Format Chooser

Mark the two or three formats you're considering, answer the four questions, then commit to one long-form format and one Shorts format.

1 · The eight formats at a glance

Consider	Format	Difficulty	Cost	Main strength
☐	Narrated slideshow	Easy–Mod.	Free–Low	Storytelling, long watch time
☐	Stock-video explainer	Easy	Free–Low	Speed, polished look
☐	AI visual story	Mod.–Hard	Low–Higher	Original, striking visuals
☐	Screen tutorial	Easy–Mod.	Free	Search traffic, usefulness
☐	AI avatar presenter	Easy–Mod.	Moderate	A "face" without a camera
☐	List / countdown	Easy	Free–Low	Click appeal, easy Shorts
☐	Book / topic explainer	Moderate	Free–Low	Authority, evergreen value
☐	Text + voice Shorts	Easy	Free	Discovery, quick testing

Cost levels are relative guides, not exact prices. Tool pricing changes often.

2 · Four questions

What does my subject need? _____

What will I enjoy making every week? _____

What fits my budget? _____

What works in my niche (Chapter 2 research)? _____

3 · My choice

Primary long-form format: _____

Shorts format: _____

My one-sentence channel promise: _____

_____

My first long-form video was closest to: _____

One change for my next video: _____

_____

4 · Before you commit

- ☐ My narration, research, and perspective will make each video mine, not a template
- ☐ I won't use an AI persona to give health, financial, or legal advice
- ☐ I know when realistic AI visuals or voices need the altered or synthetic content disclosure
- ☐ I've written both formats in my production notes

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