LEARN WITH SEB · CONTENT SYSTEM

The Creator Loop

YouTube long-form + TikTok / Reels / Shorts

Eight stages. One idea. Platforms that work together — not against each other.

1 Lock the Aim

Outcome: **Know who you help and what "good" looks like.**

- Pick one viewer you teach
- Choose 3–4 content pillars (teach, prove, show behind the scenes, invite)
- Name one main offer + one free lead magnet
- Track only 3 KPIs: hook hold, average view %, clicks to offer

2 Mine Weekly Ideas

Outcome: **A shortlist ready to film, not a graveyard of notes.**

- Pull from comments, DMs, outlier Shorts, competitor gaps, audience FAQs
- Write idea cards: hook promise, proof, format (long / short / both), CTA keyword
- Score fast; keep a weekly slate of 5–10 (mostly evergreen, a few timely)

3 Package Before You Script

Outcome: **Titles and hooks that earn the click.**

- Long-form: 5 title options → pick a winner before scripting
- Short-form: scroll-stopping first line + on-screen text
- Thumbnail text: 2–4 words max
- Decide the comment keyword CTA early (e.g. "Content", "Guide")

4 One Promise, Two Scripts

Outcome: **Shoot-ready words for both platforms from one idea.**

- Long YouTube: cold open → roadmap → chapters → recap → CTA
- Short 30–60s: Hook (0–2s) → why it matters → 1–3 tips + proof → CTA
- Pre-write: 3 CTAs, description/caption, 8–12 keywords

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Stage & Shoot Clean

Outcome: **No friction on camera day; usable raws.**

- Shot list matched to beats; teleprompter bullets; brand kit handy
- Folders: RAW / EDITS / EXPORTS
- Shoot A-roll first, then B-roll / UI; record 3 hook takes; grab thumbnail stills; 10s room tone

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Cut Native, Then Ship

Outcome: **Platform-ready files posted with intent.**

- Export 16:9 for YouTube and 9:16 for TikTok/Reels/Shorts from the same shoot when possible
- First second = hook on screen; cut fluff; captions on shorts
- Post at best-guess peak; pin CTA; reply in the first hour; UTM links; no watermarks

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Multiply the Hit

Outcome: **More surface area from one filmed idea.**

- Turn the long video into: Shorts cutdowns, IG carousel, thread, SEO blog angle, quote tiles
- Teach in comments/community with a clear ask (keyword → free thing)

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Learn, Fix, Raise the Floor

Outcome: **Better retention and clearer systems each week.**

- In 0–72h read hook hold, retention dips, CTR — fix one thing (new open, title, or tighter cut)
- Run one experiment per week (hook, thumbnail, CTA, or structure)
- Capture SOPs in Notion; automate research/packaging where it helps; never skip human taste on the final cut

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AIM → IDEAS → PACKAGE → SCRIPT → SHOOT → SHIP → MULTIPLY → LEARN → REPEAT

Film once with intent. Publish natively. Improve every week.

YouTube · TikTok · Reels · Shorts