

Daddy Wellness Clipping Full Guide

By Propaganda

Rules

- TikTok, Instagram Reels, and YouTube Shorts
- Clip **ONLY** from the **Asia Trip daily vlogs** provided in **Content Rewards**
- New videos are added **daily** - check **Content Rewards** before clipping each day. **Do NOT** clip from any other video
- **Dedicated page ARE required**
- **Do not** run this campaign on the **same page** as another campaign
- Minimum **70% Tier-1 audience (US, UK, CA, AU)**
- Richard Lovelace's **YouTube logo MUST be clearly visible** on every clip:
https://drive.google.com/file/d/18okAFVKK_iUN0d8DEdeyoaqDRrZv9G64/view?usp=sharing
- Tag his YouTube handle (**@daddywellness**) in **every post title / caption** on every platform
- Bio must link to his **YouTube channel**: <https://youtube.com/@daddywellness>
- **Every caption** must direct viewers to his **YouTube channel** and the **link in bio**
- **He must be speaking throughout the entire clip**
- **Low effort or low quality clips will not be approved.**
- **MUST READ TO GET VIRAL CLIPS:**
https://docs.google.com/document/d/1EeQTAf2jST0ww_zlG8vBXWlbiiky4KP7/edit?usp=sharing&ouid=109443333440466067244&rtpof=true&sd=true

Caption Examples

Every caption must direct viewers to **Richard's YouTube (try to get them to subscribe)**. Example:

- *"Subscribe to **@daddywellness** on YouTube for the full Asia vlog. **Link in bio.**"*

Never Do Any of These

- **No AI edits**
- **No AI subtitles (Opus Clip)**
- **No aura or glow edits**
- **No skull edits**
- **No lazy reposts** - clips must be properly edited and unique
- **Do not** clip any video other than the **Asia Trip vlogs** provided in **Content Rewards**
- **Do not** post the **YouTube logo** in a way that is partially hidden or too small to read

Content Style

- Richard's Asia Trip is a **daily vlog series** running from **late April through mid-June**. Clip the **best, most shareable moments** from each vlog. Think:
 - **Funny or unexpected moments**
 - **Interactions with locals or other travellers**
 - **First reactions to food, activities, or experiences**
 - **Controversial or thought-provoking observations**
- Re-edits must include **real changes**: trimming, captions, speed adjustments, music, or combined clips from the same vlog.
- **High energy, short clips** that make viewers curious enough to go **subscribe to Richard's YouTube channel**.

Asia Trip Schedule

Destination	Dates	Country
Hong Kong	Apr 28 → May 1	 Hong Kong
Bangkok	May 1 → May 5	 Thailand
Chiang Mai	May 5 → May 8	 Thailand
Krabi	May 8 → May 13	 Thailand
Phuket	May 13 → May 15	 Thailand
Koh Samui	May 15 → May 18	 Thailand
Hanoi	May 18 → May 21	 Vietnam
Ha Giang	May 21 → May 24	 Vietnam
Ha Long Bay	May 25 → May 26	 Vietnam
Hanoi	May 26 → May 27	 Vietnam
Ninh Binh	May 27 → May 31	 Vietnam
Hoi An	May 31 → Jun 4	 Vietnam
Ho Chi Minh	Jun 4 → Jun 7	 Vietnam
Ubud (Bali)	Jun 7 → Jun 11	 Indonesia
Nusa Penida	Jun 11 → Jun 12	 Indonesia
Uluwatu (Bali)	Jun 12 → Jun 19	 Indonesia

Assets

YouTube Logo (REQUIRED on every clip):

https://drive.google.com/file/d/18okAFVKK_iUN0d8DEdeyoaqDRrZv9G64/view?usp=sharing

Example Clips:

Viral clip styles for inspiration (do not repost):

- https://drive.google.com/drive/folders/1kJG3k183_PnziH6DVHzOgd9mhCsRW5PY?usp=sharing

Richie's YouTube Channel:

- <https://www.youtube.com/@daddywellness/videos>

Pay Rate & Budget

- **CPM:** \$0.85 per 1,000 views
- **Minimum payout:** \$0.85
- **Maximum payout:** \$180 per video
- **Total budget:** \$11,707.50

Register & Payouts

- Submit all clips through **Content Rewards only** - clips submitted elsewhere will not be paid
- **Payouts are automatic** via Content Rewards

Need Help?

- Ask in the **Chat** - other clippers and the campaign manager are active there
- Or open a **support ticket** anytime - support is available 24/7