



MODULE 5 PRACTICE SHEET

Editing for Clarity & Engagement

Editing is not about fixing mistakes.

It's about helping your message land clearly.

You don't need advanced skills. You need a simple, repeatable flow.

1 - Editing mindset (read this first)

Before you open any software, remember:

- Every creator edits
- Pauses are normal
- Imperfection feels human
- Clarity matters more than style

Your job is not to impress.

Your job is to be understood.

2 - Choose one editing tool (that's enough)

You only need **one** tool to get started:

- ☐ Canva
- ☐ CapCut
- ☐ iMovie
- ☐ DaVinci Resolve
- ☐ Other: _____

Stick with one tool until it feels familiar.

3 - Basic editing workflow (use every time)

Follow this order:

1. Import your video
2. Trim the start and end
3. Remove long pauses or mistakes
4. Adjust audio (clarity first)
5. Add simple text if needed
6. Export

Avoid jumping around. One pass at a time.

4 - What to cut (and what to keep)

Safe to cut:

- ☐ Long silences
- ☐ Repeated sentences
- ☐ Obvious mistakes
- ☐ Technical interruptions

Often better to keep:

- ☐ Natural pauses
- ☐ Small imperfections
- ☐ Human reactions
- ☐ Light breaths

Over-editing can remove personality.

5 - Audio first, visuals second

If viewers stop watching, it's often because of sound.

Quick audio checks:

- ☐ Voice is clear
- ☐ Volume is consistent
- ☐ No harsh background noise

Optional tools:

- ☐ Canva – Enhance Voice
 - ☐ Adobe Enhanced Speech
 - ☐ CapCut audio tools
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6 - Text & captions (use lightly)

Text is there to **support**, not distract.

Good uses:

- ☐ Key phrases
- ☐ Section headers
- ☐ Short emphasis

Avoid:

- ☐ Long paragraphs
- ☐ Constant animation
- ☐ Too many fonts

If the video works without text, you're doing it right.

7 - Pacing & flow check

Before exporting, ask:

- ☐ Does the video get to the point early?
- ☐ Is there a clear beginning, middle, and end?
- ☐ Does it feel calm, not rushed?

If unsure, remove **one extra cut** and rewatch.

8 - Export settings (keep it simple)

Recommended defaults:

- ☐ 1080p
- ☐ Landscape for YouTube
- ☐ Vertical only for Shorts/Reels

Don't overthink formats early on.

9 - Mini challenge (optional)

 **Your task:**

Edit **one short video** and stop when:

- audio is clear
- message is understandable
- nothing feels distracting

Then export.

No perfection pass.

When to move on

Once editing feels *manageable*, not stressful, you're ready for
Module 6: Sharing, Optimizing & Promoting Your Videos