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The Content Operators Playbook

Clip anatomy. 2 principles.

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7. Clip anatomy

Shape one: the selfie clip

The scripts in Short form, one person one problem one solution are built on the first four rows already.

Person	Problem	Turn	Who	Solution	Land
0 to 2s	same breath	2 to 6s	one line	the middle	last 2s
Person	Calls out one person by situation. A size, a niche, a number. TEST: Would the right viewer say "that's me"?				
Problem	One problem, in their words. TEST: Is there a number in it?				
Turn	What they believe, then the but. TEST: Does the second line contradict the first?				
Who	Why listen to this person. TEST: Could a stranger tell who is talking?				
Solution	One move, as a list, steps or a story. One piece of proof. TEST: Could they do it today?				
Land	A hard line. Then cut. TEST: Is anything after the payoff? Cut it.				

THE CONTENT OPERATORS

TOR SHARRAN

Clip anatomy, 1 of 2

Shape one, the selfie clip

Person, problem, turn, who, solution, land. Six beats, the first one inside two seconds.

Six beats. The scripts in the one person, one problem, one solution packet are built on the first four already.

BEAT	TIME	WHAT IT DOES	TEST
Person	0 to 2s	Calls out one person by situation. A size, a niche, a number.	Would the right viewer say "that's me"?
Problem	same breath	One problem, in their words.	Is there a number in it?
Turn	2 to 6s	What they believe, then the but.	Does the second line contradict the first?
Who	one line	Why listen to this person.	Could a stranger tell who is talking?
Solution	the middle	One move, as a list, steps or a story. One piece of proof.	Could they do it today?
Land	last 2s	A hard line. Then cut.	Is anything after the payoff? Cut it.

What does one look like?

- **Person and problem.** "If you have got forty videos filmed and six of them posted,"
- **Turn.** "you do not have a content problem. You are scared,"
- **Who.** Left out, because it runs on Tom's own channel. A client's early videos add one line here.
- **Solution.** Post all 34 this week.
- **Land.** "A bad video that gets no views costs you nothing. Thirty four unposted ones cost you four months."

What gets checked before it goes out?

1. One person, one problem, one solution. Two problems means two clips.

2. The first frame shows the premise: face, words on screen, simple and bright.
3. It makes sense on mute.
4. On-screen hook text is 3 to 5 words, with a number or a name in it.
5. There is a but inside the first six seconds.
6. Nothing after the payoff. No recap, no sign off.
7. Captions burned in, large and high contrast.
8. Someone would send it to a friend.

Questions

What are the beats of a selfie clip? Person, problem, turn, who, solution, land. Call out one person by situation, name one problem in their words, turn what they believe, say why to listen, give one move, and land on a hard line.

What is the turn? Between two and six seconds: what they believe, then the but. The test is whether the second line contradicts the first.

How should a clip end? A hard line in the last two seconds, then cut. If anything comes after the payoff, cut it.

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Shape two: the Q&A cutdown

For the Creator Hotline, the fake pod, workshops, live Q&A and any podcast where someone asks a question.

Question 0 to 2s	Turn 2 to 8s	Answer 8 to 45s	Land Last 2s
Question 0 to 2s	The asker's question, burned on screen as text, with their numbers. TEST Is the question specific? If it is vague, open on the answer's best line and keep the question as text.		
Turn 2 to 8s	The answer restates or corrects the premise. TEST Does the asker turn out to have the wrong problem?		
Answer 8 to 45s	One idea, as a list, steps or a story. TEST One idea only. Two ideas are two clips.		
Land Last 2s	The maxim. TEST Cut straight after it.		

Shape two, the Q&A cutdown

Question, turn, answer, land. For the hotline, the fake pod, workshops and any podcast where someone asks.

For the Creator Hotline, the fake pod, workshops, live Q&A and any podcast where someone asks a question. The shape Alex Hormozi runs from his workshops.

BEAT	TIME	WHAT IT DOES	TEST
Question	0 to 3s	The asker's question, burned on screen as text, with their numbers.	Is the question specific? If it is vague, open on the answer's best line and keep the question as text.
Turn	3 to 8s	The answer restates or corrects the premise.	Does the asker turn out to have the wrong problem?
Answer	8 to 45s	One idea, as a list, steps or a story.	One idea only. Two ideas are two clips.
Land	last 2s	The maxim.	Cut straight after it.

How do you pick the moment from long form?

Run every candidate through three filters, in this order.

1. **It stands alone.** If it needs more than a sentence of setup, it is a segment.
2. **It has one of Hormozi's seven.** Recency, relevancy, celebrity, proximity, conflict, unusual, ongoing. Conflict and unusual clip best, because they carry the turn.
3. **It is clip shaped.** A contrarian take, a specific number, tactical advice, a candid admission, or a real person's question and the answer to it.

Then use the data. Cut where the long form retention graph spikes. Clip events the same night and post the next day.

What numbers are worth aiming at?

MEASURE	AIM	FROM
Viewed versus swiped, Shorts	70% to 90%. Under 60% rarely works.	Paddy Galloway, 5,400 Shorts, 3.3 billion views
Retention, under 60 seconds	90% or more	Jenny Hoyos
Retention after the first 3 seconds	70% or more is a banger. Below 50% is a huge problem.	Kallaway
Outlier	3 to 4x the channel average is worth studying	Paddy Galloway
Thumbnail text	3 to 5 words, capped at five	Seb Losardo

Retention figures are guides. Hoyos had a Short at 70% retention reach 10 million views off returning viewers.

Questions

What are the beats of a Q&A cutdown? Question, turn, answer, land. The asker's question on screen with their numbers, the answer correcting the premise, one idea, then the maxim.

Does the asker have to be real? The proximity and the social proof come from a real person asking. Written callers are fine for rehearsal, and are framed so nobody mistakes them for real people.

How do you pick the moment from long form? It has to stand alone with a sentence of setup at most, carry one of Hormozi's seven (recency, relevancy, celebrity, proximity, conflict, unusual, ongoing), and be clip shaped: a contrarian take, a number, tactical advice, a candid admission or a real question and its answer.

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