	6	0.27%
If the information is relevant to what I like to learn	text	6	0.27%
Because it was from Jim Edwards - a teacher of mine.	use	6	0.27%
mystery	watching	6	0.27%
title, humour, what you think works in business and what does not.	also	5	0.23%
People look at faces.At least I do.	answer	5	0.23%
the topic	benefits	5	0.23%
promise of content	copy	5	0.23%
Knowing who it's coming from. I know you always give great info, and many others, I know just "bait" you. Therefore, I'll always look at yours, and just delete those coming from many others.	easy	5	0.23%
apparent relevance to a problem or interest	entertaining	5	0.23%
curiosyty,need and hope for a good answer or info about a specific topic	etc	5	0.23%
hear something new	give	5	0.23%
easier than reading	helpful	5	0.23%
topic I'm interested in - and not too long	long	5	0.23%

the ad copy that send's you to the video	looks	5	0.23%
topic	message	5	0.23%
Non-autostart. I want to make the decision to watch or not.	page	5	0.23%
I don?t have to read	pitch	5	0.23%
Recommended by a friend or because a key word matches what I was searching for.	real	5	0.23%
Usually the image being displayed in the first frame of the video. Headlines with a hook work best.	recommendation	5	0.23%
usually the headline	source	5	0.23%
hook	tells	5	0.23%
Content --	than	5	0.23%
If it is a subject I am interested in.	things	5	0.23%
hook	useful	5	0.23%
Perceived value to me and my business. Will it help me put money in my pocket.	visual	5	0.23%
visual versus auditory plus entertainment	would	5	0.23%
wow factor	benefit	4	0.18%
Placement	catches	4	0.18%
Who is featured, and content that means something to me and my business	deliver	4	0.18%
At one time it was having a video, now it has to be a good video and will get to the point that it will have to be a professional video.	does	4	0.18%
If that is the only way to consume the information	edwards	4	0.18%
topic	else	4	0.18%
It has to be a subject that matter to me, that can help me with a project	find	4	0.18%
It has to be a subject that matter to me, that can help me with a project	free	4	0.18%
topics i'm interested in.	getting	4	0.18%
A demo makes it easier to pick up info, then followup with text.	hook	4	0.18%
Content and a compelling title	hope	4	0.18%
doesn't sound like another sales pitch	ill	4	0.18%
	intriguing	4	0.18%
	its	4	0.18%
	ive	4	0.18%

I prefer visual information over reading it.	makes	4	0.18%
subject	offer	4	0.18%
has to be something in which I am interested or I have had prev. exper. watching as good - like yours	opening	4	0.18%
Intriguing title or image... Pretty girl	problem	4	0.18%
Usually the title and description	say	4	0.18%
if I know the author will deliver great content	searching	4	0.18%
Subject matter and people I know something about	step	4	0.18%
topic and offer of what's in the video	too	4	0.18%
tag line appears to be relevant to me (text)	very	4	0.18%
content	videos	4	0.18%
A good headline	way	4	0.18%
Title, promise of benefits, if I know the presenter	above	3	0.14%
Usually it's someone I've watched before and I know it will be helpful	appears	3	0.14%
The Title and Sub Title along with at least a paragraph of description of what I'm going to see and/or learn	being	3	0.14%
Realistic Headline (Does this look like something I can do, or something I would like)	clear	3	0.14%
relevant content	coming	3	0.14%
hope for good content	curiosity	3	0.14%
the interest - an emotional element	doing	3	0.14%
Actually it is the person doing the video. Jim Edwards videos I always watch. Frank Kerns most of the time. That's about it. If Bob Bly did videos I'd watch them also.	experience	3	0.14%
Might be something interesting to watch	factor	3	0.14%
The Speaker, the message	follow	3	0.14%
The name of the producer.	frame	3	0.14%
Topic heading/title catches me.	generally	3	0.14%
The headline is very specific	having	3	0.14%
if it looks something of interest	hype	3	0.14%
	knowing	3	0.14%
	life	3	0.14%

Trust in the teacher.	making	3 0.14%
Sometimes my mood... but typically if I think I can get some benefit in a short amt. of time, or as a way to get to know the presenter more.	many	3 0.14%
the subject and the possibility of learning something new	might	3 0.14%
Subject discussed and topics that will be covered = must answer a need	most	3 0.14%
?	others	3 0.14%
Because I like you Jim! And if the content looks intriguing	picture	3 0.14%
as above	point	3 0.14%
Good content to help in IM biz	presenting	3 0.14%
Must be a topic of interest to me...obviously, it must not be full of "puffery" in terms of the promise of the content... Words like "massive" do not seem credible to me....I like value not hype and rediculous promises!	put	3 0.14%
discription	quality	3 0.14%
topic intersts me	relate	3 0.14%
Great headline	second	3 0.14%
I ask: What will I learn from this?	seeing	3 0.14%
I am famaliar (I think) with the person sending me the video	send	3 0.14%
Video has to establish value very quickly. A short video that is interestingly done with tricks/style will hold attention for awhile and only has to deliver a little value to be good but the longer the video, the more important it is to establish lots of value right up front and the less important tricks and/or style is.	sometimes	3 0.14%
Info that is on target and meets my needs	speaker	3 0.14%
grabs my attention	start	3 0.14%
First image that appears on the screen	stuff	3 0.14%
a great title that encompasses my "pain" or the solution to it	style	3 0.14%
If it is instructional and it respects my time	theme	3 0.14%
It's by someone who's reputation I know	thumbnail	3 0.14%
Clear outline of what's in it for me	topics	3 0.14%
how to	trusted	3 0.14%
good topic that I relate to.	whether	3 0.14%
Great quality, well organized, clear message in short time frame	wont	3 0.14%
	yours	3 0.14%
	action	2 0.09%
	ad	2 0.09%

The promise of a surprising or illuminating ending.	advice	2 0.09%
IF IT HAS AN ANSWER TO SOMETHING I AM INTERESTED IN	after	2 0.09%
The marketer and the topic they are disucsings	anything	2 0.09%
headline / promise	approach	2 0.09%
how to put video online	attractive	2 0.09%
The headline	away	2 0.09%
if the subject matter is going to be interesting to me	based	2 0.09%
headline (topic interesting) impression of the still image. also the number of views	best	2 0.09%
1. I know the person or group - prior positive experience. 2. It is a hot topic for me. 3. Great free offer. 4. It looks funny.	both	2 0.09%
visual learner	caption	2 0.09%
Like everything else - a great headline and mini-copy that explains the great content I'll get from it.	comes	2 0.09%
The information.	common	2 0.09%
that puppet thing	copywriting	2 0.09%
Sucker for truthful sounding copy, scamy stuff runs me off	cover	2 0.09%
Headline that tells WIIFM...could it be worth my time	curious	2 0.09%
wiifm - what't in it for me :)	current	2 0.09%
usable info	demo	2 0.09%
Headline states something I am interested in	depends	2 0.09%
Start off telling me what you have to say "Quickly" and it better be of real interest or I'll move on.	detailed	2 0.09%
To be noseey...then to find golden nuggets.	different	2 0.09%
If the subject line is something I'm interested in	discription	2 0.09%
a good summary of the content	doesnt	2 0.09%
it's in a subject of interest to me	done	2 0.09%
The topic - I have to be interested in it	drawn	2 0.09%
The person that is presenting the video. There are some presenters that I will not watch; there are some that I will allways watch. I will always watcch yours, Jim, because you put out good "stuff".	draws	2 0.09%
	email	2 0.09%
	engaging	2 0.09%

generally because of the pre-sell, and if the content is going to be something that interests me.	enough	2	0.09%
The title of the video	entertainment	2	0.09%
popularity, , , , usability	establish	2	0.09%
The title looks attractive to me	explanation	2	0.09%
Congruency of the person in the video...if it is a presentation style. If it is a clip, I want just the promoted detail, in slow motion and pointed out if possible (ie I don't want to watch for 2min to get the 10 seconds I needed to see.)	funny	2	0.09%
The description	gives	2	0.09%
when I'm going to learn something step by step	grabs	2	0.09%
if I can learn from it	guru	2	0.09%
It's easier to understand when watching a vedio that reading	header	2	0.09%
relevance	headlines	2	0.09%
Item of interest and person presenting.	hopefully	2	0.09%
In my field of interest.	humor	2	0.09%
When looking for a solution I find it easier to follow on video	id	2	0.09%
The topic and or the presentor	informative	2	0.09%
Title	initial	2	0.09%
I think there will be something good there, but not always true.	latest	2	0.09%
knowing the person or subject matter	least	2	0.09%
Helpful infor	less	2	0.09%
title, screenshot	link	2	0.09%
I am wonder...	list	2	0.09%
Headline	listen	2	0.09%
Headline	lots	2	0.09%
Something new that I can use	matches	2	0.09%
Good title that catches my interest	may	2	0.09%
relevant subject matter/content (same as opening email or reading sales letter)	mean	2	0.09%
	medium	2	0.09%
	motion	2	0.09%
	name	2	0.09%

If it's from Big Jim, it's a must-see for me!	needs	2	0.09%
Interest in the topic. Past experience with the presenter.	next	2	0.09%
Short - one point, Problem or Desire - then "shows you How to solve or get	online	2	0.09%
I watch a video if I think it will contain good solid information that applies to my interests.	personal	2	0.09%
The topic	photo	2	0.09%
If I know I will learn something interesting, probably it's worth the clic	pictures	2	0.09%
good quality, good speaker	pre	2	0.09%
The headline and text hooking me into the video in the first place	probably	2	0.09%
Headline that grabs my attention and interest	producer	2	0.09%
The show me I'm from Missouri affect to attaining immediate result on ROI of time/money (resources)	product	2	0.09%
I want to learn something	project	2	0.09%
Solves a problem, gives me new information, makes me smile or laugh	promised	2	0.09%
subject of interest	promoting	2	0.09%
Interest in what you had to say	provider	2	0.09%
obscure information not found anywhere else.	quick	2	0.09%
good subject, reputation, recommendation, time to watch it. Sometimes we're just too busy.	quickly	2	0.09%
promises of solid and helpful information	recommended	2	0.09%
learn something	referred	2	0.09%
Because it's from YOU! :)	relationship	2	0.09%
promise of content	respect	2	0.09%
I love video so i am easy. what makes me turn it off is if people ramble	same	2	0.09%
interesting title, content I am interested in	seconds	2	0.09%
When the video addresses issues that are relevant to my needs.	seems	2	0.09%
interesting topic and ad line	sexy	2	0.09%
the message that tells you where the video is ... if its something I'm interested in...if someone I trust sent me the link	show	2	0.09%
	smacker	2	0.09%
	solid	2	0.09%

good content	solution	2	0.09%
To learn. It is irritating when people drone on about themselves and not about the subject	sound	2	0.09%
engaging, person/video draws me in	steps	2	0.09%
An interest in the subject matter.	straight	2	0.09%
looking for information or to be entertained	sub	2	0.09%
Topic of interest	sure	2	0.09%
the keywords that interest me	take	2	0.09%
more fun to watch and listen than to read	talking	2	0.09%
top/presenter interests me	target	2	0.09%
great subject line	teach	2	0.09%
To promise, the benefits	teacher	2	0.09%
Coming from a reliable source, and a subject headline that is relevant to me. Also, seeing the benefit to me straight away.	telling	2	0.09%
the information that can be learnt from it	thing	2	0.09%
Subject matter interests me or I trust the person who is doing the video (like YOU, Jim).	through	2	0.09%
What's in it for me, does it give me value?	tips	2	0.09%
I have not time to read.I receive about 100 Emails a day.	tired	2	0.09%
good content, how to! (NOT - it's easy, all you have to do is...if it was easy I would not be watching)	tricks	2	0.09%
depends if I searched it out (looked for answer, info or demo) or if I was referred to it by a trusted "guru" (info provider), and whether or not I'm interested in learning more about subject referred to	understand	2	0.09%
subject	unusual	2	0.09%
the person or subject	wiifm	2	0.09%
My Interest is Grabbed	work	2	0.09%
breasts!	worth	2	0.09%
The promise of "specific" killer content that is of interest to me	wow	2	0.09%
Relationship with presenter, Pre explanation of content	Unique Words		764
To keep up to date on latest techniques....successful technques	Total Words		2220

Needing information

Topic

Content; the hope that I might get something useful or entertaining out of it

curiosity

content that interests me

if it has something to offer

INFO, CONTENT, INTELLIGENCE!

Design, cleanliness, quality, invested

if its short tells me what I will get what I activities I need to do

The reputation of the person making the video (am I on his/her list and do I have a relationship)

The potential for content.

Subject, title, made by someone I like, recommended by someone I trust

To see if there is CONTENT that helps with GETTING TO A HELPFUL POINT

It has to relate to making money or self improvement.

Title of the video

It is something that I am interested in or was searching for.

Generally if it selfstarts to download I shut the page

title suggests what's in it for me

headline, description, cover screen of the video

information I can use

Enticement about the message. Secrets, tips and advice always work well.

to learn how to do something

Pay per click

"Free Content"

To learn what I need to learn

great headline

The headline must be captivating

[because it was from you](#)

[subject matter in title or description](#)

[Answers, entertains or educates](#)

[curiosity, intriguing premise, promise of a benefit, not the same old %%%!#](#)

[content to be given](#)

[To see what's next](#)

[telling me how it will help me](#)

[the theme](#)

[title, intro screen shot](#)

[Subject line that accurately reflects content, purpose, aim etc.](#)

[Content](#)

[to see what's offered and hopefully learn something](#)

[topic](#)

[who created it, what the content is about](#)

[Good, catchy headline](#)

[Information contained and person presenting the video](#)

[Promise of good information and it's going to be short](#)

[Content of the video- If I have an interest in the content, it will draw my attention](#)

[Subject line](#)

[Relevant subject matter](#)

[Headline is catchy](#)

[A detailed title that clearly defines what the video is about](#)

[The topic, seeing how things are done, latest news, watching and listening to a real person, builds confidence](#)

[Promises info I'm interested in](#)

[CONTENT](#)

[The sub-head above the video that is compelling.](#)

i click if it's relevant to my niche or if it can help me get to my target audience

The Title

how to videos

no nonsense, down to earth facts and figures, no over exaggerations or bs

Match to a problem I am currently struggling to overcome.

I only watch if it's a topic I am deeply drawn to and there is no other way to access the info.

To bypass having to read the information

Learn how to do ? what you do know how.

Title

Topic of Interest

Relevance

It promises to deliver information I'm looking for

thumbnail and title

good content/topic and the author

Attractive title and description

Subject and intriguing first frame.

It has to have a WWIF factor, if there is nothing in it for me, I won't watch.

Because I want something (info, humor)

for information and if good enough I buy

Referral, topic of interest

Looking for value to my business or my development.

A catchy (goofy maybe?) headline

The 'Hook' from the headline...or the promise if I will watch it.

a title that is interesting

Title

One that provides response to what I'm looking for.

[compelling headline about something of interest to me](#)

[topic](#)

[The subject matter.](#)

[something that will benefit me/ isn't boring/ real - doesn't have to be ultra slick, but still have good production value](#)

[Either the topic or the recommendation](#)

[summarize lots of text, visual how-to](#)

[Learn something new](#)

[The video is about a subject I'm interested in right now.](#)

[relevance](#)

[the first 5 seconds or else I'm gone](#)

[I enjoy anything that is instructional where I can learn something](#)

[description](#)

[I MUST have the info](#)

[Credibility of presenter](#)

[The topic](#)

[Subject](#)

[Humor](#)

[title / anticipation of great content especially if by someone i follow](#)

[Title and initial image that catches my attention](#)

[It's something I need to know](#)

[Usually the topic](#)

[Title](#)

[caption](#)

[Topic - theme of interest](#)

[title](#)

[opening screen shot](#)

[good thumbnail and good short description](#)

Subject

Normally the Cover shot, which gives an idea of what the video is about.

If I knew Smacker was going to make regular appearances I would click on it straight away as he rocks.

If the title is of interest to me..

reputation, title

recommendation

specific topic (generally, a "how-to" topic)

i like video over text

Because Jim Edwards has something important to say and teach !

1) I watch for you as an ex-tnr member 2) subject line/title

Content

Reputation of the producer - if you fool me once i don't give second chances. Probably why i still watch your projects!

Promises something of interest to me

Headline

If the subject catches my attention

great headline

the title or topics

inside strategies, things that are not being told

I hate reading :-)

the title

innuendos, money, sexy, opportunities

A great title

Subject easy to identify (after getting through the attention getting noise)

headline promoting the video

the promo - the description of what's in the video - the relevance to my business

The subject matter.

Strong copy, compelling benefits promised

If I think it is going to answer one or more of my "burning questions" about marketing.

something I am interested in

Because I think it will be both informative and entertaining, not just a pitch, so also because I trust the source!

content

Well, I don't watch every video that people send me, so I'd say my interest is drawn by someone who has my respect and interest to begin with. If I DON'T know who it's from, I might give it a try, but if it lacks what I described above, I won't watch a second one.

satisfies a need that I have

Because I've been following you for a while, and I like the the approach and your attitude towards life.

The still photo (the middle shot on YouTube) title comes second has to be a good as for copywriting, whilst still attracting the free serp traffic.

The BIG Promise!

Has to be a relevant topic to me or I have to think it will be entertaining

The headline Title

to learn

curiosity, entertainment

The promise of helpful content

teaches me something

something I'm interested in

Grouped Responses

<u>Title</u>	7	1.28%
<u>Content</u>	5	0.91%
<u>subject</u>	5	0.91%
<u>Headline</u>	4	0.73%
<u>topic</u>	4	0.73%
<u>a catchy title, an interesting picture, on a page with a topic I'm interested in</u>	2	0.37%

content	2	0.37%
great headline	2	0.37%
hook	2	0.37%
It has to be a subject that matter to me, that can help me with a project	2	0.37%
promise of content	2	0.37%
relevant content	2	0.37%
Subject	2	0.37%
The headline	2	0.37%
The subject matter.	2	0.37%
The topic	2	0.37%

© Copyright 2002 DevElite Limited All Rights Reserved.

One Minute Poll

Survey Results Text Analyser

Results Summary

Question: What makes you watch a video all the way to the end?

Welcome to the One Minute Poll Text Analysis Engine.

The table on the left contains the textual responses to your question.

The table on the right contains a word density analysis.

Please note that during the analysis, the top 100 most common used words have been ignored, these are:

a, and, he, i, in, is, it, of, that, the, to, was, all, are, as, at, be, but, for, had, have, him, his, not, on, one, said, so, they, we, with, you, about, an, back, been, before, big, by, call, came, can, come, could, did, do, down, first, from, get, go, has, her, here, if, into, just, like, little, look, made, make, more, me, much, must, my, no, new, now, off, old, only, or, our, other, out, over, right, she, see, some, their, them, then, there, this, two, up, want, well, went, were, what, when, where, which, who, will, your.

Please also note that the one, two and three word phrases that only occur once have not been displayed.

Order By: **Latest Survey Response First**

All Responses (547 votes)

Three Word

Content	am learning something	4
information given about the subject	im learning something	4
if its interesting	less than 10	3
Informative	corresponds actual needs	2
The content and a professional make of the video	fact corresponds actual	2
Seeing that the vid is not too long before it starts and no 10 minute boring intro telling me the authors life story and that I will earn millions before I go to bed that night!!	im very busy	2
Keep moving - Don't labour a point to death. Knowing the length of the video beforehand. No timer and I will only give it a couple of minutes of evaluation.	interest subject matter	2
content that is revealing info that helps me or my wife to discover ways to make money or improve health	provides quality info	2
If it is interesting or teach me something new i look till the end	quality info actionable	2
if it holds my interest, remains true to screen shot, remains true to short blurb about it	than 10 min	2
production values and story or message		
	Two Word	
	good content	25
	great content	16

Content	learning something	9
If I have time,...depends on time of day I watch. Whether content is valuable and straightforward. Hate videos that won't disclose price.	too long	9
relative content that adds value to me the viewer	interesting content	8
Compelling entertainment or subject matter beyond basics.	am learning	6
promotion that offers something of value at the end	good information	6
If the information is useful	sales pitch	6
Congruent with caption	subject matter	6
not being mislead.in other words comes through with what was promoted and nothing more.no hidden sales pitch etc.seems worth my valuable time	useful information	6
must have progressive important content	watch end	6
Information or details of how to get the info I am looking to see.	im interested	5
good content, interesting points, fast but logical getting to the point	im learning	5
relevant info and enthusiasm	keeps interest	5
The video delivers what was promised and more.	useful info	5
if it holds my interest . . . :-)	am interested	4
useable info	content good	4
If the first minute is interesting	getting point	4
Intersting content I can see myself putting to use...information that is new to me...can help me solve a problem I am experiencing...	interest subject	4
I am entertained and don't feel like I'm being sold to	interesting information	4
Continuing good content and other than monotone delivery	valuable content	4
Less yelling, more humor, more directness, some specific data, list of what will be offered in the product.	because im	3
Once again content, will this information help me.	being entertained	3
Good info, not too long, gift at the end.	content delivered	3
A video that keeps my interest will deliver on it's promise to show me how i can make money from it	content humor	3
compelling story, don't waste my time with filler and hypey sales pitch	content presented	3
Content and imagination	content useful	3
	engaging content	3
	frank kern	3
	good energy	3

Interesting, Informative and covers the subject I am interested	great video	3
Subject matter, short concise, list benefits/features, how much it is going to cost.	hold attention	3
The unexpected, doesn't get boring, continues to add value, is just plain fun.	holds interest	3
if it holds my interests and is worth the time spent watching i will continue to watch.	im getting	3
if it's interesting to me.	information use	3
interesting information	keep attention	3
Good information, no annoying voices or puppets	keeps attention	3
presentation	keeps interested	3
interesting content well covered	learn something	3
hope for honest bargain -"your info" vs "my time"	less than	3
Content that is useful on its own even if it contains a sales message.	lot fluff	3
compelling message with a hook that is worth waiting for	quality content	3
If it helps me make money, I'll watch it for an hour. I've watched you and Mike's Google Video about video marketing over and over again.	quality info	3
continual supply of useful information (not just promises that the speaker "will get to that" soon).	straight point	3
it is delivering great content- a little humor is always appreciated	than 10	3
as long as the info is relevant & informative & the vidoe didn't try to reboot or re-buffer itself	useful content	3
see above	way through	3
Content	10 min	2
I don't want to be pitched on a product and tease with info. I want to know you know your stuff and then be pitched.	10 seconds	2
quality of info + presentation = understandability for my "level"	15 seconds	2
Getting factual information, its more personal, & entertaining.	action steps	2
solid, entertaining content.	actual needs	2
Content.	along way	2
It must be amusing, a topic of interest, surprising or amazing.	am gone	2
if I feel that I'm getting useful information	coming end	2
	compelling content	2
	content content	2

fast paced, not too much info and a demo so i can see how to do it myself	content fluff	2
good content and if I know it's actually going somewhere with a point at the end	content im	2
Good content.	content know	2
Unpredictability.	content presentation	2
Again, good content. I don't want the speakers history.	content without	2
It keeps my intest based onthe amount of time I think it warrants. For example a recent 12 minute airplane video stopped being interesting after 4 minutes. "click" to next item.	continue watch	2
Subject Matter - and personality - and my own interest in subject and technique	corresponds actual	2
Interesting content and presentation, creativity	delivery content	2
how excited and interesting the content is in the video	easy follow	2
Again Great content on the subject.	every time	2
No sales message at the end.	excellent content	2
interesting, something I want o hear about	fact corresponds	2
The process needs to have something in it for me...eg. Here's what it will do for you	fast paced	2
You can tell right away the person has integrity, honest and not taking you for a ride. The person conducting the meeting, really cares for the people that he is teaching or showing something.	feel im	2
if it's professionally done - interesting - entertaining and nails the problem it's trying to solve quickly	full motion	2
I'mtaking the time to watch a vid to learn something AND to be entertained. I want timely, useful info, from someone I believe IS walking the walk. If I sense that I'm in it till the end, especially if there is an immediate opportunity to ask questions and get feedback.	going somewhere	2
Frankly, I hate videos (I get too many), but I will watch it if I think the content is good with no "fluff"	good flow	2
Useful content	good info	2
hi value info, presented professionally	good pace	2
In the case of strong emotional appeal that makes me feel good or challenges my thinking a great audio track - music that presses and emotional button	good stuff	2
When i receive content that I can use immediately	great info	2
	great information	2
	hate videos	2
	how good	2
	im being	2
	im very	2
	info actionable	2
	info relevant	2

The promise of a special treat I guess. We're only human :-)	information given	2
Good visual effects to keep it exciting. Not just a talking head all the way through. Interesting content that is instructional or motivating. Suspense and curiosity.	information im	2
action steps	information useful	2
Good content	interest curiosity	2
when it gets to the point. Doesn't go off on a tangent	interesting info	2
if I am actually learning something, not just sales/pre-launch hype	interesting presenter	2
relevant content presented @ a brisk pace	interesting voice	2
The sense that watching is a good use of my time.	interesting way	2
Hands-on how to information.	isnt too	2
Great content	its interesting	2
its short and the beginning catches my attention	keep interest	2
enthusiasm	keep moving	2
Quality of presentation, usefulness of the information	keeps giving	2
If it makes me laugh or gives me great information	killer content	2
Again, great content-an incredible performance or great information.	life story	2
The Presentation IE how it is delivered. c bad content and good delivery is better than good cotent and bad delivery every time	long winded	2
Fast interesting comments and visuals	longer video	2
lots of relevant that is focused on the subject and something that no one else shows	lose interest	2
The information is valuable, not repetitive and keeps on coming	many times	2
Content teaches me something important and useful	need hear	2
If i see how the topic fits with where i am now, and is it something that i can do TODAY to progress. Also is the topic too far ahead of where i am in creating online income? e.g. if i'm a newbie with no site or list, even the content language and terminology can be overwhelming.	need know	2
gr8t content free from BS which is hard to come across these days.	next video	2
No matter who you are if it is not Well presented and interesting I will not watch to the end especially if it is a long. But if it meet the criteria I will watch no matter how long.	offer end	2
Short length	production values	2
	promise something	2
	provides quality	2
	rather than	2

if the content is giving me information i can use or tips that i can use to make more money then i continue to watch.	relevant content	2
Videos that do NOT try and be funny, or are full of ego talk BUT get straight to the point. I'm very busy and don't have time for a load of ego-crap. Tell me within the first 15 seconds what I'm going to learn from the video.	remains true	2
No wasted words or waffling, droning on. I want good information in every sentence delivered once only. I hate it when people go on and on and on especially when I understand it the first time I hear it.	rich content	2
If it's captivating, it makes it happen	sales message	2
compelling conten t and humor	screen capture	2
not too long, keep my attention (i get something from it... a laugh, great info. or both)	show how	2
the talker talks without yelling, and uses good props	solid content	2
big turn off when they start to rabbit on about how good they are	something value	2
A feeling the speaker is going somewhere/getting to the point. If it seems like a bunch of filler or stalling I'm not interested.	stop start	2
Interesting presenter and presentation - value, fun, to-the-point.	story line	2
The content is useful for me.	talking head	2
great content; time factor (I'm very busy but will watch if it is compelling enough; it's good to show both long and short videos to keep momentum going.	till end	2
actual, usable content I can employ right away	valuable info	2
Good content and the punch line	value way	2
The way the content is presented	very busy	2
Interest and curiosity	video something	2
Interest	wanting miss	2
when I have the time and it's good to know content. Like the puppet!	waste time	2
if its interesting	way content	2
To see what is coming next in video	without lot	2
It's appropriateness to my needs/wants.	worth time	2
a close that restates the the purpose of the video		
sex		

	One Word	
content	177	6.12%
good	77	2.66%
information	55	1.90%
video	43	1.49%
interesting	40	1.38%

if it is useful	something	38	1.31%
It	info	36	1.24%
It	end	33	1.14%
good flow, movement, humor, interesting information that benefits me - solves one of my problems	interest	33	1.14%
If it isn't too long, if it moves along at a good pace and stays fresh and interesting.	time	32	1.11%
continued curiosity about what is next/not wanting to miss anything	im	29	1.00%
only watch to the end if it's not selling	great	28	0.97%
if it is on a subject in which I have strong interest	useful	27	0.93%
Content, or good humor.	am	25	0.86%
Good content and not taking too long to load / play.	long	23	0.80%
If it has a substantive message in my area of interest	watch	23	0.80%
It's well produced and the audio (sound) is clean and clear. I hate crappy audio.	keeps	20	0.69%
great content done in a fun and entertaining way	value	19	0.66%
engaging and I am learning something - not 'hammy' think Frank Kern	how	18	0.62%
Interesting information	point	18	0.62%
Content	subject	18	0.62%
if the content is really adding to my knowledge about the topic	way	17	0.59%
Think it's something I can use	presentation	16	0.55%
It must hold my attention and deliver information that I need.	too	16	0.55%
Especially if I feel touched or moved by the video, I don't even know how many times I have gone back and watched Susan Boyle, every time I am touched to tears	dont	15	0.52%
promise that something helpful will be revealed	humor	14	0.48%
USEFUL information	promise	14	0.48%
relevance to my interests, informative/educational content	interested	13	0.45%
Content is of high quality	learning	13	0.45%
Keep it moving. Don't bore me or I'm gone.	sales	13	0.45%
	short	13	0.45%
	valuable	13	0.45%
	attention	12	0.41%

movement, music, useful info	know	12	0.41%
Content is good/useful and not wasting any of my time.	again	11	0.38%
Gotta find out what it'a all about.	being	11	0.38%
Only if I care about what it has to say.	its	11	0.38%
good information, interesting voice, Frank Kern makes good videos	keep	11	0.38%
Straight-to-the-point content and step-by-step	quality	11	0.38%
good content and lack of sell, sell, sell	relevant	11	0.38%
The admin and good content. Invite me to watch you on ur back porch or at the park. Make it real.	topic	11	0.38%
knowledge that I have not heard before, details to many videos are overviews show me do not tell me.	entertaining	10	0.35%
It must be captivating, educational and relevent, plus the answers to "3. What makes a GREAT video?"	getting	10	0.35%
The style of presentation needs to be engaging not pushy	need	10	0.35%
Anticipation of something more to come (sometimes you want to get the very last drop) OR the absolute answer to what was promised at the beginning.	needs	10	0.35%
Useful information well presented	real	10	0.35%
keeps building points, I want to see where it's going	than	10	0.35%
Engaged and expect answers	use	10	0.35%
Offer at the end, or no way to forward to the end on the player	engaging	9	0.31%
curiosity	fast	9	0.31%
I have to be interested in the topic/product/service etc. I have to feel that the material is of real value and the person is credible and knowledgeable. Also keep the size of the file to a point that it will download on the lowest DIS speed without a lot of stopping to wait for the show. I also prefer the option of being able to download the video vs streaming.	fluff	9	0.31%
I'm learning something new or become excited about something	next	9	0.31%
humor	without	9	0.31%
Interest	compelling	8	0.28%
1. is about what I'm interested in; 2. is engaging; 3. will make me get what I want to.	done	8	0.28%
A case study based on real world experience that highlights the main point of the video	informative	8	0.28%
	knowing	8	0.28%
	learn	8	0.28%
	matter	8	0.28%
	message	8	0.28%

Information I can put to use right away	person	8 0.28%
if the quality content continues, I'll continue viewing. If there is rambeling I'll leave.	presented	8 0.28%
great content delivered in an easy to understand way	very	8 0.28%
When the information is fresh and entertaining	videos	8 0.28%
If the info is relevant to my situation, useful and easy to follow.	above	7 0.24%
it could change my life	coming	7 0.24%
make it interesting - boring writing on a screen is not always the best	curiosity	7 0.24%
A theme, A story,Meat leading to more Meat.A demonstration of Carnivors.	delivery	7 0.24%
content I want	fun	7 0.24%
if I am learning something I don't currently know	ill	7 0.24%
content ... I almost always leave videos that don't let me jump ahead	makes	7 0.24%
Knowing that I'm learning something GREAT, and that I'm not just wasting my time.	story	7 0.24%
actual relevance to a problem or interest	worth	7 0.24%
content,originality	10	6 0.21%
valuable info	actual	6 0.21%
value of content	always	6 0.21%
interesting -- the content -- if i'm not getting something from it I stop	audio	6 0.21%
If it's not a bunch of shit about me.. me.. me and you can to!	boring	6 0.21%
if it's something I need	clear	6 0.21%
Getting to the point. I've read enough fluff, I don't want to watch, and I won't.	continues	6 0.21%
If its Good Content and well organized	delivered	6 0.21%
It has to have amazing visual, audio, or content that I won't see anywhere else.	going	6 0.21%
It needs to be entertaining, and have something that I want to know about. I prefer full motion for this because it is more natural and less dry than just screen capture by itself. A hybrid (full motion and screen capture) are good but it depends on the subject.	hear	6 0.21%
it keeps me interested or waiting for the offer	pitch	6 0.21%
	presenter	6 0.21%
	really	6 0.21%
	show	6 0.21%
	solid	6 0.21%

one that provides quality info that is actionable	stop	6	0.21%
I am learning what why how and what to do next	think	6	0.21%
If it is holding my interest & teaching me something new.	through	6	0.21%
one that provides quality info that is actionable	actionable	5	0.17%
Again, if I see that the content is practical and useful, I will usually watch it not only to the end but several times to be sure I get all of the information.	away	5	0.17%
pace...medium to fast. slow and I am done.	because	5	0.17%
meets my personal need for information or entertainment	continue	5	0.17%
same	doesn't	5	0.17%
time on bottom, relevance	energy	5	0.17%
captivating and incredible content	entertained	5	0.17%
Keeping the viewers interest. If this happens I will download and watch many times.	entertainment	5	0.17%
Something I am interested in or I see as valuable to what I need to learn/know	feel	5	0.17%
great content	follow	5	0.17%
the fact that it corresponds to my actual needs	gone	5	0.17%
the fact that it corresponds to my actual needs	helps	5	0.17%
if they catch and then hold my attention	hold	5	0.17%
curiosity	hype	5	0.17%
Content	important	5	0.17%
content	less	5	0.17%
When it's well done and carries lots of information I'm interested in learnig	lots	5	0.17%
content and information	minutes	5	0.17%
consistent value all the way thru	money	5	0.17%
See 3 above	offer	5	0.17%
Useful content without long-winded fluff	problem	5	0.17%
see answer 4	product	5	0.17%
	relevance	5	0.17%
	screen	5	0.17%

Interest in subject matter.	seconds	5 0.17%
if it keeps my attention	actually	4 0.14%
If I have time, as long as it's not waffle and seems relevant.	also	4 0.14%
content, puppet didn't help	any	4 0.14%
See number 3, plus useful information	bad	4 0.14%
Continues to delver good content, maybe a "prize" at the end	best	4 0.14%
On the money without lots of hype	bonus	4 0.14%
A very active video (doesn't stick to one thing too long) - no long drawn out explanations	bs	4 0.14%
Evolving content. (see #3)	cant	4 0.14%
delivery of content or fluff	delivering	4 0.14%
a good story line	delivers	4 0.14%
it held interest	depends	4 0.14%
It has to grab me and keep my interest. MUSIC helps. But mostly it is the person. I have to trust him and think he is the real deal.	either	4 0.14%
to see if I learn anything good from it.	else	4 0.14%
value, how will this help me to improve my business.	enough	4 0.14%
Is it interesting	especially	4 0.14%
Makes sense, not confusing, I like action steps/assignments laid out along the way that I can actually follow.	etc	4 0.14%
if the presentation is clear and the information is good.	even	4 0.14%
if video is something worth learning from	every	4 0.14%
To find out if there's smething I can accomplish.	flow	4 0.14%
If its really delivering on content.	focused	4 0.14%
it grabs my interest	full	4 0.14%
Congruent with promises made and keeps some of the good stuff for the end	give	4 0.14%
I watch as long as it isn't too much of a sales pitch.	hate	4 0.14%
Lots of info in a short span of time with a bit of entertainment thrown in-like your puppet	help	4 0.14%
	holds	4 0.14%
	interests	4 0.14%
	isnt	4 0.14%

as above	length	4	0.14%
good content and some humor to show how creative people are	looking	4	0.14%
If it is value rich content that I can learn something new, with a sincere presenter who isn't spending most of the video leading up to all of the great bonus I real receive if I act now! I appreciate someone who allows me to make a decision based on the value of what I have experienced in the video. Not what I will experience once I order the next best thing.	lot	4	0.14%
great content if it is useful to me, discounts or specials at the end if it's not all that useful	many	4	0.14%
not much	minute	4	0.14%
if useful information, not bullshit or upsales	moving	4	0.14%
Teaser, promise of something coming later in the video	pace	4	0.14%
Like a sales letter, it has to keep my interest.	people	4	0.14%
It grabs my attention and of interest to me. Like finger nails across a chalk board. . . hear it.	provides	4	0.14%
Depends on the length. A short video just has to show some value and be interesting. The longer the video is, the more important it is to have a steady stream of valuable content where I say "Oh Wow" every five minutes or so.	quickly	4	0.14%
Ditto #4	receive	4	0.14%
something I want to watch	seems	4	0.14%
Rythm, honesty, keep the best for the end	sell	4	0.14%
quality content -- great personality and pupets do not affect me either way - if the content is crap, I'll "x" out of it	slow	4	0.14%
It can't be too long	smacker	4	0.14%
Must be visually interesting	speaker	4	0.14%
relevant content	start	4	0.14%
content	still	4	0.14%
consistent delivery of content, without a lot of fluff	sure	4	0.14%
video so well done it wouldn't hold together if I didn't see the end.	teaching	4	0.14%
Unexpected twists and turns.	visual	4	0.14%
TRYING TO SELL FROM THE BEGINNING	watching	4	0.14%
The fact that I am LEARNING and I learn best by seeing somehow else do first, whilst speaking, so that i can go back and follow up when the video	#3	3	0.10%
	action	3	0.10%
	along	3	0.10%
	answer	3	0.10%
	answers	3	0.10%

has finished	anything	3 0.10%
keeps me interested and engaged	based	3 0.10%
if it has valuable information	beginning	3 0.10%
the content	benefits	3 0.10%
again, content.	blah	3 0.10%
good content! bad audio is a turn off for me	bore	3 0.10%
Content, interesting presenter or topic, cliffhanger	both	3 0.10%
great content	builds	3 0.10%
Content delivered that matches the sales promise	business	3 0.10%
The information.	busy	3 0.10%
topic i enjoy	captivating	3 0.10%
Good Content I'm Interested in and See No. 3	case	3 0.10%
The video fulfills the headline and proves to be worth my time	concise	3 0.10%
good engaging content	didnt	3 0.10%
Good information	download	3 0.10%
CONTENT!	easy	3 0.10%
the dog.	fact	3 0.10%
Clear and consise presentation of useful info	filler	3 0.10%
if the content is good- and if it uploads all the way without stop/start /stop/star/stop	find	3 0.10%
it's short so I'll commit the time, and it's got a decent presentation	frank	3 0.10%
Content, personality, interesting info, resources I haven't heard of	gets	3 0.10%
The content is teaching and not hype.	gives	3 0.10%
good content, not just filler that i've heard before.	giving	3 0.10%
If the person seems real and it is done in a real environment not like a fancy studio set-up	heard	3 0.10%
Continued content with the promise of more	helpful	3 0.10%
The video content full of information on the subject	high	3 0.10%
One that gets right to business...we	ive	3 0.10%
	kern	3 0.10%

Quality Information that I'm looking for	killer	3 0.10%
not being introduced to wife, kids, flash house, etc etc	knowledge	3 0.10%
if there's solid content and not a lot of fluff. Smacker's pretty cool though	leading	3 0.10%
I want to make sure that I receive all the information given	life	3 0.10%
relevance, adhering to the title	line	3 0.10%
Something of value presented.	list	3 0.10%
Informative, greatly marketed content.	logical	3 0.10%
I will watch to the end if I am captivated by the information	longer	3 0.10%
As my answer to Q3 or at least a topic that I have a burn to learn about.	meat	3 0.10%
interesting content, valuable and helpful, and mainly related to the title!!!	miss	3 0.10%
My time and if it's worth while	most	3 0.10%
the person is engaging with their information	moves	3 0.10%
strong content	music	3 0.10%
entertainment or education value	oh	3 0.10%
curiosity	once	3 0.10%
good leading reason of what is at the end	personality	3 0.10%
If the first 15 seconds inform or entertain me	points	3 0.10%
Valuable content	promises	3 0.10%
If I am learning something	puppet	3 0.10%
knowing what's coming up, e.g. "here are 3 things"-1st (blah)-2nd (blah) and 3rd-(blah)	remains	3 0.10%
Killer content	results	3 0.10%
Flow.	same	3 0.10%
the up coming summary with a promise of tying it all together... so you to can enjoy the benefits...	sense	3 0.10%
I'm getting redundet... Solid, reliable information. NO BS!	somewhere	3 0.10%
If I can understand it (subtitles/closed captioning/no need to hear what is said)	straight	3 0.10%
Content + content + content... "Results in advance" (sic.Frank Kern)	strong	3 0.10%
	stuff	3 0.10%

if it's not too long, i.e. definitely less than 10 min	taking	3 0.10%
Interesting content with continual hooks, or if its very short in the first place. I will watch a longer video if it's on something I particularly am interested in pursuing at the time.	talking	3 0.10%
Interesting and valuable content.	tell	3 0.10%
Detailed explanation of what has to be done and where to attain the expected result(s).	thing	3 0.10%
Quality content delivered quickly	times	3 0.10%
Real content not a sales pitch, good production values--the video above was off from sound just enough to be noticeable--Jim's office needs cleaning-- distracting background-- puppet was out of focus-- did you intend that?	understand	3 0.10%
the presenter is speaking about a relevant topic, and has a good knowledge of their subject matter	voice	3 0.10%
Wanted to hear everything	waiting	3 0.10%
It hist my sweet spot. The video has exactly what i need to know.	wont	3 0.10%
really good content.	yelling	3 0.10%
fulfilling the promise (see above ...)	#4	2 0.07%
mystery offer	15	2 0.07%
Practical, Informational content.	able	2 0.07%
content, not selling	across	2 0.07%
if it is worth a shit. You are so funny, I die laughing but most people could never make humor work. Thanks. Lorraine Grula. I still miss TNR!	after	2 0.07%
not slow and boring	ahead	2 0.07%
The content is solid and the information is one that I can use NOW.	amazing	2 0.07%
interesting info	appeal	2 0.07%
if I'm still watching after 10 seconds, then I will likely watch to the end ... but only if the pre-hype lives up to the actual video.	area	2 0.07%
solid answers with a splash of humor	bargains	2 0.07%
Good content.Available to stop and replay any part I need to see or hear again.	become	2 0.07%
targeted to me	believable	2 0.07%
An interest in the subject matter.	believe	2 0.07%
	benefit	2 0.07%
	bunch	2 0.07%
	capture	2 0.07%
	change	2 0.07%
	click	2 0.07%

If I am interested in the message and visually it keeps my interest.	congruent	2	0.07%
Presents problem, Logical flow w/good copy and visuals, gives solution	consistent	2	0.07%
something new and fun	continual	2	0.07%
content and relevance	continued	2	0.07%
to get the picture/info i wasd expecting	corresponds	2	0.07%
arresting content...more important than presentation but pres can't slip into sucking re time less than 10 min for sure	cotent	2	0.07%
fast paced, results focused	course	2	0.07%
Having well presented content which is actionable all the way through-no long winded small talk at the end or drawn out material.	crap	2	0.07%
when it provides good information in detail	deal	2	0.07%
Either because I'm learning something or because I'm being entertained (IF I expected entertainment rather than content). Or on rare occasions, I'm just killing time. But I am getting VERY tired of videos and webinars that claim to have "content" but don't. Instead, they are just long, time-consuming sales pitches for a high-priced item. The result: it's VERY unlikely that I will purchase from that person. I assume his/her product will be similarly lacking in value. There are more and more of these fast-talking "gurus" I block from receiving their emails because I'm tired of the constant promotions.	deliver	2	0.07%
Does it benefit me? Hopefully it isn't a waste of my time!	detail	2	0.07%
I wach video,if there something is usefull.	details	2	0.07%
information!	drawn	2	0.07%
Getting good info, presenter staying on track, feeling I want to know more	dry	2	0.07%
interesting content, believable presentation	educational	2	0.07%
knowing that it will be succinct and not give a life story before getting to the point	ego	2	0.07%
Believing I can benefit by watching it to the end	emotional	2	0.07%
Content	engaged	2	0.07%
Killer info that makes me want more of the same...	enjoy	2	0.07%
You read a good book or Watch a movie to the end to find out how it ends. If borromg, forget it.	enthusiasm	2	0.07%
When the video continues to provide relevant, helpful info.	exactly	2	0.07%
Lively content in my interest area	excellent	2	0.07%
	excited	2	0.07%
	expected	2	0.07%
	expecting	2	0.07%
	experience	2	0.07%
	far	2	0.07%

if it entertains and educates	feeling	2 0.07%
content or beauty	file	2 0.07%
interest in the subject/topic	forget	2 0.07%
the information is useful and spelled out in detail	fresh	2 0.07%
content	funny	2 0.07%
TRICKY. HOW BUSY AM I? (ha!) HOW GOOD IS THE SPEAKER OR INFO?	given	2 0.07%
Design, cleanliness, quality, invested	got	2 0.07%
guides me through using #3 #4 techniques	gotta	2 0.07%
Killer content and humor. If you bore me or hype too much in the first 30 seconds, I am gone.	grabs	2 0.07%
Again, C-O-N-T-E-N-T.	guy	2 0.07%
top notch info, stays focused, moves at a good pace,	happen	2 0.07%
Keeps giving CLEAR....SLOW.....TEACHINGVISUAL AIDS.....POINTS	head	2 0.07%
See 3 and 4.	honest	2 0.07%
Not knowing what will be shown next. If i can gues what's going to happen -I'm out of there.	host	2 0.07%
I either lean from it or I am being entertained by it, sometime both.	ie	2 0.07%
small file size and fast stream don't like yelling and repitive repetition. also It needs to replay without downloading again.	immediately	2 0.07%
I don't lose interest	improve	2 0.07%
soemthing I'm interested, expecting soemthing at the end	incredible	2 0.07%
One's with good energy. You always have good energy!	item	2 0.07%
Interesting and compelling content.	itself	2 0.07%
usefull content	language	2 0.07%
anything to do bringing in the traffic and setting up webpage	laugh	2 0.07%
If it's clear up front that it will be about one vital thing and less than 10 minutes. I need to be able to stop and start it and see the control bar	leave	2 0.07%
A good looking guy - no, kidding aside it is always about great content.	load	2 0.07%
knowing that there's a bonus/payoff at the end	lose	2 0.07%
	material	2 0.07%
	min	2 0.07%
	momentum	2 0.07%

If the content is engaging from the start with no fluff or fillers..	motion	2	0.07%
short. Or if it is long, it must be very good stuff.	movement	2	0.07%
useful content	myself	2	0.07%
It's gotta hold my interest	nails	2	0.07%
engagement with the host, dynamic entertaining presentation, get to the point, lots happening on screen, promise of the video (fun, great info) being fulfilled quickly, a still of Smacker on the first frame	own	2	0.07%
good content	paced	2	0.07%
info that I want - value not a lot of fluff	payoff	2	0.07%
useful info	personal	2	0.07%
believable presenter	persuasive	2	0.07%
the theme and quality	pitched	2	0.07%
great content, high energy, good audio	plus	2	0.07%
That it is on message, not of undue length and can be paused, easily rewound for note taking, and of course, that it can be viewed on a Mac.	practical	2	0.07%
It builds to the payoff...not the call to action	pre	2	0.07%
as above	prefer	2	0.07%
if it keeps giving value, I'll stay with it	production	2	0.07%
Not too salesly, good content	professionally	2	0.07%
Keeps my interest and keeps the momentum	promised	2	0.07%
The content...if it's a sales pitch, I'll probably click away. Depends on who the teacher is, however.	puppets	2	0.07%
Good content, what's waiting for me at the end ie bonus, info about next video	rambling	2	0.07%
The content is what it says it is...	rather	2	0.07%
Pertinent information - which is what we consistently get from you guys. Thanks!	re	2	0.07%
Content	read	2	0.07%
the content and the voice of the speaker.	relevent	2	0.07%
See #3	repetition	2	0.07%
structure, direct, knowing the plan before video starts and being aware of whats next, each point follows through in sequence	replay	2	0.07%
	result	2	0.07%
	rich	2	0.07%

Delivers on that promise	say	2 0.07%
HAS A COUNTER FOR TIME LEFT.	seeing	2 0.07%
The information is compelling.	selling	2 0.07%
if it's entertaining and gives good helpful hints.....it can't just be silly.....oh and sincerity of the subject - thats important	shit	2 0.07%
If it involves what my interests are.	should	2 0.07%
If it's engaging..not rambling on or a pitchfest.	size	2 0.07%
Good presentation straight to the point no nonsense, delivers what I need to know to make me the bucks	small	2 0.07%
Sequential promises so I can see the next scene or two remains relevant to my interest/needs.	soemthing	2 0.07%
I seldom watch a video all the way through.	solve	2 0.07%
Captures attention, good product/deal & persuasive language	solves	2 0.07%
Its got to be fun with some interaction if pos	someone	2 0.07%
Knowing it's not too long, ability to pause it along the way, great content	sometimes	2 0.07%
the content and presentation	sound	2 0.07%
Good flow of content without wasted repetition	speaking	2 0.07%
It continues to give me far more information that's relevant than I was looking to receive	special	2 0.07%
when its somewhat different from the ordinary	starts	2 0.07%
again good content and clear concise verbage and a little humor.	stays	2 0.07%
It stimulates my interest and curiosity	step	2 0.07%
Controls and time remaining clearly visible, and it fultills the GREAT video characteristics above. Should take me somewhere in an interesting way.	steps	2 0.07%
Content, content, content...	stick	2 0.07%
If I still need something (info, the punchline)	stream	2 0.07%
to see if there are any deals or bargains...I like bargains	suspense	2 0.07%
Short enough to keep my attention (adhd), valuable info	take	2 0.07%
Not exactly sure, I would imagine it's just a great video and you want to see it to the end.	talk	2 0.07%
As long as it's not boring/dry at any point. i.e no lectures on Chaucer	teaches	2 0.07%
	technique	2 0.07%
	techniques	2 0.07%
	thanks	2 0.07%

The offer or promise or secret that is coming at the end. Unless of course, it is so dang good that I am disappointed it is over and wish it was longer. But even with a 'not-so-good' video, if there is a big promise or revelation coming at the end, I always watch to the end. OH yeah...and if it is short as well.	theme	2	0.07%
	these	2	0.07%
	till	2	0.07%
smooth content and delivery of information	tips	2	0.07%
Energy	tired	2	0.07%
Content,Content,Content!	title	2	0.07%
Either entertaining and/or informative	together	2	0.07%
cibtebt	touched	2	0.07%
I'm learning something.	track	2	0.07%
good message and presentation	true	2	0.07%
Compulsion for completion	try	2	0.07%
humor, good content, special offer at end	trying	2	0.07%
Excellent content, new tips techniques, Smacker!	turn	2	0.07%
Solid content presented in a logical a fun or interesting way.	unexpected	2	0.07%
content, relevance, delivery, credibility	usefull	2	0.07%
rich content no bs	using	2	0.07%
Content where you actually learn something and not just a sales pitch	values	2	0.07%
short and keeps moving	vid	2	0.07%
The first 10 seconds! If it is a 5 minute video, forget it.	visually	2	0.07%
Chunks of info rather than just "rambling"	visuals	2	0.07%
Good content that builds to a key conclusion that I can use	vs	2	0.07%
on target to subject	wanting	2	0.07%
Humor	waste	2	0.07%
great content	wasted	2	0.07%
Great Content	wasting	2	0.07%
it's not filled with useless chat and only the meat	watched	2	0.07%
Content	why	2	0.07%
So long as it keeps my attention, and keeps delivering useful info.			

relevent content to me	wife	2	0.07%
The person and information really convinces me	winded	2	0.07%
entertaining, interesting information	words	2	0.07%
content I want to know	work	2	0.07%

compelling content	Unique Words	993
	Total Words	2892

[The video has to be informative for me to watch, get to the point right away and continue from there, don't string it out and give me links to continue my research. A video that downloads quickly helps too.](#)

[that is keeps me interested in what the end result will be.](#)

[If I am learning something valuable from the content that is applicable to my business. It must hold my attention or else I am gone.](#)

[the information provided is what I'm seeking..](#)

[excellent content](#)

[keeps my interest, has a story line](#)

[good, useful, "meaty" information \(... and, sometimes, humor; but I'm a "how-to" guy!\)\)](#)

[engaging content, no wandering, stick to topic and get it done concisely](#)

[Because it is informative !](#)

[value](#)

[Content](#)

[You have to appeal to one of my needs in a way that excites without the normal sales BS](#)

[It has actual content not fluff and time wasters](#)

[keeps my interest](#)

[If it is interesting and sticks to the subject it is about](#)

[continues to move and doesn't stall and become slow](#)

[persuasive nature of narrative or visual](#)

[smacker, your crazy way of being REAL](#)

[Engaging content with a host who is not boring](#)

[changes to keep your attention](#)

Real Information I can use.

Moves fast, structured & easy to follow - The pdf follow up helps me in case I missed a valuable point.

content - or if it's so bad I can't believe it

it delivers on its promise - it keeps my attention - it provides value all the way to the end!

If the content interests me, and if it is delivered by a trusted source.

Concise, focused, tightly scripted & edited, and MOST IMPORTANTLY, immediately useful and actionable content

I'm learning and being entertained at the same time.

content, graphics

holds my interest - builds suspense

bonus to the end

Maintaining interest. Good energy. No downtime. It's like an infomercial... bore them for a second and they're gone. That's why I think 2 to 4 minutes (really 3-4) is optimal.

good information

Not wanting to miss a hint, tip or technique I can make work for me.

Not using glove puppets on it!

Great. actionable, unique content.

The scenes should change frequently... if the video gets static, I lose interest.

Interesting voice of narrator

good content

variety (not just talking head), fast-moving, doesn't take too long.

Delivering on the promise of great content

solves a problem or teaches a lesson

it's good!

Grouped Responses

<u>Content</u>	9	1.65%
<u>content</u>	3	0.55%

curiosity	3	0.55%
great content	3	0.55%
as above	2	0.37%
good content	2	0.37%
if its interesting	2	0.37%
Interest	2	0.37%
It	2	0.37%
one that provides quality info that is actionable	2	0.37%
the fact that it corresponds to my actual needs	2	0.37%

© Copyright 2002 DevElite Limited All Rights Reserved.