

1 Example Client: SaaS Tool for Creators

Name: ClipFlow

Industry: AI video editing

Target audience: YouTube & IG creators

Core offer: AI-driven editing tool that cuts long videos into short-form clips

Price: \$29/month starter

Pain points:

- Creators waste too much time editing
- Struggle to stay consistent
- Don't know what clips will perform

Unique angle: AI picks clips based on emotion + virality signals

Use case for value email:

Teach creators how to repurpose content, improve video hooks, or reduce editing time—then naturally transition into the tool.

SL: You're wasting 80% of your content.

PV: Every long clip can become dozens of clips. Here's how.

Most creators don't realize this...

But they waste 80% of the content they film.

Every time you record a long video,

You're creating a dozens of hidden clips

But editing takes forever and

You end up posting 2 or 3.

What about the other potential clips?

They stay buried inside.

Here's a **3-step framework** top creators use to extract every last viral clip from their long video

Step 1: Spot the emotional peak

Watch the video and mark the moments every time

Your voice jumps, you laugh unexpectedly

You get overly honest or drop something spicy

These are the clips which will hook people instantly.

If you felt something, they will too.

Step 2: Look for "Scroll-Stoppers"

Look for lines which make half asleep scrollers sit straight.

Something like:

- “Wait... you won’t believe this!”
 - “Here’s the biggest mistake I see everyone making.”
 - “This one trick changed everything.”
- Start your clip 1–2 seconds before the line to create tension.

Step 3: Batch and repurpose

Instead of editing videos individually and end up questioning your life decisions,

Do this:

1. Mark 10–15 potential clips in one video.
2. Export them all together.
3. Schedule them over the week or month.

Want to see which moments could’ve blown you up

[Drop one video into ClipFlow and let the AI show you where you’ve been missing out.](#)