

Paul Cheek Clipping - Full Guide

By Propaganda

🚨 STEP 1: READ THE BRIEF (Required) 🚨

Brief:

<https://docs.google.com/document/d/1tICEbpVXu3ItXopjdB-O0qeU4wsd9E2UBL90U6CJymI/edit?usp=sharing>

You MUST use the formats given in the brief

Rules

- **Platforms:** TikTok, Instagram, YouTube Shorts
- **Post on dedicated pages and theme pages** in a relevant niche (AI, business, entrepreneurship, tech, leadership, future of work)
- **Clip only from the content we provide** (see Assets). Do not clip from any other video
- **Minimum 70% Tier-1 audience** (US, UK, CA, AU)
- **Lead with the hook in the first two seconds.** Bold claims and predictions stop the scroll
- **Tag Paul Cheek** in each post's caption so viewers know who it is:
 - In *Youtube* use the tag: @prcheek
 - In *Tiktok* use the tag: @prcheek
 - In *Instagram* use the tag: @pcheek
- **Every caption/description** must drive viewers to the link in the bio so that viewers can *find more information about Paul*
- **Put this link in your bio:** <https://www.paulcheek.com/about>
- **Keep it credible and professional.** Low-effort or low-quality clips will not be approved
- **Clip must stay on the page for 30 days**

Caption/Title Requirements

Every caption must mention Paul Cheek so viewers know it's him and drive to the pre-order in bio. Keep them short (**under ~100 characters**). Use one of these or write your own:

- The next Fortune 500 company will have zero employees, says MIT's Paul Cheek. Pre-order in bio.
- Paul Cheek thinks AI won't replace people, it'll replace whole companies. Pre-order in bio.
- According to Paul Cheek, you'll soon run a \$100M company with 12 people. Pre-order in bio.
- MIT's Paul Cheek breaks down how to survive the AI decade. Pre-order in bio.
- Paul Cheek has the blueprint for building an AI-driven company. Pre-order in bio

Never Do Any of These

- **No AI edits** (e.g. Opus Clips)
- **No AI subtitles.** Subtitles must be clean, correctly spelled, and free of animations or excessive glow effects
- **No aura or glow edits**
- **No skull edits**
- **No emojis**
- **No lazy reposts.** Clips must be properly edited and unique
- **Do not clip from any content other than what we provide**
- **No misleading claims or clickbait** that misrepresents Paul or the book
- **Nothing that undercuts his authority.** Keep it credible and on brand

The Newest Additions in Rules

- Every post's caption **MUST** tag Paul Cheek (look at [above-mentioned tags](#)).
- Replace the old link in your bio with this **NEW LINK**: <https://www.paulcheek.com/about>

Assets

- **Link in bio:** <https://www.paulcheek.com/about>
- **Source videos (clip only from here):**
 - <https://youtu.be/hwZmROkzxyQ>
 - <https://youtu.be/ktwuyUSyV7Q>
 - <https://youtu.be/6hL5NLnC7VM>
 - <https://youtu.be/iho7kxuo7kA>
 - <https://youtu.be/gJHH-aa7UKA>
 - <https://youtu.be/-0gD0ve4W1o>
 - <https://youtu.be/iL--foYULI4>
 - <https://youtu.be/gdcr--H1pxQ>
 - https://drive.google.com/file/d/1FOrt_sV4INwtWRpg9WlgArAxn1oVYQVR/view?usp=sharing
- **Example clips (*inspiration only - do not repost*):**
 - https://www.instagram.com/reel/DT_8S_Dkixl/
 - https://www.instagram.com/reel/DW47MKiz_I1
 - <https://www.instagram.com/reel/DXV-DEsESEj/>
 - <https://www.instagram.com/reel/DXY70LWiNpw/>
- **Use this brief** for general help around the content:
[Clippers Brief](#)

Pay Rate & Budget

- **CPM:** \$2 per 1,000 views
- **Minimum payout:** \$2
- **Maximum payout:** \$550 per video
- **Total budget:** \$10,000

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