# SAMPLE

## The Short-Video Business

Build Income With 60-Second Content

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This free sample contains the Introduction and Chapter 1. The complete book contains the full contents above.

# Introduction

Short-form video is the most consumed content format in the world. TikTok, Instagram Reels, YouTube Shorts, Snapchat Spotlight, Facebook Reels — every major platform now prioritizes videos under 60 seconds. People watch billions of short videos every day.

The reach is staggering. A single 15-second video can reach a million viewers in 24 hours. A creator with zero followers can outperform a brand with a million-dollar ad budget. The barrier to entry is a smartphone.

But reach without revenue is just entertainment. And most short-video creators are entertainers, not business owners. They chase views, collect likes, and earn nothing.

This book is about building a short-video content business — a system that uses 60-second content to generate real income through multiple revenue paths.

Short-video monetization is confusing because each platform pays differently: - TikTok pays through Creator Rewards (low rates) and TikTok Shop. - Instagram pays through Reels bonuses (inconsistent) and Shopping. - YouTube pays through Shorts ad revenue sharing. - Snapchat pays through Spotlight rewards (inconsistent).

Creators don't know which platforms to prioritize, how to monetize across multiple platforms simultaneously, or how to turn short-video reach into income beyond the platform's native programs.

This book solves that by treating short-form video as a business system — not just content creation. You'll learn how to create content once, distribute it across multiple platforms, and monetize through a diversified revenue stack that doesn't depend on any single platform's payout rates.

- Short-video creators who have views but no income. - Content creators from other formats who want to add short-form video. - Business owners who want to use short video for customer acquisition. - Creators who are on one platform (e.g., TikTok) but want to expand to others (Reels, Shorts). - Anyone who wants to understand short-form video as a business model.

- The economics of each short-video platform (CPM, payout rates, audience demographics). - How to create content that hooks in 3 seconds and holds attention. - A posting cadence that drives growth without burnout. - How to monetize through creator funds, sponsorships, and product sales. - How to drive short-video traffic to your own offers (email list, products, services). -

How to repurpose long-form content into short clips (create once, distribute everywhere). - How to track which content actually converts to revenue. - A 30-day short-video content plan with a monetization goal.

- Book 14 (The YouTube Opportunity) covers YouTube specifically, including long-form video. - Book 15 (The TikTok Opportunity) covers TikTok specifically. - Book 16 (The Instagram Business) covers Instagram, including Reels. - This book (Book 17) is platform-agnostic. It covers short-form video as a cross-platform business — how to create one piece of content and distribute it across TikTok, Reels, Shorts, and more. It's the system layer on top of the platform-specific books.

Here's the principle: Short video is a customer acquisition channel, not a revenue product.

The platforms pay poorly for short video — creator funds, bonuses, and ad revenue sharing all generate fractions of what your content is worth. The real value of short video is its ability to acquire attention at scale and direct it to your own revenue-generating offers.

A 15-second video that reaches 500,000 people is worth $5-$15 in creator fund payouts. But if 0.5% of those viewers click your bio link and 2% of those buy a $97 product, that same video is worth $4,850 in product revenue.

Short video gets you discovered. Your products, email list, and sponsorships convert that discovery into income. This book teaches you how to build that system.

Let's start with understanding the economics of each platform.

Short-form video is still in its early stages. The platforms are still evolving, the monetization models are still developing, and the best practices are still being discovered. This means opportunity — the people who figure it out now will be the experts, the authorities, and the success stories.

Every platform that has existed went through this phase. YouTube in 2008. Instagram in 2012. Podcasts in 2014. The people who started during the "early" phase — when it was still unclear how to make money — are the ones who built massive audiences and businesses. Short-form video is in that phase right now.

The question isn't whether short-form video will become a major content format. It already has. The question is whether you'll be one of the early adopters who builds a presence now, or one of the latecomers who tries to catch up in 2-3 years.

Start creating. Start posting. Start building. The tools are free, the platforms are open, and the audience is waiting. The only thing standing between you and a short-video business is the decision to start.

# Chapter 1: Short-Video Platform Economics

Each short-video platform has different monetization, audience demographics, and content preferences. Understanding these differences is essential to choosing where to focus your effort.

This chapter compares the four major short-video platforms and helps you decide where to prioritize.

- Audience: 1.5 billion users. Skews 16-34, but growing in 35+ demographics. Global, with strong presence in Asia, US, and Europe. - Algorithm: The most aggressive discovery engine. Follower count barely matters — content quality determines reach. - Native monetization: Creator Rewards Program ($0.50- $2 per 1,000 views for 1+ minute videos). TikTok Shop (affiliate commissions). Live Gifts. Series (paid content collections). - Content style: Raw, authentic, trend- driven. Production quality matters less than on Instagram. Sound trends are central. - Best for: Rapid audience building. Discovery. Trend-driven niches (fashion, beauty, comedy, cooking, fitness). - Limitation: Low creator fund payouts. Regulatory uncertainty in some markets. Short video lifespan (days).

- Audience: 2 billion users on Instagram. Reels reach both followers and non-followers. Skews 25-44, with growing Gen Z presence. - Algorithm: Discovery through Reels, but Instagram's algorithm is more conservative than TikTok's. Reaches non-followers but not as aggressively as TikTok. - Native monetization: Reels Play Bonuses (inconsistent, invitation- based). Shopping features (product tags). Brand sponsorships (highest rates per follower). No direct ad revenue sharing for Reels. - Content style: More polished and curated than TikTok. Aesthetics matter more. Carousels compete with Reels for engagement. - Best for: Visual niches (fashion, food, travel, design, beauty). Brand partnerships. Audience with higher purchasing power. - Limitation: Slower growth than TikTok. Less predictable algorithm. No consistent Reels monetization program.

- Audience: 2.5 billion YouTube users. Shorts reach both subscribers and non-subscribers. Broadest age range of any platform. - Algorithm: Shorts feed is recommendation-based, similar to TikTok. Integrates with long-form YouTube content. - Native monetization: Ad revenue sharing on Shorts (creators keep 45% of allocated revenue). Typically $0.01-$0.05 per 1,000 Shorts views — very low, but it's real ad revenue, not a fixed-rate creator fund. - Content style: Slightly more educational/informational than TikTok. YouTube viewers expect value, not just entertainment. - Best for: Creators who also do long- form YouTube (Shorts drive channel growth). Educational niches. Building a library that compounds over time. - Limitation: Very low per-view payouts. Shorts

don't drive subscribers as effectively as long-form videos. Less viral than TikTok.

- Audience: 800 million users. Skews 13-24. Strong in US and Europe. - Algorithm: TikTok-style recommendation feed. Content from non- friends can appear in Spotlight. - Native monetization: Spotlight rewards (fund-based, inconsistent). Creators earn based on engagement relative to other content on the platform. - Content style: Similar to TikTok — raw, authentic, trend- driven. - Best for: Gen Z audiences. Comedy, entertainment, and viral content. - Limitation: Smallest audience of the four. Inconsistent monetization. Less brand sponsorship demand.

Here's what you can realistically earn per 100,000 views on each platform from native monetization alone:

| Platform | Per 100K Views | Notes | |----------|---------------|-------| | TikTok | $50-$200 | Creator Rewards (1+ min videos only) | | Instagram Reels | $0- $50 | Bonuses (inconsistent, invite-only) | | YouTube Shorts | $1-$5 | Ad revenue sharing (very low) | | Snapchat Spotlight | $0-$100 | Rewards (inconsistent) |

The point: native monetization across all platforms is low. A combined 400,000 views across all four platforms might earn $50-$355 from native monetization.

This is why the core principle matters: short video is a customer acquisition channel, not a revenue product. The native payouts are a bonus. The real revenue comes from what you do with the attention.

Here's what the same 100,000 views per platform can generate through non-native monetization:

- TikTok: $200-$1,000 per 100K-view video - Instagram Reels: $300-$1,500 per 100K-view Reel - YouTube Shorts: $150-$800 per 100K-view Short - Snapchat: $100-$500 per 100K-view Spotlight

- All platforms: $50-$500 per 100K views (1-5% click-through to affiliate links)

- All platforms: $100-$5,000 per 100K views (depends on price, conversion rate, and funnel quality)

- All platforms: 200-1,000 email subscribers per 100K views (0.2-1% conversion)

The email subscribers are the most valuable metric. Each email subscriber is worth $1-$5 in lifetime revenue. So 500 subscribers from 100K views = $500-$2,500 in future revenue — dwarfing the native monetization.

If you're starting from scratch, prioritize based on your niche:

Start with TikTok if: - Your niche is trend-driven (fashion, beauty, comedy, cooking). - You want the fastest growth and largest reach. - You're comfortable with raw, authentic content.

Start with Instagram Reels if: - Your niche is visual (design, photography, travel, food). - You want higher sponsorship rates and a higher-purchasing-power audience. - You already have an Instagram presence.

Start with YouTube Shorts if: - Your niche is educational (tutorials, how- tos, explanations). - You plan to do long-form YouTube eventually (Shorts drive channel growth). - You want content that compounds (YouTube content has a longer lifespan).

Start with Snapchat Spotlight if: - Your audience is Gen Z (13-24). - Your content is entertainment-focused (comedy, challenges, trends). - You're already on Snapchat.

The best strategy isn't choosing one platform — it's publishing on all of them. Short-form video is the easiest content to cross-post because it's platform-agnostic: a 30-second video works on TikTok, Reels, Shorts, and Spotlight with minimal adjustments.

The multi-platform workflow: 1. Create one short video (15-45 seconds). 2. Post it on TikTok (with trending sounds if relevant). 3. Post it on Instagram Reels (with appropriate hashtags). 4. Post it on YouTube Shorts. 5. Post it on Snapchat Spotlight (if relevant to your audience).

One video, four platforms, 4x the reach. The editing and format are the same — only the posting differs.

Platform-specific adjustments: - TikTok: Use trending sounds and TikTok- native hashtags. - Reels: Use Instagram trending audio and Reels hashtags. Slightly more polished editing if possible. - Shorts: Add a Shorts-specific title and description. No trending audio needed. - Spotlight: Post as-is if content fits Snapchat's audience.

This multi-platform approach means: one hour of content creation generates 4x the views, 4x the email signups, and 4x the revenue potential.

1. Which platform aligns best with your niche? (Start there.) 2. Which platform will you add second? (Within 30 days.) 3. What adjustments do you need for each platform? (Sounds, hashtags, editing style?) 4. Set up accounts on all 4 platforms — even if you only post on 1-2 initially. Secure your handle everywhere.

The platforms are your distribution channels. More channels = more reach =

more revenue. Don't limit yourself to one.

New creators burn their first month switching platforms every time a video underperforms — TikTok for two weeks, then Reels because a friend said it pays better, then Shorts after a video there pops. The platform switch resets three assets that all take weeks to build: the algorithm's understanding of your content, the audience's habit of seeing you, and your own fluency in the format's unwritten rules.

The decision is simpler than it feels, because the platforms sort by what you already have. Choose TikTok if you are starting from zero and want the fastest feedback loop — its algorithm gives new accounts real distribution regardless of follower count, which makes it the best laboratory for learning hooks. Choose YouTube Shorts if your content is instructional and search-driven — Shorts rides the YouTube search engine, and how-to content there accumulates views for years the way its long-form does. Choose Instagram Reels if you already have an Instagram presence or your niche is visual — the Reels distribution rewards aesthetic consistency and converts neatly into the DM and shopping tools covered later in this book.

Pick one, commit to it for the first 90 days of the plan, and treat the other platforms as a distribution decision you make once — never as an escape hatch when week three goes quiet. The multi-platform chapter at the end of this book covers the expansion; it only works after one platform has been mastered.

End of free sample. The full book is available at putrabooks.github.io