Content Lanes Planner

Six formats · the flagship-quick-flavor trio · the three-video trial

The six core formats

SEARCH-ANSWER
Directly answers a typed question. Evergreen, findable, beginner-friendly.

EDUCATION
Teaches a skill deeper than a quick answer. The trust-builder.

OPINION
Your take — builds personality and loyalty. Needs a real point of view.

DEMONSTRATION
Showing the doing — repairs, processes, screen work. The work is the star.

STORY
Beginning, tension, payoff. The retention champion when told well.

TRANSFORMATION
Before, process, after. The most thumbnail-able format on the platform.

The starting architecture

FLAGSHIP lane — the main course; your promise fully delivered
QUICK lane — lighter, faster reps, Shorts-friendly; keeps cadence alive on thin weeks
FLAVOR lane — personality and perspective; smallest volume, biggest loyalty
3-5 lanes total. Every format works faceless OR on-camera — style is YOUR choice.

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Lane definition cards

LANE 1 · FLAGSHIP

Name: _____ Dominant format: _____

Delivery: faceless voice ■ screen & hands ■ on-camera ■ Feeding clusters: _____

Shape (length + structure, one line): _____

Honest per-video cost: _____ hrs Confidence today (1-3): ____ Shrink-it version: _____

LANE 2 · QUICK

Name: _____ Dominant format: _____

Delivery: faceless voice ■ screen & hands ■ on-camera ■ Feeding clusters: _____

Shape (length + structure, one line): _____

Honest per-video cost: _____ hrs Confidence today (1-3): ____ Shrink-it version: _____

LANE 3 · FLAVOR

Name: _____ Dominant format: _____

Delivery: faceless voice ■ screen & hands ■ on-camera ■ Feeding clusters: _____

Shape (length + structure, one line): _____

Honest per-video cost: _____ hrs Confidence today (1-3): ____ Shrink-it version: _____

The capacity check — every lane passes all three

TIME: one video fits inside my weekly capacity (or the lane is scheduled as a monthly event)
CONFIDENCE: I can produce this format TODAY without dread (else: shrink the first version)
SKILLS: the lane fits my chosen delivery style — chosen by sustainability, back in Module 1

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The three-video trial — test, don't tattoo

Trial rules

- Every new lane gets THREE videos before judgment — one video proves nothing.
- After three: KEEP · ADJUST · RETIRE. All three outcomes are wins — all three are information.
- No new lanes mid-trial. Finish the test you are in.
- Lane review every 90 days, with real data — same rhythm as the niche clause.

Trial tracker

LANE	VIDEO 1	VIDEO 2	VIDEO 3	VERDICT K/A/R

Optional lanes 4-5 (only when the trio hums)

Then tag every Queue video with its lane — slot 1 becomes a named video, in a named lane, with a known shape.

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What to do with this document

Your next steps

- [ ] Pick a dominant format for each cluster you'll build on — from the six
- [ ] Assemble the trio: flagship + quick + flavor (3-5 lanes total), each passing the capacity check
- [ ] Tag every Production Queue video with its lane
- [ ] Write the lane set into your Channel Clarity cornerstone, with the three-video trial rule beside it

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.