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Audio first · the voice decision

Audio first — the forgiveness asymmetry

Viewers forgive imperfect video and abandon bad audio. Phone mic, 15–30cm away, in a QUIET SOFT room: kill the echo (closet / blanket fort / carpet), kill the noise (fridge, fan, window), keep the distance consistent. That is the entire audio lesson.

The voice decision — in pen

- [ ] MY VOICE (default): recorded now while stakes are low — the cringe fades by session three
- [ ] AI VOICE: only if the alternative is not publishing — disclosed where required, less-common voice chosen

The clap test

Clap once in your recording spot. Sharp echo = keep softening. Dull thud = record.

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The visuals engine — pick ONE primary

STOCK B-ROLL
Pexels, Pixabay, Mixkit — searched from your [VISUAL] notes. Story and topic lanes.

SLIDES & GRAPHICS
Canva free tier — education lanes; the numbers ARE the picture.

SCREEN RECORDING
Free on every OS — tutorials, tools, anything on a screen.

ARCHIVAL & PUBLIC DOMAIN
Library of Congress, Wikimedia — check each license.

MY PRIMARY ENGINE + why it fits my lane:

On-camera lane (the equal option)

Phone at EYE level · face a window · quiet soft room · look at the LENS ·
talk to ONE person · +15% energy. Everything else in the academy is identical.

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The recording session

Session checklist — voice first, visuals second

- [ ] Quiet zone built and clap-tested
- [ ] 60-second test recorded — checked with headphones (fix distance/noise, not your voice)
- [ ] Full voiceover recorded in paragraph takes — flubs re-read immediately
- [ ] 10 seconds of room tone saved
- [ ] Visuals harvested from every [VISUAL] note
- [ ] Everything named by section: 01-hook, 02-promise…
- [ ] One folder: RAW COMPLETE

MY FOLDER LOCATION + date completed:

Signed: _____ **Date:** _____

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What to do with this document

Your next steps

- [ ] Build the quiet zone once — it serves every future video
- [ ] Voice recorded past the temporary cringe; visuals named by section
- [ ] On-camera lane: eye level, window light, lens contact
- [ ] Bring the folder to the CapCut Edit Checklist — assembly is next

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.