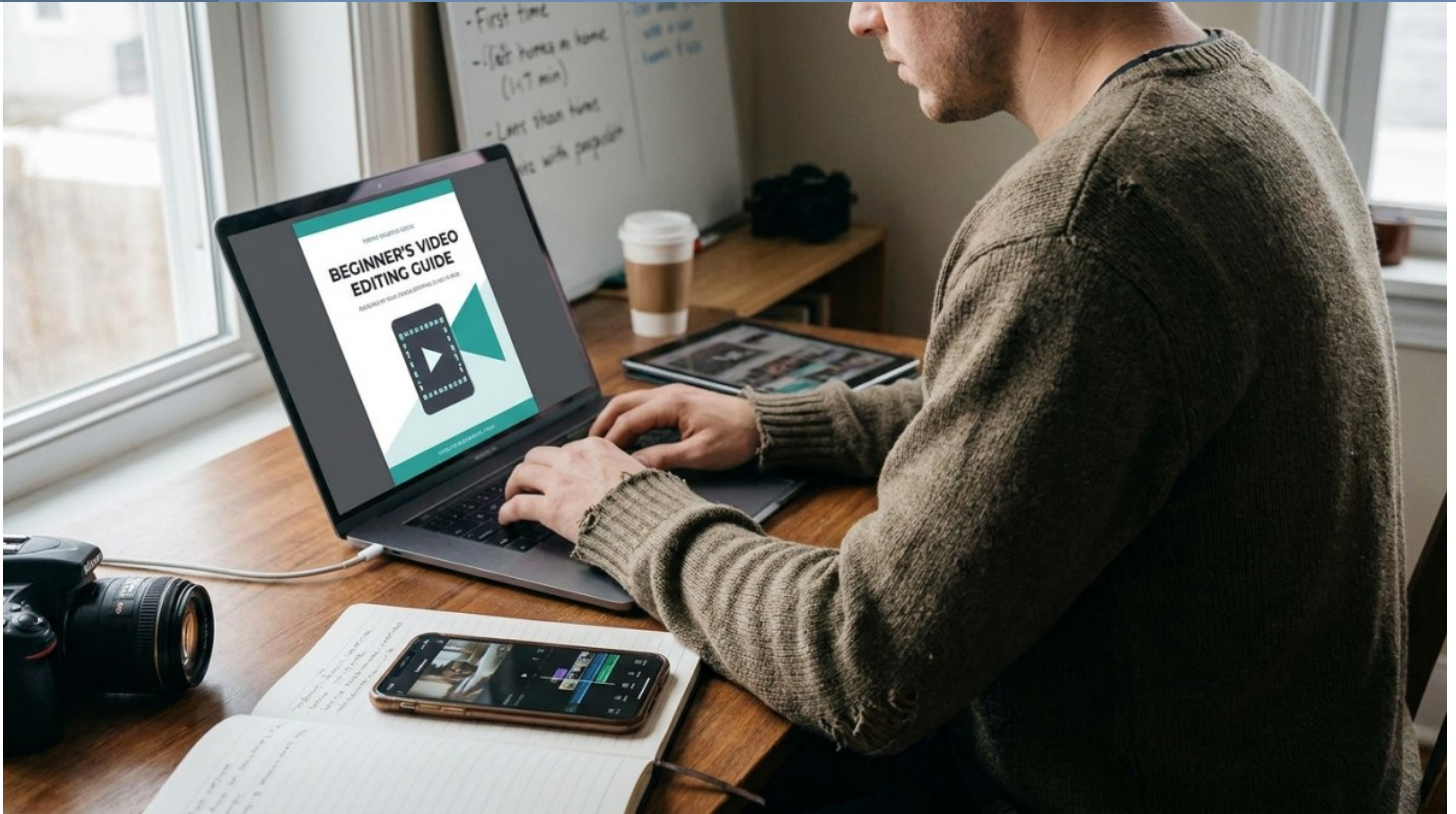




Action plan · Fløcky Walker · nbipius.com

Write and Sell a Beginner's Video Editing Guide

You will create a short, step-by-step digital book that teaches absolute beginners how to edit videos on their phones. You will set up a simple webpage to sell this guide. Then, you will share free video tips on social media to attract buyers. It costs almost nothing to start and fits perfectly into a part-time schedule.

In plain English

You know how to edit fun videos. A lot of people want to learn how to do that for their own social media or family memories, but they find software confusing. You write down exactly how to do it step-by-step in a PDF document. You sell that PDF online for a small price. People pay you, download the file, and learn your skill. You do the work once, and you can sell it forever.

Key numbers

\$0-\$50 TO START	15-20 HOURS / WEEK
1 to 3 in 30 days FIRST CUSTOMERS	Immediate (costs are mostly time) BREAK-EVEN

Profit outlook

Money comes in from customers purchasing the digital video editing guide through a simple online sales page. Revenue scales directly with the number of guides sold each month.

Illustrative projection based on assumptions — not a guarantee.

CONSERVATIVE · / MONTH \$465 Rev \$570 · Costs \$105 · Payback 1-2 · Year 1 \$5,000–\$6,000	BASE · / MONTH \$1,265 Rev \$1,520 · Costs \$255 · Payback Immediate · Year 1 \$14,000–\$16,000
OPTIMISTIC · / MONTH \$2,385 Rev \$2,850 · Costs \$465 · Payback Immediate · Year 1 \$27,000–\$30,000	

Net profit by month (base)

MONTH 1 \$228	MONTH 2 \$405	MONTH 3 \$633
MONTH 4 \$886	MONTH 5 \$1.1k	MONTH 6 \$1.3k

Assumptions

- Average sale price per guide: \$19
- Variable cost per customer / sale: \$3
- Fixed costs / month: \$15

👤 Who it fits

This is perfect for people who like organizing information and already know how to use basic video editing apps. Skip this if you hate writing or if you do not want to post on social media to find customers.

💰 Startup budget

\$0 to \$50



- **Gumroad or Payhip account** — \$0 (they take a small cut of sales) (3.2%)
- **Canva Pro (optional for design)** — \$15 (48.4%)
- **Custom web domain (optional)** — \$15 (48.4%)

🔍 First demand check

Go to TikTok, Instagram, or Reddit. Search for 'how to edit videos on phone'. Read the comments to see what beginners are confused about. Reply to 10 people with a helpful tip. Say, 'I am putting together a simple PDF guide on this, would you want to read it?' If 3 to 5 people say yes, you have real demand.

Local reality check

To validate global demand, you do not need local buyers. You need to look at global platforms like YouTube, TikTok, and Reddit. Search for 'video editing for beginners' and filter by videos uploaded this month. If new videos are getting thousands of views and comments, the global demand is strong and active.

Milestones

- **Finish the PDF draft** — By day 7
- **Storefront live** — By day 10
- **First paid sale** — By day 14 to 30

14-day plan

Day 1-2

- Spend 2 hours researching video editing questions on Reddit and TikTok. Write down the top 10 struggles beginners have.
- Pick one specific free editing app to teach, like CapCut. Outline 5 basic steps to go from a raw video to a finished clip (1 hour).
- Post 3 helpful comments answering editing questions on social media to see if people respond (30 mins).

Day 3-4

- Open Google Docs. Write the first half of your guide. Keep it simple and use bullet points (3 hours).
- Take screenshots on your phone showing exactly what buttons to press in the editing app (1 hour).
- Add the screenshots to your Google Doc to make it easy to follow visually (1 hour).

Day 5-7

- Finish writing the second half of the guide. Add a 'next steps' section at the end (3 hours).
- Open a free Canva account. Pick a 'document' template and paste your text and images into it to make it look professional (3 hours).
- Download your finished guide as a PDF file to your computer (10 mins).

Day 8-10

- Sign up for a free Gumroad.com account to sell your digital file (30 mins).
- Upload your PDF to Gumroad. Set the price between \$9 and \$19 (15 mins).
- Write a simple description on your Gumroad page. Tell buyers exactly what they will learn and who it is for (1 hour).

Day 11-12

- Create a short video for TikTok or Instagram Reels. Show a cool editing trick you teach in the guide (2 hours).
- Put the link to your Gumroad store in your social media bio (10 mins).
- Tell viewers at the end of your video to click the link in your bio to buy the full step-by-step guide (10 mins).

Day 13-14

- Post another short video showing a completely different editing tip (2 hours).
- Message the people who said 'yes' during your Day 1 validation. Give them the link to buy your new guide (30 mins).
- Check your Gumroad dashboard to see if anyone clicked your link or bought the guide (10 mins).

Tools to use

Google Docs · Canva (free) · Gumroad · CapCut (or similar free app)

🎯 Week-one goal

Finish writing and designing your complete step-by-step PDF guide.

⚠ Watch-outs

- Risk: Nobody buys the guide. Fix: You probably need to give away more free tips first. Post 10 to 15 helpful videos online before asking people to buy.
 - Risk: People complain the guide is too basic. Fix: Be very clear in your sales description that this is for absolute beginners who have never edited a video before.
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