



Basic Theory and Practices:

Module 01

Introduction to Short Form

Module Overview

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Welcome to your journey into short-form content creation. We'll explore how to make every second count in your videos.

Key Terms

HOOK The first 3 seconds of your content that grabs viewer attention and stops the scroll.

RETENTION The percentage of your video that viewers watch before leaving.

SCROLL VELOCITY The speed at which users typically scroll through their feed.

Short-form content is not just about being brief - it's abc

ACTION PLAN:

Watch 10 viral short-form videos

Identify hooks in each video

Write 3 hook ideas for your content

Film your first short-form video

Key Takeaways

The Power of Short Form

01

Short-form content allows you to reach more people with less production time, making it perfect for consistent content creation.

- ◆ Higher engagement rates
- ◆ Lower production costs
- ◆ Faster audience growth

PRO TIP



Film in portrait mode at 9:16 ratio to maximize screen real estate across all platforms.

- ◆ Algorithm preferences
- ◆ Audience behaviors
- ◆ Content requirements

Platform Dynamics

02

Each platform has unique characteristics that affect how your content performs and reaches your audience.

Platform Comparison

Feature	TikTok	Instagram	YouTube
Length	60s	60s	60s
Format	9:16	9:16	9:16
Audio	Required	Optional	Optional

Remember...

START SMALL, STAY CONSISTENT

Your first videos won't be perfect, but each one gets you closer to mastery.