

SHREDLAB

CLIPPER CONTENT GUIDELINES - Powered by ClipUp

This is the playbook for every clip you post under ShredLab. Follow the rules to get paid. Follow the viral formula to get paid **a lot**.

Mandatory Rules

Break any of these and the clip is disqualified. Every single post must follow these five rules. No exceptions.

1	Brand visibility in every clip The ShredLab logo watermark stays visible for the entire video, OR the name is clearly spoken or shown as a text overlay. Watermark must be legible. Use corner placement, 70%+ opacity, and don't let captions or platform UI cover it.
2	Clear call to action Use one of: "Link in bio," "Download ShredLab," or an on screen text overlay pointing to the app. Pick one and make it unmissable.
3	Tag and hashtag required Tag @Shredlab (Instagram) and include #ShredLab in every caption. No alternate spellings, no variations, no exceptions.
4	Tier 1 audience floor: 30% At least 30% of your views must come from Tier 1 countries (US, UK, CA, AU). Clips below this threshold will not count toward payout.
5	2,000 view minimum Anything under 2,000 views at the 14 day mark is disqualified from payout. Aim higher.

Disqualifiers

These kill a clip before it's even reviewed:

- Reposts of clips already submitted (yours or anyone else's)
- Robotic sounding AI voiceovers. Use ElevenLabs or a real voice only
- Copyrighted music that triggers platform muting or blocks monetization
- Posts set to private or unlisted
- Lazy slideshows with no hook
- Clips where the watermark gets cropped out by platform UI. Reels, Shorts, and TikTok all crop differently, so test before posting

The viral formula

Follow this sequence. Every step compounds. Skipping one means smaller numbers.

1. Pick the subject

Anyone with a strong visual transformation story, a striking physique, or a polarizing fitness take. The bigger the visual payoff, the harder the clip hits. Ideas:

- Actors who transformed for a role (Zac Efron, Chris Pratt, Hugh Jackman, Henry Cavill, Rebel Wilson)
- Musicians and entertainers with dramatic body changes (Adele, Drake, Lizzo, Jonah Hill)
- Athletes across any sport with elite physiques (football, basketball, soccer, tennis, bodybuilding, combat sports)
- Fitness creators and influencers with viral transformation content
- Everyday people whose before and after stories already went viral
- Controversial fitness figures people love to argue about

2. Hook in the first 1.5 seconds

Without something that stops the scroll, nothing else matters. Proven openers:

- “He went from [X] to [Y] in [Z] months”
- “Nobody talks about how [Name] actually got shredded”
- Split screen showing the transformation with a visible jaw drop
- A shocking stat or claim as on screen text

3. Steal what's already working

Pull the 3 to 5 most recent viral clips in this niche. Match their pacing, cut length, text placement, and audio choice. Don't reinvent. Replicate the skeleton and swap the subject.

4. Trendy audio only

Use sounds with a rising arrow in TikTok's audio panel. If an audio has under 10K uses and is climbing fast, that's the sweet spot. Avoid anything over 500K uses since those are already saturated.

5. Pacing

Cuts every 1 to 2 seconds. No shot longer than 3. Text overlays reinforce what's being said, not repeat it word for word.

Caption formula

Hook line + context + CTA + hashtags. Example: "How [Name] got shredded for [Movie] 🏋️
He trained 2x a day and tracked every macro with ShredLab. Link in bio. #ShredLab #gym
#transformation #fitness"

Hashtags (max 5)

#ShredLab (required) plus up to 4 more from: #gym #gymbro #fitness #transformation
#bodybuilding #shredded #fitnessmotivation #workout. Match the subject.

Quality floor

Minimum technical standards. Below these, don't bother posting.

- Vertical 9:16, 1080p minimum
- Clean audio with no background noise and no clipping
- Captions burned in. Don't rely on platform auto captions
- 20 to 60 seconds is the sweet spot on Reels and TikTok. Up to 90 on Shorts