

Related To Video Creation

Regarding Clips

- For IG find motivational, mindset, discipline, relationship, lesson and family related clips. Which provides any kind of value to the viewer.

What not to post

The topics are:

- Covid
- War
- Anything that can be considered bullying or hate
- Anything slightly negative about women
- Anti LGBTQ
- Any sexual language or things that may be interpreted as such
- Buzzwords and topics like rape, murder, school shooting, stabbing etc
- Anything pertaining to government and elections
- Anything that outright talks about elite's agenda

Video mistakes

- Using stock overlays
- Using stroke on your captions
- Written hooks
- Using blurry videos
- Don't use slow and static clips.

- There should be no monotone. When the speaker is saying there should be a different tone.

The IG fundamentals are

- A good font that is easy to read and digest
- Well chosen overlays that fit together well (if used)
- Clean cuts
- Good flow throughout the video
- A clip that has a purpose
- Video is high quality, not blurry
- A clean filter/colour correction (if used)
- Good music which matches the clip
- Simplicity
- A good hook (not written one)

Lifestyle format

- If you're editing lifestyle clips. Then the first few overlays should sync perfectly. They also should be high quality and visually appealing.
- When you're making a lifestyle video full of energy with advice. You should always use a fast paced lifestyle overlays. You can't use still overlays. Where tate is sitting, lifting or any boring clip. Where he is not doing anything.
- You have to arrange the clip in a way. So your viewer doesn't feel any hiccups. And keep watching the video. You can't give any chance to your viewer to scroll the video.
- Some reason why viewers will scroll the lifestyle video. Break in captions, Static overlay between the fast overlay, Cut that is

not clean or Transition not done will also become the reason for scroll off.

Overlay Mastery

The main characteristics to look for when trying to fit overlays together are:

- The movement of the clip and the direction of movement,
- The contents of the clip itself and use clips from the same shoot or event
- The activity in the clip, smoking, walking etc
- The lighting of the clip, sunset, daytime, night, light, dark
- The speed of the clip
- Who is in the clip
- The quality of the clip

How to fit overlays together?

- Trying to fit two overlays based on the movement or speed tends to be the cleanest. If the previous overlay is moving towards right, your next overlay should move towards right.
- You can choose overlays according to the speed of the music. For fast paced music, you should use fast paced overlays. For slow music you have to use the slow overlays, make sure they are not boring. You can choose overlays according to the speed of music throughout the video.

- The videos need to be extremely smooth. You can't have any single error. In the flow of overlays. It will make the viewer scroll.
- You can also choose the overlay, according to the vibe. Let's say if Tate is talking about the woman or being happy. You can use an overlay where there is a woman. And where Tate is smiling.

How to avoid repetition in lifestyle clips?

Consciously avoid having clips:-

- where the same action is performed (smoking, walking, drinking, looking around)
- that are happening in the same setting

It's not like you can't have these things ever in your videos. But Remember same type of video.

Should be never used right after. If you have used it earlier, while arranging clips.

With the same camera perspective or same action performed. It makes the video completely boring.

Overlay transitions

For Lifestyle Clip

- You should always switch between overlay clips. When the beat of the music changes. It will look very clean and it is very pleasing to watch. You can switch when the sentence is made by the speaker. But it does not look smooth. You should not do this throughout the video. Where it looks clean.
- You shouldn't use the long overlay. It will be boring. And the viewer will scroll.
- You can't use hard transitions between overlay clips. Except it's editing.
- Otherwise you can use transitions very minimally like dissolve or flash effect.
- You should choose the overlay clip according to the vibe of the video. Sometimes you can choose according to the speaker 's speech. Where it fits well and looks smooth.

Repetition and contrast - A warning

- You need to have kind unpredictability. When it comes to the using/fitting overlay. You can't use the same nature overlay again and again. Like if your overlay is going in right then again in right. For a few seconds it will look smooth. But if you do that again and again it will feel boring. And you will give a chance for people to scroll.
- You should have unpredictability in your overlays. Some overlays right, left, some light, some dark, some going with

fast pace of song. And then some slow down. When music slows down.

- As long intensity and energy is maintained throughout the video. Then you can fit overlays, the way you want. Make sure it does not feel boring. Avoid using still and slow overlays.
- Your lifestyle video should keep the viewer at the toe all the time. Always keep going, never slow down. Always something happening on the screen.

Common overlay mistakes

- Leaving an overlay up for too long, max of 3-4 seconds is a good limit to keep yourself at
- Using too many slow overlays, especially at the start of a video
- Using low quality, blurry overlays
- Using strong transitions between overlays
- For podcast videos, using a ton of overlays at the start, then none in the middle or end
- Too much repetition and not enough contrast between overlays

Podcast format

- You can add up to 6 overlays.
- Have a slow zoom in video, not a strong one. Even you have to emphasise words.
- Do basic or accurate head tracking.
- When your video is emotional or on a sad side. Then you can have low energy or low paced video. For that you can use

slow music and slow overlays. And still you have to use zoom. This makes your video feel alive. Still you can't use slower overlays. Remember your videos can be on a slower side. But it can't be boring.

- If you want to force your viewer to watch your videos again. You can use a boomerang overlay. You can use the same overlay in the start then in the end. Make sure there is not any long pause or anything in the end video. Most likely your viewer will watch the video again.
- You can use overlay in podcast format. According to whatever is said in the video. Or use your own judgement.
- You can use two or three overlays in a group. Which works best in podcast format.
- Make sure you are using the overlay throughout the video. Not only in the middle, starting or end.
- In the video clip, somewhere. If you feel like viewer attention may drop. Then in that place you should use an overlay. So viewers keep watching videos.
- You can use minimalist transitions like dissolve or flash effect. Do this in the beginning of overlay and in the end.
(OfficialOnlineUniversity)

The energy of videos

- The music should start at the perfect time. With the matching vibe. Not slow and not low. Which adds to the hooking process.
- First few words of Tate/speaker should be attention grabbing.
- There should always be something happening on the screen. And avoid low or slow points in the clip. So people don't scroll your video.
- While cutting the clip remove unnecessary stuff from the clip. Make sure you're giving every second new information. To the viewer.
- In most cases your video should be fast paced full of energy. Your videos should feel alive. Always something happening on the screen. So viewers don't lose focus on the video and keep watching. You have to make sure the viewer's brain is always engaged.

Don't think Feel

- Through your videos you have to connect with viewers on an emotional level. If the viewer makes a bond with the video in a few seconds. It will be very hard for the viewer to scroll.
- Positivity is the king when your video feels. Very warm and happy. Like Tate/speaker is talking about women in a very positive way. With vibe matching music. Then it's most likely to go viral. Positivity is the main feeling. You should give through the video. To make people happy and warm.

- Another kind of feeling you can give through, your video is sadness, emotional and reality. But don't make it extremely sad and low energy. Topic from family, heartbreak and depression.

Analysing first few seconds

- The first few seconds of the video should be attention grabbing.
- A few seconds convince you to watch the whole video. Did you disclose enough information? So viewers keep watching. Or you have disclosed all the main sauce in the beginning.
- Does it feel like you have thrown in a random video? Without any context.
- There is so much happening lot's of information is throwing on your face. And you feel messed up. And you want to scroll.
- Are the captions smooth?
- Is music starting at a good point? Not at a slow or low point. And the music vibe matches with the video. And make sure your music is unique.
- Does it feel like a new video? Or it feels like you have seen the video already before.
- The flow of your video is smooth. Without any stutter and pause.

Analysing the video as a whole

- Mute video clip. And play the video. Do you still feel like watching? Are you still engaged with the video? Try to recognize the fault in the video. Is there a lack of overlays, zooms or other things.
- Is the video high quality or is it blurry.
- Close your eyes and listen to the audio. Does the video have smooth cuts? Does music fit perfectly? Can you hear the music? Can you digest the tate/SPEAKER speech? Does music overpower the tate's voice?
- Is your video engaging? At any point you lose focus. Did you feel, stutter, repetition or pause?
- What makes you want to scroll?
- Is the same energy there throughout?
- Is the clip unique? Is music unique? Does the video feel recycled? Does it feel fresh?
- What could you add/remove? What would you improve?

Regarding Hooks

- Hook is anything happening in the first few second seconds of your video. Words said by the speaker should be attention grabbing. The music is playing at best, not slow, not low. Make

sure your 3 to 5 seconds of video is perfect. Which will help to hook the viewer throughout the video. Also the hook can be title on reel cover and description.

- Don't use a written hook on ig. Because it breaks the basic rule of the ig simplicity.

Speaker hook:-

- "There is not a girl alive that would cheat on me"
- "Andrew, are you not scared?"
- "I don't care what you do to me, I'm Andrew Tate"
- When you are cutting the clip make sure starting words give the idea about the topic. What viewers can expect. And hook them till the end.
- When you are cutting the clip remember you have to appeal to human selfishness. It means a hook should something like that tells people what they will get if they will watch the full video. What's there benefits?
 - "Why don't I just disappear?" vs "When I see injustice, I must say something"

Video Hook Fundamentals

1) Clear Topic

Clear the topic in the first few seconds like "So many men say they wanna be the man...". That makes people understand what the video is about.

2) Clear Benefit

There are 70% of hooks that fail. Humans are selfish, when you are making the hook.

Also make people get to know that. What are the benefits after they watch the video?

Good: "I beat someone up in sparring [...]"

Best: "I beat someone up with my new style". This hook is best because it will give the viewer an idea about the topic and also the benefits.

3) The Music

This is where videos who already have a good beginning sentence often fail.

I want you to know that music influences the expectation that was created by the beginning words.

You could have beginning words that make me understand that I'm awaiting a video that will motivate me.

But if you now put extremely emotional music on this video? It'll lose power.

You can compare the effect of a song to the effect of tonality.

Think of a very motivational speech of Tate.

You can take the exact words, and let someone say them in a boring, lifeless tonality, and they'll only hold a fraction of the power.

"YOU NEED TO GET TO WORK" (said in a powerful, nearly screaming tonality)

"You need to get to work" (said with tears in the eyes, very quietly and softly)

Same words, but totally different effect.

It's the same with the song.

The wrong song can ruin the hook, the right song will amplify it.

BONUS

First visuals of the video also add up. When it's come to the hook. So in general you can add visuals that match with the vibe of the video.

But in some cases if the interviewer is asking something to the tate in the first few seconds. Then you can use lifestyle videos.

So, people will know that in the video tate is about to share something.

2 Factors of GOOD HOOKS

There are two main key factor of hooks:-

- Desire
- And feeling new

THE DESIRE TEST 1/2:

- What desire does this hook speak to?
- How strong does it speak to this desire?

THE DESIRE TEST 2/2:

- Is this the most powerful desire I can speak to? Or is there a better one?
- Can I change words to speak to this desire even more?

THE NEW TEST 1/2:

- Did I see this hook already?
- Does this remind me of a specific speech from Tate?

THE DESIRE TEST 2/2:

- How can I rewrite this hook so it seems new?
- How can I rewrite this hook so it seems like a new speech?

How to amplify your desire?

After cutting the clip, when you play the clip. There will be certain words in that clip. So you can take one of those words.

Imagine something linked to your video. And make hooks around that. And make sure you're using the right set of words which make sense.

Also you can capitalise important words. Which will make the hook more powerful and appealing.

Remember imagination is linked to desire. The more effort you put towards imagination. Viewer will feel that.

How To Amplify NEW?

To make the hook with a new feeling you can add specificity to the hook.

Let's say you are making a video around lucid dreams and trauma.

The hook could be "Lucid Dream Trauma into Power". As long as there is connection between the hook words make sense. And a hook related to the video. Then it's good.

It's not need to always make sense. The way you combine different words. And then the kind of desire or new feeling you get that is important.

Question you should ask yourself, when you are making hook

- Does your hook force every single person to watch your video throughout the video? If your hook can do that then your video is on the path to become a viral video.
- While writing the hook if you don't think critically. And made a generic hook. Then there are chances anyone else also had to think about that hook. And viewers have already seen the video hook.
- Does your hook feel new and refreshing? Or it feels like a generic topic I have listened to so many times.

Written Hook

Written hook examples should be written in a way that reflects something fresh.

That people never heard of. Also somehow it's connected with the video. Hook should be like.

That forces people to start watching videos. Then the viewer should get the real meaning of the hook. After they finish watching the video.

Curiosity should be throughout the video. Also focus on Benefits and specificity is key.:-

"Tate on aura" vs. "Tate's Secrets To Magnetic Aura"

"Tate on average guy" vs. "Tate's Trick To Set Yourself Apart"

"Tate on discipline" vs. "Tate Reveals Military Discipline Trick"

"How to have more confidence with girls" Vs "How to have unlimited confidence with girls"

"Myron proves feminist wrong" vs "MYRON DESTROYS FEMINIST"

If you see, there is lot's views on the video with one million likes. With a simple hook. It means that the video has credibility. Because of those likes. That's that video triggering interest inside people.

KEYWORDS TO MAKE HOOK

- BREED
- SPEAKS
- FUEL
- INTO
- DESTROYS

- SEED
- Amplify
- Craves
- Harvests
-

Regarding Music

- There are two important things to remember when you are choosing music. No matter which kind of video you are making, sad or motivational.
 - It should feel right.
 - And it should give energy.

- Songs should not be repetitive in vibe. There should be a change in vibe. Somewhere the beat should drop or something ALWAYS feels different in the music.

1. What do you mean "the vibe needs to match"?
 - a. If tate is giving an emotional speech. Then you can't use aggressive phonk music. It Will not fit well. Emotional will.
 - b. And if there is an energetic speech. Then melo emotional music will not match. Energetic music will match.
2. It's about ENERGY
 - a. Your music always should give energy. Even sad and emotional speech videos. You can't have sad music. That will make people sad. If you are making a sad video. Always go with the fast paced, less sad and upbeat emotions music.
3. MUST PERFECTION

- a. Your music must be perfect. You can't negotiate with the music choice.
- Don't just analyse the music. Just try the music. With time you will get better.
- While choosing the music. You don't need to totally rely on matching the vibe. You will choose the sad music for the sad speech. Which will make the video super sad. Remember you have to match music synergy with the vibe of the clip.

This emotional song works well with clips where

- 1) the lesson from the clip is deep
- 2) there's (positive) energy in the clip
- 3) the clip is not sad or depressing

Other Important Things

- After making the video. Make sure you are precisely checking your video. How is the music, overlay, cuts and hooks. And try to find any kind of improvements.
- Does your video give energy that people enjoy? Even on serious and sad videos.
- You SHOULD always aim for the perfect video.
- You can make video tate reacting on different scandal:
<https://x.com/DramaAlert>

Comment Fishing

There are two ways to do comment fishing. Either you can ask a question or make a statement in the comment section.

Don't make it too obvious, like you are begging for a comment.

Otherwise it will make people not comment under your video. Ask them questions with curiosity.

Example:-

"Do you agree with Tate?"

"What's your opinion on x?"

"I actually think y. Do you agree with Andrew or me?"

- You can use an alternative account for matrix minded comments. Which instigates people to destroy that matrix minded comment.
- Don't ask rhetorical questions. In the comment section especially when it comes to the sales related question. Don't type comments. That makes people think. Try to comment on something, don't let them use their brain. And they get their answer.
- Don't let scammers comment under your comment section. Like those who promote other people's trading portfolio. Or she/he helps me to make money.
- Control hate comments under your videos. Don't let it spread like a virus. Use hate comments in the comment section. But don't let it overpower the comment section.
- Promo comment section should be full of excitement. Some people are showing the interest of joining or some people are sharing their experience, or asking about trw. Few odd hate

comments are fine. But don't let slide lot's of crazy comments in the comment section.

- In the normal video comment from normal hate it's hurt. But in the promo scammers, haters, and basically anything negative that hurts.
- The way you comment under your comment section. Other people see your comment. And they will make pictures in their mind so be professional. While replying to the comment. So that's how you should reply to the hate comments.
 - "I understand how you FEEL, most people think the same because they've not seen too much about him"
 - "I understand how you feel frustrated and overwhelmed with your current situation"
 - "I hated (FELT) his guts for a long time too!" or "I've FELT the same way before and I know how it can be frustrating."
 - "But I thought I'd give him the benefit of the doubt and look for some more videos and I FOUND that he actually loves and wants to protect women, have you seen this? LINK TO VIDEO" or another "I found that after joining I was able to make my first \$10k online much quicker because you're taught by millionaires in their field, if you're going to learn, learn from the best, right?"
 - "I see why you think Andrew is a misogynist, because it's all that the mainstream media portay him to be. You seem like you're a smart person, perhaps you just haven't seen the other side to Andrew that social media is silencing. Would you be reasonable enough to have a conversation so that I can show you the other side that you haven't seen yet?"
- Don't ask haters to give proof. This will solidify their statement.

How can we make people comment?

Engineer clip choice

- There are different kinds of video clips that attract different kinds of people. In the comment sections.
 - Relationship Advice And Controversial Advice Video = Hater Comments
 - Religion Video = Mix & Hater Comments
 - Positivity Videos = Fans Videos

You should avoid videos with most hater comments. Because it is a trained algorithm to show your video to those people. Who are mostly haters. So focus on creating the content around Positivity and Religion.

Otherwise, you will get hate comments on promo videos.

Engineer video editing

When Tate is talking about something stupid. You show Adin. Or You can make spelling mistakes. Just don't over do it all these things. You have to be professional.

Description Tricks

You can try one of these hooks for the best retention rate:-

- "Wait for the end 😬"
- "Do you agree with Tate's quote at the end? 😬"

Or Simple hook in the description "Slavery Brain Viruses".

