

• AGENCY LEAD CHANNELS • VOL. 05

The YouTube Lead Machine

How to land **3 to 5 booked agency calls a month** from videos that keep working 12 months after you hit publish – even with under 1,000 subscribers, even if you hate being on camera, and without a \$5,000 editor.

25 buyer-intent topics

Title + thumbnail formula

5-part script skeleton

A full script teardown

Description-to-lead funnel

Under-\$300 kit

90-day cadence

THE CHANNEL EVERYONE QUILTS

You posted six videos. You got **40 views**. Then you quit.

Here is what actually happened, and why it was never about the camera.

You spent a weekend editing one video. You filmed it eight times because you hated your own voice. You hit publish, refreshed the dashboard, and watched it sit at 12 views for three days. So you decided YouTube does not work for agencies and went back to cold DMs that get left on seen.

THE REAL REASON IT FAILED

You made a video for **viewers** when you needed one for **buyers**. "Day in the life of an agency owner" pulls random subscribers who will never hire you. "How much does a roofing marketing agency cost in 2026" pulls the exact person typing their credit card into someone's calendar this week. Same effort. Completely different machine.

Most agency videos chase views. The ones that book calls chase search intent.

This is the one channel that pays you while you sleep. A cold DM dies the second you stop sending. A LinkedIn post is dead in 48 hours. But a tutorial that ranks for a buyer's search keeps surfacing in front of new prospects for years, for free, with zero extra work from you.

THE NUMBER THAT MATTERS

Search-driven YouTube clicks run a **6 to 14 percent click-through rate** for well-optimized content, against a platform-wide average of just **4 to 5 percent**. A video that ranks for a buyer-intent query gets shown to the right person on repeat, for months, without you lifting a finger.

YouTube Help, Impressions and CTR FAQs; Wildnet Technologies, What Is a Good CTR on YouTube (2026).

12 mo

One video keeps surfacing to buyers long after publish

3-5

Booked calls a month is the realistic target here

<\$300

Total kit to start filming this week

01

THE TOPICS THAT ATTRACT BUYERS

25 videos that pull people ready to pay.

Every topic below targets a query a prospect types when they are already shopping for the service. Pick your niche, swap the brackets, and you have a 90-day content list. Five formulas, five titles each.

THE 5 BUYER-INTENT FORMULAS

How to [outcome they want] • **[Service] cost in 2026** • **Best [tool] for [niche]**
• **Why your [result] is broken** • **[Niche] vs [niche] for [goal]**

■ "How to [outcome]"

How to get more roofing leads without buying lists
How to fill a med spa schedule in the slow season
How to get dental implant patients, not cleanings
How to lower your cost per lead on Meta in 2026
How to get clients for a brand new agency

■ "[Service] cost in 2026"

How much does a marketing agency cost in 2026
What does Google Ads management actually cost
SEO pricing in 2026: what you should pay
Med spa marketing cost: a real breakdown
Is a \$3,000/month retainer worth it

■ "Best [tool] for [niche]"

Best CRM for a small home-services business
Best booking software for a dental practice
Best lead tool for real estate agents in 2026
GoHighLevel vs HubSpot for small agencies
Best ad platform for local service businesses

■ "Why your [result] is broken"

Why your Facebook ads stopped working in 2026
Why your leads never book (and how to fix it)
Why your cost per lead keeps going up
Why patients call once and never book
Why your agency is stuck under \$10K a month

■ "[X] vs [Y] for [goal]"

In-house marketing vs an agency: real math
Google Ads vs Facebook for roofers
Hiring a freelancer vs an agency in 2026
SEO vs paid ads for a new dental practice
DIY marketing vs done-for-you: the honest take



DO THIS FIRST

Start with the **"cost"** and **"why your X is broken"** topics. A prospect searching "how much does it cost" or "why is this broken" is closer to buying than someone browsing tips. They have a budget and a problem. You just have to be the answer.

02

TITLE + THUMBNAIL FORMULA

The click decides everything.

Win it in 4 words.

Nobody watches a video they never click. The title and thumbnail are 90 percent of the job. Get them right and an average video out-pulls a great one with weak packaging.

THE TITLE TEMPLATE

[Specific outcome] in [timeframe] (even if [objection])

Filled in: "Get 20 roofing leads in 30 days (even with a tiny ad budget)" · "Book 10 med spa clients a month (even in the slow season)" · "Fix your dead Facebook ads in one weekend (no agency needed)"

X VIEWER TITLE (DIES)

"My agency journey + a few marketing tips"

Vague, no outcome, no buyer. Pulls other broke founders who cheer you on and never pay.

✓ BUYER TITLE (BOOKS CALLS)

"How much a roofing marketing agency costs in 2026"

Exact query, exact buyer, clear intent. The person clicking has a roof business and a budget.

The thumbnail rule: a phone screen is small. If a prospect cannot read your thumbnail in half a second, they scroll past.

- ✓ **3 to 4 words max.** Big, bold, readable on a phone. "LEADS THAT BOOK" beats a full sentence every time.
- ✓ **One face showing real emotion.** Concern, surprise, or a knowing look. A face beats a logo or a screenshot.
- ✓ **One bold number.** "\$3K?" or "40 LEADS" or "2026". Numbers stop the scroll and promise something concrete.
- ✓ **High contrast, no clutter.** Dark background, bright text. Never more than two visual ideas in one frame.

THE TRAP NOBODY WARNS YOU ABOUT

A clickbait thumbnail with a weak hook will actually **get your video demoted**. YouTube tracks "quality CTR": if people click but bounce in the first 30 seconds, the algorithm reads the packaging as a lie and stops showing it. Target an **8 percent-plus click-through rate on search**, and make sure the first 30 seconds delivers exactly what the thumbnail promised.

YouTube Help, Impressions and CTR FAQs (half of channels sit at 2 to 10 percent CTR; search-optimized content reaches 6 to 14 percent).



THE 5-TITLE RULE

Before you film, write **five** titles for the video and pick the one that makes a stranger curious and

03

THE 5-PART SCRIPT SKELETON

The same structure behind every video.

Stop staring at a blank doc. Every lead-pulling video uses these five blocks in order. The first 30 seconds decide whether the algorithm keeps showing your video, so spend most of your prep there.

WHY THE OPENING MATTERS THIS MUCH

The average YouTube video keeps just **23.7 percent** of its viewers, and more than half drop off in the **first 60 seconds**. The good news: how-to videos lead every niche at **42.1 percent** average retention. Teach, and you start ahead.

Retention Rabbit, 2025 State of YouTube Audience Retention Benchmark Report (10,000+ videos).

1 • The Hook**0 to 5 sec**

Name the exact person and the exact pain. No intro music, no "hey guys, welcome back."

"If you run a **[niche]** agency and your leads keep ghosting after the first call, this is the exact system I use to fix it."

Banned opener: "Hey guys, welcome back to the channel..." It is the fastest way to lose half your viewers.

2 • Context + Proof**5 to 15 sec**

Earn the right to be heard in one sentence. A number or a named result, not a resume.

"I have used this to take **[client type]** from **[before number]** to **[after number]** in **[timeframe]**."

3 • Roadmap + Step One**15 to 30 sec**

Tell them what they will get, then immediately start delivering so they stay.

"I will show you three things: **[A]**, **[B]**, and **[C]**. Let's start with the first one right now."

4 • The Value Body**the bulk**

Teach one thing deeply. Show your screen, your real numbers, a real example. Depth keeps people watching far longer than a list of shallow tips.

5 • One Clear CTA**at the payoff**

One ask only. Point them to your free lead magnet, not "like and subscribe."

"If you want the full **[checklist / template]** I just walked through, the link is in the first line of the description."

A FULL VIDEO, WORD FOR WORD

The skeleton, filled in.

Steal this.

Here is the entire opening of a real lead-pulling video for a roofing-niche agency, mapped to the five blocks. Swap your niche and numbers in and you have a script.

Hook

0 to 5 sec

"If you own a roofing company and you are paying \$40 a lead just to have them ghost you, the problem is not the lead. It is what happens in the first five minutes after it comes in. Let me show you."

Context + Proof

5 to 15 sec

"I run lead systems for home-services companies. Last quarter we took one roofer from a 9 percent booking rate to 31 percent without spending one extra dollar on ads. Same leads. Different follow-up."

Roadmap + Step One

15 to 30 sec

"Three things fix this: speed to the first call, a text-back when you miss it, and a follow-up sequence most contractors never set up. Let's start with speed, because it is the one costing you the most right now."

Value Body

the teach

Here you share the screen, show the actual 60-second text-back automation, and walk through the exact follow-up timing. One mechanism, demonstrated, not a list of ten tips.

"Watch what happens when a lead comes in and nobody picks up. By the time you call back from the roof, three other contractors already got to them. Here is the automation that texts them in 60 seconds instead..."

One Clear CTA

at the payoff

"I put the whole speed-to-lead setup into a one-page checklist. The link is in the first line of the description. Grab it, set it up this week, and watch your booking rate move."



THE PATTERN TO COPY

No "smash that like button." One ask, pointed at the asset that captures the lead. The CTA lands **at the natural payoff moment**, not tacked onto the end where most viewers are already gone. Drop a soft mention of the free resource mid-video too, the moment it becomes relevant.

04

THE DESCRIPTION-TO-LEAD FUNNEL

A view is worthless. A lead is the point.

Views feel good. They do not pay you. The funnel below turns a watcher into a name in your inbox and then a booked call. The whole thing hinges on one place almost nobody uses right: the first two lines of the description.

Video ranks

A buyer searches their problem and your tutorial shows up. They watch because the thumbnail and hook delivered.

**Free PDF / audit**

Your verbal CTA and the first description line send them to a **free lead magnet**, a checklist, template, or a free audit. They trade an email.

**Booked call**

The thank-you page and follow-up email offer a **15-minute call**. Now you are talking to someone who already trusts you because you taught them first.

Here is the part everyone gets wrong. The link goes in the very first line, above the "show more" fold. If a viewer has to click "show more" to find your offer, 95 percent of them never will.

How much a roofing marketing agency costs in 2026

► FREE: Grab the 1-page Speed-to-Lead Checklist I use with every roofer → agencygod.com/checklist
Want me to look at your setup? Book a free 15-min audit here → agencygod.com

▼ SHOW MORE (THE FOLD)

In this video I break down exactly what you should pay, what to avoid, and the follow-up gap costing most contractors thousands. Timestamps: 0:00 the real cost 2:15 the follow-up gap 5:40 the fix. #roofingleads #homeservices #marketingagency

- ☒ **Lead-magnet link in the first 2 lines.** Above the fold, before anything else. This is the single highest-impact edit you can make.
- ☒ **Pin a comment** with the same link. The pinned comment is the second-most-clicked spot on the whole page.
- ☒ **Say it out loud at the payoff**, not the end. "The link is in the first line of the description" right when value peaks.

05

THE 90-DAY CADENCE

Consistency beats production value.

You do not need a studio. You need to publish on a schedule and target queries that are easy to rank for first. Win the small searches, then climb.

Wk 1-4 **Long-tail first.** Target the lowest-competition, most specific queries ("how much does a med spa marketing agency cost in Phoenix"). These can rank top three in days, not months.

Wk 5-8 **Build the library.** Publish 1 to 2 long-form videos a week, 8 to 15 minutes each. Each one is a permanent asset that keeps surfacing.

Wk 9-12 **Compound.** Earlier videos start ranking and pulling leads while you keep publishing. Your back catalog now works for you 24/7.

THE CADENCE DATA

A study of **5.08 million channels** found channels posting weekly grew subscribers and views far faster than those posting at random. Consistent weekly uploads grow subscribers roughly **2x faster** than sporadic posting. The schedule, not the gear, is the variable that moves.

vidIQ, How Often to Post on YouTube (2025), 5.08M channels, June 2024 to June 2025.

THE UNDER-\$300 KIT

Buy audio and light. Skip the fancy camera.

Camera

\$0

The smartphone already in your pocket. Modern phone video is more than good enough to rank and book calls.

Lav mic

\$15-30

Clip-on lavalier. Bad audio makes people click away faster than anything. This is your highest-priority buy.

Light

\$70-99

A ring light or a softbox. Face the window or the light, never have it behind you. Clean light reads as professional.

Tripod

\$20-40

Any phone tripod. A stable, eye-level shot beats a shaky handheld one every single time.

Total to start this week

Audio and lighting matter more than the camera

under \$300

Source: NearStream, YouTube Starter Kit 2026: Essential Gear & Budget Picks for Beginners. A capable beginner kit prioritizes audio and lighting over the camera because poor audio is the top reason viewers click away.

06 HONEST EXPECTATIONS

The numbers to hit, and when to expect leads.

YouTube is not instant, and anyone who promises otherwise is selling you something. But it compounds in a way no other channel does. Here is what good looks like, so you can audit yourself instead of guessing.

METRIC	BEGINNER	TARGET (GOOD)	WHAT IT MEANS
Search CTR	4–5%	8%+	Title and thumbnail are pulling the click. Fix packaging under 4%.
Retention	~24%	40%+	How-to videos average 42.1%. Strong hook and one deep teach get you here.
Time to rank	–	2–4 wks	For low-competition long-tail queries. Broader terms take months.
First leads	–	30–60 days	Once a few videos rank, the funnel starts feeding your inbox.
Booked calls	–	3–5/mo	The realistic steady-state target once your library compounds.

CTR and retention figures: YouTube Help; Retention Rabbit 2025 (avg video retains 23.7%, how-to leads at 42.1%). Timelines are realistic ranges, not guarantees, and depend on niche competition and consistency.

YouTube does not pay you tomorrow. It pays you for years. Plant the library now and let it compound while everyone else quits at video six.

Judge your channel by your **90-day back catalog**, not any single video's first week. The agency owners who win on YouTube are simply the ones who did not quit at video six. Use the worksheet on the next page to track the inputs you control, week by week.

07 YOUR BUILD WORKSHEETS

Stop reading. Start filling.

Two pages of the playbook are only as good as what you write here. Draft your titles first, then track your inputs every Friday. Pen, ten minutes, done.

1 • DRAFT YOUR FIRST 5 TITLES

Use the template from page 4: **[Specific outcome] in [timeframe] (even if [objection])**. Pick five buyer-intent topics, rewrite them for your niche, then circle the one that best signals a buyer outcome.

#	YOUR TITLE DRAFT	BUYER OUTCOME IT SIGNALS
1		
2		
3		
4		
5		

2 • YOUR WEEKLY SCORECARD

Fill this in every Friday for 10 minutes. Track the inputs you control – publishing, packaging, retention – and the leads follow.

WEEK	VIDEOS PUBLISHED	AVG CTR	AVG RETENTION	LEADS CAPTURED	CALLS BOOKED
Week 1					
Week 2					
Week 3					
Week 4					



THE ONLY RULE THAT MATTERS

Do not judge a video by its first week. Publish on the cadence, fill in this scorecard every Friday, and let the back catalog compound. **The owners who win are the ones who did not quit at video six.**

• YOUR NEXT MOVE

YouTube is the slow channel. Want booked calls this month?

This playbook builds you an asset that pays for years. But years is a long time when payroll is due. While your library compounds, the AgencyGod Engine installs a **done-with-you machine that books qualified calls now**, the kind that show up, close, and stay. You film the videos. We fill the calendar.

We onboard only a handful of agencies a month so we can actually deliver. Every spot comes with the \$10,000 guarantee, so the risk is ours, not yours.

\$10K
GTD

You get the result, or you get paid \$10,000

Apply to AgencyGod →

Free 30-min strategy call · we cap onboarding so we can deliver

agencygod.com