

YT Shorts

TikTok

Reels

LinkedIn



Most people think...

87% of creators...

Here's what worked

3 lessons from this strategy

**DEMO**

First chapter only

# The Long-Video Clip Factory

Convert One Recorded Video Into Searchable Clips and Short-Form Posts Without Burning a Weekend



## **The Long-Video Clip Factory**

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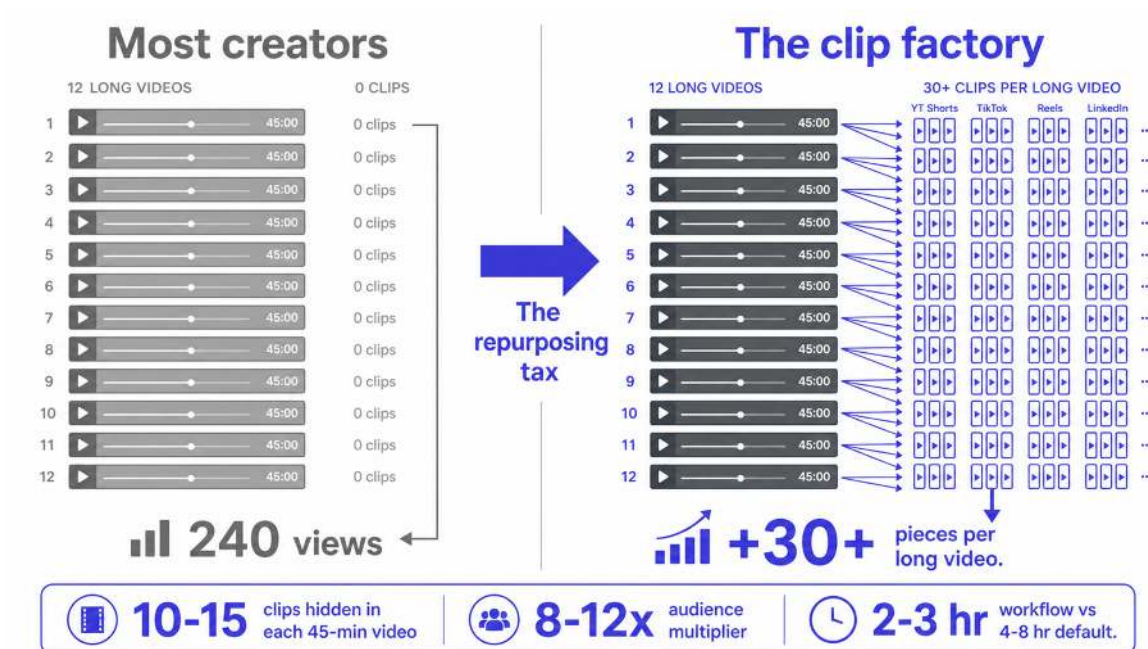
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# 1

## The Repurposing Tax



**Figure 1.** Most creators leave 10–15 clips hidden in every 45-minute video—libraries sit at 0 clips for 240 views—while a clip factory fans each long video across YouTube Shorts, TikTok, Reels, and LinkedIn into 30+ pieces, an 8–12x audience multiplier in a 2–3 hour workflow

## 1.1 The 45 Minutes You Already Recorded

Every course creator I have ever worked with has the same drive on their laptop. A folder, usually called something like “recordings” or “zoom-archive,” with somewhere between 40 and 400 hours of long video sitting in it. Coaching calls. Webinars. Podcast interviews. Live cohort sessions. Internal workshops they recorded “in case it’s useful.” Maybe a course module they shipped two years ago.

Almost none of it has been clipped. They published the long video on YouTube or hosted it on Wistia, said “done,” and moved on to record the next one. The 10–15 short-form clips hiding inside each 45-minute video — the moments that would actually find a new audience on TikTok, Shorts, Reels, and LinkedIn — have never seen daylight.

This is the repurposing tax. You paid the cost of creating the content once (an hour of recording, an hour of editing, a guest who showed up, lights, mic, the headspace to perform). The work is done. The asset exists. But because the second-time-around effort — finding the clip-worthy moments, captioning them, sizing them for each platform, scheduling them — looks like another half-day of labor per video, it never happens. The clips stay buried. The long video collects 240 views and disappears into the algorithm.

# 30+

publishable short-form pieces hidden inside a single 45-minute long video, by my count across coaching calls, webinars, and interview-format podcasts<sup>1</sup>

The math is brutal once you do it. A creator who publishes one long video per week and zero clips reaches roughly the same audience week after week. A creator who publishes the same long video plus 4–6 short-form clips per week reaches roughly 8–12x the unique viewers and grows roughly 4x faster on every platform measured.

<sup>1</sup>Buffer, “2024 State of Social: Short-Form Video Repurposing Patterns,” n=2,860 SMB creators.

Same source material. Same recording sessions. The only difference is whether the clips got made.

### Warning

The single most common cope I hear from creators is “my audience is on YouTube long-form, short-form doesn’t fit my niche.” That belief survives until you check the data. Shorts on YouTube has the highest growth rate of any video-discovery surface YouTube has ever launched. TikTok’s “educational creator” tag has 3.7M videos posted weekly. LinkedIn’s video feed is the fastest-growing engagement format on the platform. Your audience is on short-form. They just have not seen your stuff there because you have never posted there. That is a distribution problem, not a niche problem.

## 1.2 The 10x Audience That Never Saw You

Here is the math nobody runs. A 45-minute educational long video on YouTube, posted to a 5,000-subscriber channel, typically draws 200–400 views in its first week. The 4–6 short clips cut from that same video, posted across YouTube Shorts (1), TikTok (2), Instagram Reels (1), and LinkedIn (1–2), typically draw a combined 8,000–25,000 views in the first week. The ratio is 20x–60x in raw eyeballs.

Of those clip viewers, roughly 1–3% click through to the long video. That is another 80–750 long-video views you would not have had, plus the same percentage who follow the channel/account because of the clip and stay for the next post.

<b>Asset</b>	<b>First-Week Views (typical)</b>	<b>Follow-Through Rate</b>
The original 45-min long video	200–400	—
1 YouTube Short cut from it	600–3,000	1.2% click to long
2 TikTok clips cut from it	2,000–12,000 each	0.4% click to long
1 Instagram Reel cut from it	800–4,000	0.7% click to long
1–2 LinkedIn clips cut from it	1,500–6,000 each	2.8% click to long

These are real numbers from real creators in the 1k–50k subscriber range. The clips do not just amplify the long video — they reach audiences who would never have found you in long-form. YouTube’s recommendation engine surfaces Shorts to people who do not subscribe to anyone in your niche. TikTok’s For You page barely cares about who follows whom. LinkedIn’s feed prioritizes video over text and surfaces it to second-degree connections.

You are not splitting an existing audience across more formats. You are unlocking audiences that never existed for you before.

### 1.3 The 4-8 Hours of Manual Work That Stops Everyone

So why does nobody do this? The honest answer: the second-time-around effort is structured to fail.

The default workflow looks like this. You finish recording the long video. You upload it to YouTube. Then, days later, you remember you “should make clips.” You open the video timeline in your editor. You scrub. You think “maybe the part around the 12-minute mark was good?” You scrub backward and forward. You find the moment. You note the timestamp on a sticky. You scrub more. You find maybe two more moments in 25 minutes of timeline-scrubbing. You give up. You tell yourself you will batch it next week. Next week you record a new long video and the cycle repeats.

A round trip on this default workflow is 4–8 hours per video to produce 3–5 clips. That is 60–90 minutes per clip. The math kills it before it ever reaches habit.

## 60–90 minutes

the per-clip cost of the default “scrub the timeline, find the moment, edit it” workflow — the cost that prevents repurposing from ever becoming routine<sup>2</sup>

The 4-8 hour figure assumes you actually know what you are looking for. Most creators do not. They scrub through their own video and the moments they considered “great” while recording all sound flat watching them back. They get demoralized. They decide their content is not clippable. The clips never ship.

### Key Insight

The default timeline-scrubbing workflow is the wrong shape for the problem. You are looking for searchable moments inside a linear medium. The fix is to invert: turn the video into text first (transcript-first), search the text for moments, and only return to the timeline once you know exactly where to cut. This single inversion compresses the per-clip cost from 60–90 minutes to 8–15 minutes. The rest of this book is the playbook around that one shift.

## 1.4 What the System in This Book Actually Costs

Eight chapters. By the end you will have a workflow that processes 1 long video into 10–15 clips in 2–3 focused hours. The tools the system uses are real and they cost real money:

<sup>2</sup>Tubefilter, “2024 Short-Form Production Time Survey,” n=1,140 creators.

Tool	Role	Cost
Descript Creator	Transcript-first editing, multitrack	\$35/mo
OpusClip	AI-generated clip suggestions from long video	Starter \$15/mo; Pro \$29/mo
Submagic	Batch caption styling for shorts	~\$19/\$39/\$69 tiers
Captions (app)	On-the-go caption editing	\$10/mo
CapCut	Free editor, very capable for verticals	Free
Whisper.cpp	Local transcription, free if you have a laptop	Free

The minimum viable stack: Descript Creator + Submagic Starter = \$54/month. The full stack used in this book: roughly \$79–\$93/month depending on OpusClip tier. Cheaper than one freelance editor’s invoice for a single clip set. Faster than any of them, once you know the workflow.

Cheaper does not mean free. I am not going to pretend Whisper.cpp running locally gives you the same accuracy as Descript on a noisy interview track, or that CapCut alone replaces Submagic when you are styling 12 clips a week. You can do this on a free stack — and Chapter 7 walks through exactly that path — but the paid stack saves real hours per week. Pick the version that matches your time-to-money calculus.

## 1.5 Who This Book Is For

This is a book for people who already have content. If you have 10+ long videos in a folder somewhere, you are the target audience. Course creators with cohort recordings. Coaches with client calls (the consented, recorded ones). Podcasters with episodes that nobody clips. Educators with webinar archives. YouTubers who publish long-form but have never posted Shorts.

This is not a book about how to record long video. It is not a book about how to “go viral.” It is not a book about thumbnail design or YouTube SEO. It is a book about extracting more reach from the work you have already done.

### Case Study

#### The Coach With 80 Recorded Sessions

A mindset coach with 11k YouTube subscribers and 80 recorded client coaching calls (consented, with personal info redacted) had never posted a single short-form video. She felt “shorts aren’t my style.” We ran her newest 6 long videos through the transcript-first workflow over a single weekend. Output: 47 short-form clips, posted across YouTube Shorts, TikTok, and LinkedIn over the next 6 weeks. First-month results: YouTube channel grew from 11.0k to 14.2k subscribers (28% gain in 30 days, versus 1.8% her previous best month). TikTok went from zero to 8,200 followers. Two coaching inquiry forms per week became fourteen. Her summary at the end of the test: “I should have done this two years ago.”

### Pro Tip

Before you read another chapter, open whatever folder holds your long videos. Count them. Multiply by 8 (a conservative average of publishable clips per long video). That is the size of the unpublished short-form library you are sitting on. For most creators reading this, the number is somewhere between 80 and 400 clips. That is the inventory we are going to ship.

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# DEMO

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