

Short-Form Video & Reels Mastery — Workbook

This workbook is your hands-on companion to the Short-Form Video & Reels Mastery course. Each section maps to one course module and contains exercises, worksheets, and checklists you complete with your own content and data. Work through each section immediately after watching the corresponding module for maximum retention and real-world application.

The Anatomy of a High-Retention Short-Form Video

Apply the 4-part video structure and retention metrics to one of your existing videos so you can diagnose what is working and what needs a single targeted edit.

Exercise: Retention Graph Diagnosis

Choose one video you have posted on Instagram Reels, TikTok, or YouTube Shorts in the last 30 days. Open the analytics for that video and find the retention or audience graph. Screenshot it and answer the questions below.

- At which second does the largest drop-off occur? Is it a cliff drop (0–3 sec), slope drop (steady decline), or late drop (final 10%)?

- Using the 4-part structure (Hook, Bridge, Value, CTA), label each section of your video with its approximate start and end times. Which section does the drop-off fall in?

- Based on the drop-off shape and location, write one specific edit you will make — no more than one. Describe exactly what you will change (e.g., "Recut the first 3 seconds with a new text overlay using a curiosity gap trigger").

- What is your current completion rate, and what is your 72-hour target after making the edit?

Worksheet: Video Anatomy Breakdown Sheet

Fill out this sheet for three of your recent videos to build a pattern-recognition baseline for your own content. Use your platform analytics to fill in the metrics columns.

Video URL or title

Platform (Reels / TikTok / Shorts)

Video length (seconds)

Hook (0–3 sec): what is shown / said

Bridge (sec 3–?) : what is shown / said

Value section: how many beats / sub-points

CTA: exact wording

3-second view rate (%)

Completion rate (%)

Replay rate (if available) (%)

Primary drop-off second

Drop-off shape (cliff / slope / late)

One-word diagnosis (Hook / Bridge / Value / CTA)

Checklist: Module 1 Action Checklist

- Find and screenshot the retention graph for at least one recent video
- Label the 4-part structure timestamps on that video
- Identify the drop-off type and section
- Write one specific single-variable edit to test
- Enable Creator mode / Professional Dashboard on all three platforms if not already active
- Bookmark the analytics page for each platform in your browser for weekly review

Hook Engineering: Stopping the Scroll in 3 Seconds

Build and test your personal hook swipe file using the 6 trigger types and 12 templates, grounded in your niche and audience data.

Exercise: Hook Swipe File Builder

Choose three pieces of content you have already created (or plan to create). For each piece, write three hook variants using three different trigger types from the list in the course. Then predict which trigger you think will perform best for your audience and explain why.

- For content piece #1: write hooks using the Curiosity Gap, Identity Threat, and Transformation Preview triggers. Which do you predict performs best, and why?

- For content piece #2: write hooks using Social Proof, Counter-Intuition, and Pattern Interrupt triggers. Which feels most authentic to your voice?

- Look at the last 5 videos from a creator in your niche with over 200k followers. Identify the hook trigger type for each. What pattern do you see?

- Write your own "default hook template" — a fill-in structure that you predict will work consistently for your niche based on what you have observed.

Worksheet: Hook Performance Tracker

Log every hook you test here. After 20 entries you will have enough data to identify your strongest trigger type. Fill in performance data 72 hours after posting.

Date posted

Platform

Video topic (1 line)

Hook text (exact wording)

Trigger type (Curiosity Gap / Identity Threat / Social Proof / Transformation Preview / Counter-Intuition / Pattern Interrupt)

Two-channel? (Y/N — visual frame + text overlay)

3-second view rate (%)

Completion rate (%)

Saves

Shares

Comments

Notes / observations

Checklist: Hook Engineering Action Checklist

- Write 3 hook variants for each of your next 3 planned videos
- Identify the two-channel hook opportunity in each video (visual frame + text overlay)
- Start a hook swipe file document or note with your 12 base templates filled in for your niche
- Audit 5 competitor or peer videos and log the trigger type used in each hook
- Set up TikTok A/B Test feature if eligible (Creator account, 1,000+ followers)
- Schedule your first deliberate 3-hook test — three variants of one video within a 48-hour window

Pacing, Editing, and Pattern Interrupts

Map your next video against a beat grid, plan your pattern interrupt placements, and build a personal B-roll and sound library for efficient batch editing.

Exercise: Beat Map Your Next Video

Before you record your next video, write a script and then annotate it with a beat map. This forces you to engineer pacing before you shoot rather than fix it in the edit. Use the 3-beat framework for videos under 30 seconds or the 5-beat framework for 30–60 second videos.

- Write a 30-second script for your next video. Number each sentence. Now assign each sentence to one of the 4 parts: Hook, Bridge, Value, or CTA.

- Using the 3-beat framework, annotate each beat: what visual change, text overlay, or cut will occur at each beat marker? Write it as a one-line shot note next to each sentence.
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- Identify the moment in the Value section that is your single most important insight. Place a pattern interrupt (choose from zoom smash, text slam, or graphic insert) at that beat. Write exactly what the interrupt will look like.

- Count your total beats. Is it 6 or more for a 30-second video? If not, which sentence can be split into two beats, or which existing shot can be cut into a B-roll beat?

Worksheet: B-Roll and Sound Asset Library

Build your personal asset library by cataloguing the B-roll clips and sound effects you have available. Having a pre-built library cuts batch editing time by 40–60%.

Asset type (B-roll clip / stock clip / screen recording / text card / sound effect / music track)

Description (what it shows / sounds like)

Source (personal / Pexels / Coverr / Pixabay / Zapsplat / TikTok native / Instagram native)

File name or URL

Duration (seconds)

Content categories it suits (e.g., education / product / process / reaction)

Usage count (how many videos used it)

Notes

Checklist: Pacing and Editing Action Checklist

- Beat-map your next 2 videos before recording
- Record your B-roll in a dedicated 15-minute session separate from your A-roll recording
- Download 10 royalty-free B-roll clips from Pexels or Coverr and organise them in a folder by topic
- Download 5 sound effects from Zapsplat that suit your niche
- Edit one existing video by adding a single pattern interrupt at the 30–40% mark and compare retention to the original
- Practice the zoom smash cut in CapCut or your editor of choice on a test clip before applying to a live video

Caption Strategy, Platform Optimization, and Your 30-Day System

Write your first platform-optimized caption set, configure your publishing schedule, and set up the weekly performance review ritual that will compound your growth over 90 days.

Exercise: Caption and Hashtag Audit

Take your three highest-performing and three lowest-performing recent videos and audit the captions across both groups. The goal is to find a pattern that explains the performance difference.

- For each of the 6 videos, log: caption length in words, number of hashtags, whether there is a question CTA, and whether there is a save/share prompt. What pattern do you see between high and low performers?
- Using the 3 caption formats (micro, mid-length, extended), which format did your best-performing videos use? Rewrite the caption of your worst-performing video in the format used by your best-performing video.

- Run an Instagram hashtag check on your 5 most-used hashtags: search each, filter to Recent, and note the date of the most recent post. Remove any hashtag where the most recent post is over 2 weeks old.

Worksheet: 30-Day Content Calendar

Fill in this calendar with your planned posts using the 4-type content matrix (40% Educational, 30% Social Proof, 20% Personal Brand, 10% Conversion). Plan platform by platform — each row is one post.

Week number (1–4)

Day of week

Post date

Platform (Reels / TikTok / Shorts — one row per platform per post)

Content type (Educational / Social Proof / Personal Brand / Conversion)

Video topic (1 line)

Hook trigger type planned

Caption format (micro / mid-length / extended)

Primary CTA (save / share / comment / follow / link)

Hashtag group (A / B / C — use your 3 pre-built hashtag sets)

Posting time

Status (Planned / Scripted / Recorded / Edited / Scheduled / Posted)

72-hr completion rate (%)

Notes

Checklist: 30-Day System Launch Checklist

- Fill in the 30-day content calendar with at least 2 weeks of planned posts before publishing week 1
- Create 3 pre-built hashtag sets (niche + medium + broad) for your primary content categories
- Set up Meta Business Suite, TikTok Studio, and YouTube Studio scheduling for the next 7 days
- Block a recurring 2-hour weekly batch session in your calendar for the next 4 weeks
- Set up a performance tracker spreadsheet (use the template included in this workbook)
- Conduct your first weekly performance review using the 5-question framework from Module 4

- [] Identify the one variable you will deliberately test in week 2 based on week 1 data
- [] Share your week 1 analytics summary with an accountability partner or community
- [] Review your 30-day calendar at the end of week 4 and plan weeks 5–8 using what you learned

Your Action Plan

1. Complete the Retention Graph Diagnosis exercise for one existing video before posting anything new
2. Write and annotate a beat map for your next planned video before you record it
3. Create your hook swipe file with 12 templates customised to your niche
4. Record a batch of 3 videos in one 30-minute recording session using your beat maps
5. Edit all 3 videos in one 45-minute session, adding text overlays, B-roll, and one pattern interrupt per video
6. Write captions for all 3 videos using the mid-length format with a question CTA and a save prompt
7. Schedule all 3 videos across Reels, TikTok, and Shorts for the coming week using platform schedulers
8. Fill in the 30-day content calendar for the first two weeks using the 4-type matrix
9. After 72 hours on each video, log all performance metrics in your Hook Performance Tracker
10. Conduct your first weekly performance review using the 5 questions, identify one variable to test in week 2

