Packaging and release

Your show is a product. This is how you make it impossible to scroll past and easy to share.

LESSON 1 OF 3

Thumbnails: the one-second sell

The thumbnail does one job in under a second: make a stranger feel something and need to know more. Win that second or the best episode you ever cut never gets played.

THE RULES

- **One face.** A single human, large in frame. People stop for people.
- **High-contrast light and extreme emotion.** Shock, tears, rage. The feeling should be obvious from across the room.
- **Max three words of text.** A short phrase that opens a question gap, like "The Betrayal" or "She's Leaving?"
- **Truth, never clickbait.** The thumbnail must pay off in the episode. Bait kills the trust you spent a season building.

QUICK CHECKS 0 OF 2 DONE

CHECK 1 OF 2

Which thumbnail actually follows the rules?

A



B



C



ANSWER

One big face, dramatic light, raw emotion, and barely any text. It reads in a quarter second.

CHECK 2 OF 2

How much overlay text belongs on a strong thumbnail?

A. A full sentence describing the episode.

B. At most three words that open a question gap. ✓

C. The whole title plus your logo and a discount.

ANSWER

Three words max. The image carries the emotion, the text just opens the loop.

LESSON 2 OF 3

Titles and loglines

The title is a one-liner that crystallizes the theme of the episode. **The logline** is two sentences that set up the central conflict without giving away the payoff.

Example
Title: The Point of No Return. Logline: My launch party is tonight, but when my investor drops a bombshell, the whole business hangs in the balance.

Notice the logline raises a question and stops. It never tells you whether the party saved the business. The gap is the hook.

QUICK CHECKS 0 OF 2 DONE

CHECK 1 OF 2

Which episode title opens the strongest question gap?

A. Episode 4: A Normal Day at Work

B. The Text She Was Never Supposed to See ✓

C. My Thoughts on Various Business Topics

ANSWER

It implies a secret and a consequence, so the viewer has to know what happens. That is a question gap.

CHECK 2 OF 2

You are writing the logline for your finale. Which one is right?

A "In the end I made the sale and everything worked out great."

B "Launch day is here. One phone call could make the dream or end it, and I have ten minutes to decide." ✓

C "This is an episode about my business journey and some lessons."

ANSWER

It sets up the conflict and the stakes, then stops before the payoff. That is exactly what a logline does.

LESSON 3 OF 3

The social atomization engine

One 20-minute episode is not one piece of content. It is ten. Atomization is how a single shoot feeds a whole week of native posts that all point back to the show.

FROM ONE EPISODE, CUT

- **A 3-minute mini-sode** for YouTube: the full arc, condensed.
- **A 60-second cliffhanger** for Reels and TikTok: the cold open or most shocking moment, link in bio.
- **Three 15-second quote bites:** vertical, your face, one powerful confessional line, burned-in captions.
- **Five to ten high-res stills** pulled from your 4K footage, posted as carousels.
- **A sponsor clip folder:** clean, sponsor-ready moments with no other drama.

QUICK CHECK 0 OF 1 DONE

MATCH THE PAIRS

Match each atomized asset to what it is for.

▼ THINK IT THROUGH, THEN SHOW THE ANSWER

3-minute mini-sode	The full arc, condensed, for YouTube
60-second cliffhanger	The shocking hook for Reels and TikTok
15-second quote bite	A vertical confessional line with captions
Sponsor clip	A clean product moment with no other drama

Each asset is a different on-ramp back to the show. That is the engine.

QUICK CHECK

What is the point of atomizing an episode?

A. To post the same long video on every platform.

B. To turn one shoot into many native assets that each pull new viewers to the full show. ✓

C. To make more work for no reason.

ANSWER

Many native, platform-right assets multiply your reach from a single episode.

Read the whole course free at realityshow101.com. Module 14.