

The Lazy Clipping Guide

How to find, cut and post stream clips that people actually watch. Written by Bruno, streamer and founder of LazyClipper. Everything here works with any editor.

Heads up: I built LazyClipper, so it shows up in this guide. You don't need it for any of the steps.

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01 How clipping works

Streams are long. Short videos are how new people find a streamer. Most streamers have no time to cut their own clips, so clippers do it. There are three common setups:

- **One streamer, fixed deal.** You clip for one creator, they pay you per clip or per month.
- **Clipping campaigns.** Creators or brands post a campaign, clippers post clips and get paid by views. Read every campaign's rules before you start.
- **Your own clip channel.** You build an audience around one streamer or one niche, with their permission.

Nobody can promise you an income from clipping. What you can control is quality and consistency. That's what the rest of this guide is about.

02 Permission first

A clip is someone else's content. Before you post, make sure you're allowed to:

- Ask the streamer directly, or join a campaign where they ask for clippers.
- Tag and credit the streamer in every post.
- Add something: captions, a tight edit, a good hook. Platforms push back on plain reuploads without changes.

Rule: if you wouldn't want to show the streamer your clip, don't post it.

03 Finding the moment

Nobody watches six hours of VOD to find one clip. Look for signals instead:

- **Chat speed.** When chat explodes, something happened. Spam of `KEKW`, `LMAO` or "clip it" is your best timestamp.
- **Voice spikes.** Screams, laughing fits, sudden silence.
- **Markers.** Ask the streamer to drop a marker or type a command in chat when something happens. Way faster than scrubbing.

Test: does the moment make sense to someone who never saw this streamer, within three seconds? If not, it needs a setup line or it's the wrong clip.

With LazyClipper: it reads the chat curve of a whole VOD and suggests the moments. Streamers can type `!clip` or `!mark` in chat and the clip gets cut after the stream.

04 The first second

People decide in about a second whether they keep watching. So cut the warm-up.

WEAK START

"Okay so, uh, chat, let me tell you what happened yesterday..."

STRONG START

Start on the reaction, or on the one line that sets it up.

- Put a short hook caption at the top for the first seconds. Five to seven words, e.g. *"he really ate out of a vase"*.
- The first frame is your thumbnail on many feeds. A face with a clear emotion beats a menu screen.

05 Length and ending

- Most stream clips work best between 15 and 45 seconds. Longer only if the story needs it.
- End right after the punchline. No outro, no "follow for more" screen.
- If the last frame flows into the first, people rewatch without noticing. Rewatches count.

06 Vertical layout

- **Gaming:** facecam on top, gameplay below. Keep the face big, that's what people react to.
- **Just Chatting and podcasts:** full frame on the person talking. With two or more people, split the screen.
- Keep captions and faces out of the bottom area where the app puts buttons and text.

07 Captions

A lot of people watch without sound. Captions keep them.

- Burn them into the video, big and readable, two to four words at a time.
- Highlight the one word that matters.
- Check the spelling. A wrong word in the punchline kills the joke.

08 Sound

- Make the voice loud and even. Quiet clips get skipped.
- Don't add popular songs. Copyrighted music gets clips muted or blocked.
- Sound effects: one per moment at most. Less is more.

09 Titles and hashtags

- **TikTok and Instagram:** a short hook in plain words and at most five hashtags. A solid set: the streamer's name, `#twitch`, `#stream`, one of `#fyp` or `#viral`, plus one topic tag.
- **YouTube Shorts:** short title in capitals, one or two emojis, and `#Shorts`. That's it.
- Describe the moment, not the stream. "Why is he eating out of a vase 🤪" beats "Stream highlights part 12".

10 Posting

- Consistency beats volume. One to three clips a day, around the same times.
- Post the same clip on TikTok, Instagram Reels and YouTube Shorts. Each app has its own audience.
- Don't delete clips that flop. Some take days to pick up.

With LazyClipper: you connect your accounts once, then post or schedule a clip to all three apps with one click.

11 Reading your numbers

- **Average watch time and completion** tell you if the clip holds people. Low? Your start is too slow.
- **Rewatches and shares** tell you if the moment was good.
- Change one thing at a time (hook, length, caption style) and compare after 48 hours.

12 The checklist

- ☐ I'm allowed to post this clip and I credit the streamer.
- ☐ It makes sense in three seconds without context.
- ☐ It starts on the reaction or the setup line.
- ☐ Hook caption on top for the first seconds.
- ☐ 15 to 45 seconds, ends right after the punchline.
- ☐ Face big, nothing important in the bottom area.
- ☐ Captions burned in, spelling checked.

- ☐ Voice loud and even, no copyrighted music.
- ☐ Short title, max five hashtags, `#Shorts` on YouTube.
- ☐ Posted on all three apps at my usual time.

Want the full version? [The Ultimate Clipping Playbook](#): 15 chapters, templates for asking streamers, a posting system, and how to automate clipping with an API and AI.

The lazy way

LazyClipper does steps 3 to 10 for you: paste a Twitch, Kick or YouTube clip link, get a ready-to-post short with facecam layout, captions and sound, then post it everywhere. Right now it's in a closed beta with selected streamers.

Want in? Send me **BETA** in a DM on Instagram or write to contact@lazyclipper.com.