Shorts Derivation Worksheet

Three patterns · five rules

MOMENT LIFT

The most satisfying 30-50 seconds, lifted whole — needs no setup.

TIP EXTRACTION

One self-contained tip re-cut tight — the long-form covers ten; the Short delivers one.

QUESTION TEASE

Core question + first beat of the answer, honestly opened — the full video pays it off.

The five craft rules

1 · Hook is the first SECOND — open inside the action
2 · 9:16 reframe — punch in, re-center every shot
3 · Captions, sized up — sound-off is the feed's native state
4 · Build the loop — end where you began
5 · Native length: 30-50s — every second earns its place

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The 20-minute build + derivation log

The build (CapCut)

- [ ] Duplicate the long-form project → switch to 9:16
- [ ] Isolate the pattern moment · cut to 30-50s
- [ ] Re-center shots · captions bigger · loop the ending
- [ ] Export → real keyword-aware title → schedule between flagship dates
- [ ] Pin the POINTER comment: specific path to the full video

DERIVATION LOG (timestamp + pattern + why it stands alone):

Judge patterns at TEN Shorts, never one — feed variance is wild by design. A breakout Short is demand evidence: log it in the Bank with a P tag.

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What to do with this document

Your next steps

- [ ] Derive while the edit is open — the standing +30-minute stage
- [ ] Only clips that stand alone to a stranger; teases open honestly
- [ ] Pointer comment on every Short — the funnel's actual plumbing
- [ ] Sound-off test before publishing: the feed watches silent

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.