

Short-Form Video Launch Checklist

A practical pre-production, rights, publishing, and review system for your first useful videos.

Start with the smallest stack that can publish a credible video. Upgrade only after a real bottleneck appears.

1. Define the useful outcome

- [] Write one sentence: After this video, the viewer can...
- [] Choose one audience and one problem.
- [] Show the finished result in the opening.
- [] Remove any claim you cannot demonstrate or source.

2. Prepare the project

- [] Create folders: outline, raw, audio, project, export, thumbnail, rights, analytics.
- [] Disable personal notifications and hide private files.
- [] Confirm available disk space and the recording location.
- [] Save source URLs and the date each source was checked.

3. Ten-second recording test

- [] Cursor and text are readable.
- [] Motion is smooth and there are no overload warnings.
- [] No private information is visible.
- [] Audio is understandable and not clipping.
- [] The file opens outside the recording software.

The zero-dollar stack

Screen recording	OBS Studio	\$0
Voice	Phone recorder	\$0
Editing	CapCut Free or DaVinci Resolve Free	\$0
Thumbnail	Canva Free	\$0

PHONE VOICE SETUP

Before recording

- ☐ Turn on airplane mode.
- ☐ Use a small room with soft surfaces.
- ☐ Place the phone six to eight inches away and slightly off-axis.
- ☐ Record one paragraph at a time at a calm conversational level.

After recording

- ☐ Transfer the original audio file; do not rerecord it through a speaker.
- ☐ Trim mistakes and use only light noise reduction.
- ☐ Keep speech consistent without clipping.
- ☐ Listen on headphones and a phone speaker.

MONETIZATION SAFETY CHECK

- ☐ I created or properly licensed every important element.
- ☐ The video contains an original test, analysis, demonstration, or narrative.
- ☐ The episode remains useful without a template or background loop.
- ☐ Realistic synthetic or altered content is disclosed when required.
- ☐ A reviewer can quickly understand how I participated in making the channel.

Do not confuse permission with originality. A permitted web reading may still fail a platform's reused-content review when it adds too little original value.

ORIGINALITY AND RIGHTS

Asset check

- ☐ Story, script, or analysis is original or commercially licensed.
- ☐ Screen or gameplay footage was recorded by me or licensed commercially.
- ☐ Music, effects, fonts, and stock assets permit the intended commercial use.
- ☐ Permission records and receipts are stored with the project.
- ☐ This episode is materially different from earlier episodes.

Rights log

Asset	Creator/source	License/permission	URL or receipt	Checked

EDIT, EXPORT, AND PUBLISH

Edit and export

- [] Narration establishes the timeline; waiting and dead air are removed.
- [] Captions and tool names are corrected manually.
- [] Captions and important controls remain in the safe central area.
- [] Vertical export is 1080x1920; standard horizontal is 1920x1080.
- [] Export frame rate matches the source.
- [] Final file is watched outside the editor and on a phone.

Publish

- [] Title promises one specific result.
- [] Thumbnail uses one object, one result, and no more than four words.
- [] Description includes tools, disclosures, written steps, and sources.
- [] Paid, gifted, sponsored, and affiliate relationships are clear.
- [] Each YouTube Short points to a related video.
- [] Website page includes the answer, video, steps, download, sources, and updated date.

Recording setup card

Use	Starting setting
Tutorial/gameplay master	1920x1080; 30 or 60 fps based on a stability test
Vertical delivery	1080x1920; match source frame rate
OBS beginner output	Simple mode; High Quality; hardware encoder if stable
Safer local format	MKV; remux to MP4 after recording
Required motion test	30 seconds of fastest normal movement and interface changes

REVIEW AFTER 7 AND 28 DAYS

Record the evidence

- [] Impressions, traffic sources, click-through rate, and first-30-second retention.
- [] Average percentage viewed and subscribers per 1,000 views.
- [] Website clicks, download opt-ins, affiliate clicks, and confirmed sales.
- [] Production hours and cash cost.
- [] One thing to repeat and one thing to change.

Video	
Useful outcome	
7-day evidence	
28-day evidence	
Repeat	
Change	
Decision	

Sources to check before publishing

OBS recording: obsproject.com/kb/standard-recording-output-guide
YouTube monetization: support.google.com/youtube/answer/1311392
YouTube sharing links: support.google.com/youtube/answer/13748639