



Free checklist

The Clip-Finding

Checklist

Find the five to ten moments worth sharing from any podcast episode, video or webinar, in about 20 minutes.

One conversation. A month of clips.



The five signs of a good clip

A clip works when it makes sense on its own, in the first few seconds, to someone who has never heard of you. These are the moments that do that. Listen for them.

1

A strong opinion

Someone says what they really think, especially if it goes against the usual advice.

Listen for: "Honestly...", "Everyone says X, but...", "The biggest mistake is..."

2

A story with an ending

A short, complete story: a problem, what happened and how it turned out. Under a minute is ideal.

Listen for: "I remember when...", "We had a client who...", "The day we..."

3

A surprising number or fact

A figure or result that makes people stop scrolling and think "really?".

Listen for: numbers, before-and-after results, "Most people don't realise..."

4

A practical how-to

A tip someone could use today. Clear steps, no jargon, easy to save and share.

Listen for: "The first thing I'd do is...", "Here's how...", "Three things..."

5

A real reaction

A laugh, a pause, a moment of emotion. People share feelings more than facts.

Listen for: laughter, "I've never told anyone this...", a change in pace or tone

STEP TWO: THE PROCESS

Find your clips in 20 minutes

You don't need to rewatch the whole episode. Work from the transcript, then check your favourites by ear.

1

Get a transcript 2 min

Riverside, Descript, YouTube and most editing tools create one automatically. Export it with timestamps.

2

Skim and highlight 8 min

Read quickly and highlight any line that matches one of the five signs. Don't judge yet; aim for 15 to 20 highlights.

3

Note the timestamps 3 min

Copy each highlight's start time and opening line into the worksheet on the next page.

4

Run the three-second test 3 min

Read only the first sentence of each. Would a stranger keep watching? If not, find a stronger starting line or cross it out.

5

Score them 2 min

Give each a score from 1 to 5 using the guide below. Keep anything that scores 4 or 5.

6

Listen to your top picks 2 min

Play your best five to ten. Check they make sense on their own and that the audio is clean.

Scoring guide

5: post it first	Strong hook in the first line, makes sense on its own, under 60 seconds
4: definitely use	Good moment, needs a trim or a caption to set it up
3: maybe	Useful, but slow to start or needs context. Better as a quote in a post
1-2: leave it	Relies on what came before, or only interesting to people already listening

STEP THREE: WRITE IT DOWN

Clip-finding worksheet

Episode: _____ Date: _____

Time	Opening line (the hook)	Sign	Score	Where
12:48	"Everyone tells you to post every day. We posted twice a week and doubled our enquiries."	Opinion + number	5	LinkedIn, Reels

Signs: Opinion · Story · Number · How-to · Reaction **Score:** 1–5

Where: LinkedIn · Instagram · TikTok · Shorts · Newsletter

STEP FOUR: BEFORE YOU POST

The pre-post checklist

- ☐ The first three seconds hook the viewer
Start on the strongest line, not the build-up. Cut the "so, um, yeah".
- ☐ It makes sense on its own
Someone who has never heard the show can follow it without context.
- ☐ One idea per clip
If it covers two points, it's probably two clips.
- ☐ Captions are on and easy to read
Most people watch with the sound off. Big text, high contrast, a few words at a time.
- ☐ It's the right length
30 to 60 seconds for most platforms. Shorter is usually better.
- ☐ The format suits the platform
Vertical (9:16) for Reels, TikTok and Shorts; square (1:1) or vertical for LinkedIn.
- ☐ It's branded, lightly
Show name or logo in a corner. Enough to recognise, not enough to look like an ad.
- ☐ The post text adds something
A line of context or a question, plus where to hear the full episode.
- ☐ Speakers and guests are tagged
And tell them it's live, so they share it too.

LinkedIn

1:1 or 9:16 · captions ·
30–90 sec

Instagram Reels

9:16 · captions · 15–60
sec

TikTok

9:16 · captions · 15–60
sec

YouTube Shorts

9:16 · up to 60 sec · link
to full episode

Want the whole method?

The One-Episode Marketing Playbook shows how to turn every episode into a month of marketing: clips, posts, articles and a posting calendar.

mbmstudio.com/playbook

Rather we did it for you?

We record, edit and cut clips for businesses in Marlow, London and on location, and plan the marketing around every episode.

mbmstudio.com/services