Course Creator

EDITING + POLISHING

Refined Secrets

SUCCESS ACTIVATION
DHARMA RESEARCH
ENCHANTING OFFER
ADVENTURE CURRICULUM
HERO SESSIONS
JOYFUL RECORDING
EDITING + POLISHING
PROMOTION + SALES YAY!

Course Creator

EDITING + POLISHING

Your Mission is to...

1. Learn how to use your software to edit (if you are new to it)
2. Edit at least one session so it's more refined, simple and enjoyable to consume

NOTE: The principles mentioned here are explained in more detail in the audio and other content in this session.

SUCCESS ACTIVATION
DHARMA RESEARCH
ENCHANTING OFFER
ADVENTURE CURRICULUM
HERO SESSIONS
JOYFUL RECORDING
EDITING + POLISHING
PROMOTION + SALES
YAY!

TOP GENERAL TIPS
FOR EDITING AND POLISHING

1. Mindset

Most people are highly distractible, and are ready to run towards some kind of distraction at any second. We may think our content is great (and I'm sure it is) but people are restless and want to get the things they desire as soon as possible, or they will leave. If your content is either not relevant or is boring to them, they will probably just turn it off and go elsewhere. So it's your responsibility to make sure you create content that they want.

To do this, make sure you remember to keep your content RELEVANT, and give as much value as possible, as quickly as possible. Then, people will stay and listen - even if what you're saying takes time to learn. The more relevant it is to them, the more likely they will pay attention and the less likely they will leave.

2. Aim to remove at least 10% of your content

Editing is selecting. The first stage of editing is to cut things out. Chop chop chop. Remove all expansion, waste, extras and things that are not relevant.

Cut lines from text.
Cut gaps from audio.
Cut clips from video.

Keep things short, sweet and to the point, as much as possible.

3. Add polish at the very end, but don't over do it.

After editing and chopping, you can add the 'polish'. This means adding refinements and enhancements to your work.

In audio it means making changes to the audio sound, but not going too far.
In video, it means adding color grading, adding B roll, adding music, adding titles etc.
In text, it means making the design look better. Adding subtitles, interesting stories or facts if needed.

Course Creator

TOP AUDIO TIPS
FOR EDITING AND POLISHING

LEARN

Listen to audio books, courses and podcasts. Notice what they are doing (or not doing). Notice the sound quality, the spaces between sentences, the music. How can you use some of these ideas in your editing and polishing?

REMOVE

Remove strange sounds like: pops, coughs, swallows etc.
Remove unnecessary gaps.

ADD / POLISH

As required, add music in the background (for meditations, fills, or ambience).
Add effects: Compression, EQ, De-esser etc.
Add thumbnails in iTunes and name it well so your students can easily find your audios.

If you have a list of audios, you can set it so they play in the current order.

NOTE: Watch videos on how to refine your audio quality (there are countless videos on YouTube that can teach you these technical skills).

EXPORT - UPLOAD

Once complete, export and upload your audio.

TOP VIDEO TIPS
FOR EDITING AND POLISHING

LEARN

Watch other videos you like (that are relevant) and see what they are doing.
How do they edit their shots? How do they add music? When do they add music?
What color filters do they have? What other things are they doing to make their videos look better?
Also watch videos about video production (there are countless videos about this on youtube).

REMOVE

Video often involves various 'takes' and extra footage.
Remove as much content as you can, so only the most essential bits remain.
Remove the beginning and end of clips, so each shot moves seamlessly into the next.
Chop spaces between sentences (if they are too long).

ADD

Add B roll (extra clips that show what you are talking about).
Add Intro (keep intros short 2-10 seconds).
Add color grading (LUTs and filters).
Add music or sound effects.
Ensure your audio levels are consistent and easy to listen to.
Watch it through and refine anything that needs a final tweak.

EXPORT - UPLOAD
Once complete, export and upload your video.

TOP WRITTEN WORD TIPS
FOR EDITING AND POLISHING

LEARN

Read various books and ebooks and notice how they are designed. How is their content laid out? Notice the organization, structure, design, subheadings etc – and consider how any of the inspirations you've seen can be applied them to your own work.

REMOVE

Cut sections of unnecessary content (if needed.)
Cut repetition unless needed.
Split long sentences and add more full stops.
Get an editor to read and edit your book and offer feedback and advice. A good editor is priceless.

ADD

Add more sub headings to break up text.
Upgrade your design so it looks good and easy is to read. Or get a designer to do it for you.
Add a quality cover so your book looks great. (Get a professional designer to do it.)
If you have an ebook, add any links and get it ready to publish.

Make sure you print out your book and read the hard copy before you publish it. You'll find more mistakes in the print out.

EXPORT - UPLOAD

Once complete, export and upload your book.