Growth Mix Planner

Jobs, not mandates · the fine print

LONG-FORM = DEPTH

Carries the promise · warm subscribers · strongest monetization · builds the 4,000 hours.

SHORTS = DISCOVERY

Stranger-scale reach · fast testing · colder average subscribers · trailer duty.

The monetization fine print — read twice

Shorts-feed watch time does NOT count toward the 4,000 long-form hours. The separate Shorts track (10M views/90 days) is a much higher bar with much lower per-view pay. Give Shorts the discovery job, not the revenue job.

The zero-new-load rule

Every Short comes from an existing quick lane or a derivation of work already done. The mix assigns jobs — it never adds videos the floor cannot hold.

Growth Mix Planner

My mix — written, dated, testable

DEPTH ENGINE (flagship lane at the floor — unchanged from the 30-day plan):

NATURAL SHORTS SOURCE (quick lane converts / flagship derives / honestly neither):

THE MIX AS JOBS ("Long-form carries ___; Shorts carry ___ — or none for now"):

90-DAY REVIEW DATE + the success numbers I will check:

"Long-form only for now" is a legitimate mix — written down and reviewed with data, like everything else. Growth is a loop: make, measure, change ONE thing.

Growth Mix Planner

What to do with this document

Your next steps

- [ ] Jobs assigned from lanes that already exist — zero new load
- [ ] The fine print applied: your mix's honest path to the 4,000 hours
- [ ] 90-day review dated with checkable success numbers
- [ ] Ask every growth tactic the job question — testable or noise

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.