

Video Idea Machine

A repeatable system for generating and scoring stronger video ideas without waiting for inspiration.

MONEYBALL RULE

Do not chase perfection. Build a repeatable system, get on base, review the tape, and make the next rep better.

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THE RULE

Ideas Are Inventory

A creator with no idea backlog is running a store with empty shelves. Build inventory from real audience problems, recurring decisions, news, and the work you are already doing.

SIX WELLS

Where Good Ideas Come From

Recurring problem	What does your viewer keep getting stuck on?
Buying decision	What are they comparing before spending money?
Mistake / myth	What does the niche commonly get wrong?
Show your work	What are you already testing, fixing, building, or operating?
Timely opportunity	What news, launch, leak, sale, or controversy matters right now?
Follow-up	What question naturally comes after one of your existing videos?

Generate 12 Ideas

1	Idea: _____
2	Idea: _____
3	Idea: _____
4	Idea: _____

5	Idea: _____
6	Idea: _____
7	Idea: _____
8	Idea: _____
9	Idea: _____
10	Idea: _____
11	Idea: _____
12	Idea: _____

MONEYBALL SCORING

Score the Idea Before You Shoot It

Not every video needs million-view potential. A useful evergreen answer, a profitable buying decision, or a low-cost authority video can be an excellent at-bat.

Factor	1	2	3	4	5
Audience fit	Weak				Strong
Promise strength	Fuzzy				Obvious
Authority fit	Low				High
Business fit	None				Strong
Shelf life	Hours				Years
Production cost	High				Low

Top 5 Idea Scorecard

Idea 1	Title / concept: _____ Total: ____ / 30
Idea 2	Title / concept: _____ Total: ____ / 30
Idea 3	Title / concept: _____ Total: ____ / 30
Idea 4	Title / concept: _____ Total: ____ / 30
Idea 5	Title / concept: _____ Total: ____ / 30

LINEUP

Balance the Content Mix

Keep a blend of dependable base hits and occasional high-upside swings.

Monthly Lineup Check

DONE	CHECK
☐	Evergreen authority videos are represented
☐	Buying-decision / affiliate-intent videos are represented
☐	Timely news or trend opportunities are represented
☐	At least one low-cost “show your work” video is represented
☐	Breakout attempts do not consume the entire production calendar
☐	Follow-ups are being created from videos that already proved demand

COACH RULE

Do Not Confuse Effort With Value

A 30-hour production can be a bad investment. A 30-minute useful answer can become a strong authority asset. Score ideas by the job they do, not how impressive they feel to make.