

FAILURENAIRE



Failurenaire: How to Start Your Clipping Viral Videos Biz Checklist

“Because if you can cut a video and drop a caption, you can make bank while eating Hot Pockets.”



What Is a “Clipping Biz”?

It's simple: you find viral or long-form content (podcasts, interviews, streams), clip the best 15–60 second moments, add subtitles, punchy editing, and repost to **YouTube Shorts, TikTok, Instagram Reels**, or Twitter/X.

Your goal?

Grow an audience → **Monetize the traffic** (with ads, affiliate links, sponsors, merch, or client work).



The Failurenaire Step-by-Step Clipping Biz Checklist

1. 📌 Pick a Niche That Slaps

You're not clipping everything. You're clipping **moments that go viral in your lane**.

Checklist:

- Pick 1–2 content lanes:
 - Funny podcast moments
 - Fitness rants
 - Dating advice gone wrong

- Conspiracy theories
 - Sports hot takes
 - Finance & hustle quotes
 - Bonus if you actually enjoy it — you'll know what's worth clipping
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2. 🧑 Find Long-Form Source Material

The gold is in the 90-minute episodes. You're mining for 45 seconds of internet gold.

Checklist:

- Use YouTube, Spotify, Twitch, or TikTok Lives
 - Search top creators in your niche: Joe Rogan, Adin Ross, Bradley Martyn, etc.
 - Use **Fair Use** rules carefully:
 - Add commentary or transformative editing
 - Don't just repost full episodes (unless you want a copyright KO)
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3. ✂ Clip the Spicy Parts

You're not editing... you're sniping the moment before it explodes.

Checklist:

- Look for:
 - Jaw-dropping statements
 - Emotional reactions
 - Laugh-out-loud moments

- Ridiculous quotes or out-of-context gold
 - Clip length: 15–60 seconds MAX
 - Cut out dead air, ums, and fluff
 - Keep the energy flowing — this is short-form warfare
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4. Edit Like a Pro (Using Free Tools)

Checklist:

- Use **CapCut** (free + phone/desktop versions)
 - Add:
 - Captions (bold, colored, animated — let them yell)
 - Zooms, sound effects, meme gifs
 - Emojis or reaction overlays
 - Use templates to save time
 - Optional: Add a branded watermark for your channel
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5. Post Strategically Across Platforms

Checklist:

- Create 1–3 clips per day (consistency > perfection)
- Platforms to post:
 - TikTok
 - Instagram Reels

- YouTube Shorts
 - X/Twitter (if relevant)
 - Reuse the same clip across all platforms with proper formatting
 - Add titles like:
 - “He Really Said That 😬”
 - “Nobody Was Ready for This 🔥”
 - “This Went TOO FAR...”
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6. Hook Viewers FAST (First 1-3 Seconds)

The scroll is brutal. Grab attention or get passed.

Checklist:

- Start with:
 - A jaw-dropping quote
 - Big reaction shot
 - Flashing text or subtitles
 - No slow intros — you're not making a documentary
 - Use loud but clean background music if needed
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7. Build Your Own Channel or Brand

Don't just post clips — build a **theme or vibe** people follow.

Checklist:

- Pick a channel name that fits your niche
 - Add a profile pic, bio, and posting schedule
 - Include:
 - Affiliate links
 - Merch links
 - Linktree or Stan store
 - Start a playlist or page for your “best hits”
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8. 💰 Monetize Once You Have Views

The bag comes *after* the grind.

Checklist:

- YouTube Shorts monetization (after 500 subs + 3M Shorts views in 90 days)
 - TikTok Creator Fund (if available in your region)
 - Affiliate links under your videos
 - Sponsored shoutouts from niche brands
 - Sell merch or digital downloads
 - Offer clipping services to influencers once you build proof
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9. 🧪 Test, Analyze, Adjust

Checklist:

- Track your top performing clips (watch time, likes, comments, shares)

- A/B test titles and thumbnails
 - See what other clippers are doing and *steal better*
 - Double down on whatever gets shared or sparks debate
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10. 🚀 Automate or Scale

Checklist:

- Create templates to speed up editing
 - Batch clip 5–10 videos at once
 - Hire a virtual assistant or editor once you have traction
 - Repurpose long-form into clips, clips into memes, memes into Shorts
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🎤 Final Jabroni Wisdom:

This biz is **low cost**, **high upside**, and 100% learnable. Your first few clips will be garbage. But if you keep going, learn what pops, and stick to your niche, you can go from **zero views to 6-figure follower count** — all without showing your face or owning a \$2,000 camera.

So clip it, post it, and let the internet decide your fate.