

Shawn Kanungo Clipping: Full Rules Brief

by ClipLaunch 

Campaign Overview + Goal

Your mission is broad awareness for Shawn Kanungo, built through high quality clips focused on AI. A secondary goal is finding banger organic content that performs so well we can replicate it and run paid ads on it later. Core audience: ages 30 to 55, skewing male but not overwhelmingly, corporate and professional (VPs, directors, C suite, consultants, founders). These are people who sit inside Fortune 500 orgs or run their own thing, not creator economy teens. Their interests include AI and agentic AI, business strategy, leadership, career growth, future of work anxiety (will my job change or disappear), entrepreneurship, and productivity. Post across Instagram, TikTok, and YouTube.

Compensation:

- \$400/mo for posting 2 clip/day MINIMUM (recommended 2 to 3 clips every day) for 30 days
- \$200 paid before the retainer starts and \$200 after
- You will build a dedicated page on Instagram, TikTok, and YouTube. There is also a separate \$1,400 budget campaign open to four clippers only, where you submit every clip and get paid per 1,000 views.
- \$100 bonus to each clipper who exceeds 5M views on ONE page

Rules

- **Page Requirement:** Dedicated pages for Shawn Kanungo only. Example handles: @shawnkanungoextra, @shawnkanungoclips, @shawnkanungodaily, @shawnkanungoarchive, @shawnkanungomoments, @shawnkanungotalks, @shawnkanungosource.
- **Caption Requirement:** Every caption must include the name Shawn Kanungo or tag him (@shawnkanungo on Instagram, @shawn.kanungo on TikTok, and @shawn.kanungo on YouTube)
- **Bio/Link Requirement:** Bio must include the link shawnkanungo.com and clearly state "NOT IMPERSONATING." Example: "Your daily AI intelligence. Curated edits of @shawnkanungo. NOT IMPERSONATING. shawnkanungo.com."
- **Audience Requirement:** 50%+ tier 1

- **Clip Duration:** Every clip must stay live for at least 30 days.
- **More Requirements:**
 - Clips can't make Shawn Kanungo look bad at all (editing, captions, title, etc.).
 - Use modern or elegant fonts. Shawn's brand is highly reputable and sophisticated, keep that in mind for every edit. NO LIFESTYLE/SKULL EDITS.
 - Clips should be either about AI or motivational.
 - Every clip should have a text hook at the top related to the clip.
 - Views, likes, and impressions cannot be bottled. No ads, no boosting.
 - The video can be any length.
 - Clips must be taken from approved sources only
- **Warmup Process:** All new accounts must follow the warmup process before posting. Read it here: [Warm Up Guide](#)
- **Approval Process:** All clippers must read the approval process before submitting clips. Read it here: [Approval Process](#)
- **USA Audience Targeting:** All clippers must read how to target USA audience before submitting clips. Read it here: [HOW TO TARGET USA AUDIENCE](#)

Assets Required

- **Source footage channel:** [Shawn Kanungo YouTube \(Primary\)](#)
- **Backup source footage channel:** [Shawn Kanungo YouTube \(Backup\)](#)
- **B roll footage folder:**
- [B-ROLL 1](#)
- [B-ROLL](#)
- **Link in bio:** shawnkanungo.com

Clip Examples

<https://drive.google.com/drive/u/1/folders/1OzPzcX65Q8Tj3Y7mxVWBaqMvcPCnwhZZ>

<https://www.instagram.com/reel/DTk5nJ-EtiL/?igsi=MWdnMXJsMjc0d2w4eg==>

<https://www.instagram.com/reel/DM76BYER3RN/?igsi=N243bm83NmVnbGdo>
<https://www.instagram.com/reel/DUDzH3dDPop/?igsi=YmZvY29tMGcxemc5>
<https://www.instagram.com/reel/Dahv-83Odt6/?igsi=d3hpbjV4eXpyMmZ2>

Content Format

- **Vertical (9:16) format for TikTok, Instagram Reels, and YouTube Shorts.**
- **Clean, modern or elegant subtitle styling that matches Shawn's sophisticated brand.**
- **Text hook overlay placed at the top of every clip.**
- **Video length is flexible, edit to whatever length best serves the clip.**
- **Export at 1080p resolution or higher.**

Submission Checklist

DO

- Create original, high retention edits.
- Make sure your clip is meaningfully different if inspired by another (no 1:1 copies).
- Use strong hooks and pacing.
- Write accurate captions and titles that reflect the actual content.
- Use clean subtitles and formatting.
- Prioritize quality over quantity, one great clip beats ten rushed ones.
- Make content people genuinely want to watch and share.

DON'T

- Story boost or artificially inflate views.
- Post low effort or low quality edits.
- Use engagement bait (misleading titles, fake context, clickbait thumbnails).
- Post stolen or reuploaded clips.
- Spam post for quantity over quality.
- Post the same or nearly identical clip more than 5 times.

- Recycle repetitive content with little to no value.
- Try to game the algorithm instead of making quality content.

 Consequences for repeated violations

- Reduced approvals.
- Lower priority for future opportunities.
- Possible removal from campaigns.