Fit et Kiff: Short-Form Content Plan

Oct 4, 2026 · Plan by @Brandon BELOT

A working plan to launch Fit et Kiff on YouTube Shorts, Instagram Reels and TikTok. Part 1 is the research, Part 2 is the plan she films from, Part 3 shows the results after 9 weeks.

Part 1: Research

Before the first video, we studied 2 accounts that already win in nutrition content. One shows how big the in-store format can grow. The other shows how a French nutrition expert turns it into a business.

Accounts studied

Account	Size	What they do	What Fit et Kiff takes
Morgan Stup Health	449K followers	US wellness creator. In-store finds ("Health brands that haven't sold out", "Fertility maxxing finds at Sprouts") and a named identity series, "Almond girlfriend"	A recurring series with a fixed name, and short text hooks in a white box above the face
Ta Diet aux USA	11.6K followers	Morgane, a French dietitian in the US. Ingredient analyses, "Achète ça, pas ça" carousels, a monthly e-magazine and paid appointments	A carousel version of the face-off for Instagram, and a clear next step to sell once the audience trusts her

What we take from them

- **The supermarket is the set.** Both film real products on real shelves. The label on screen is the proof, so the viewer trusts the verdict.
- **Name the series.** A fixed name and the same opening line turn single videos into episodes people wait for.
- **Text you can read on mute.** Both put dark text on a light box in the top third of the frame.

- **Trust first, offer second.** Ta Diet aux USA sells after the free analyses prove her skill. Fit et Kiff's naturopathy training can support the same path later.

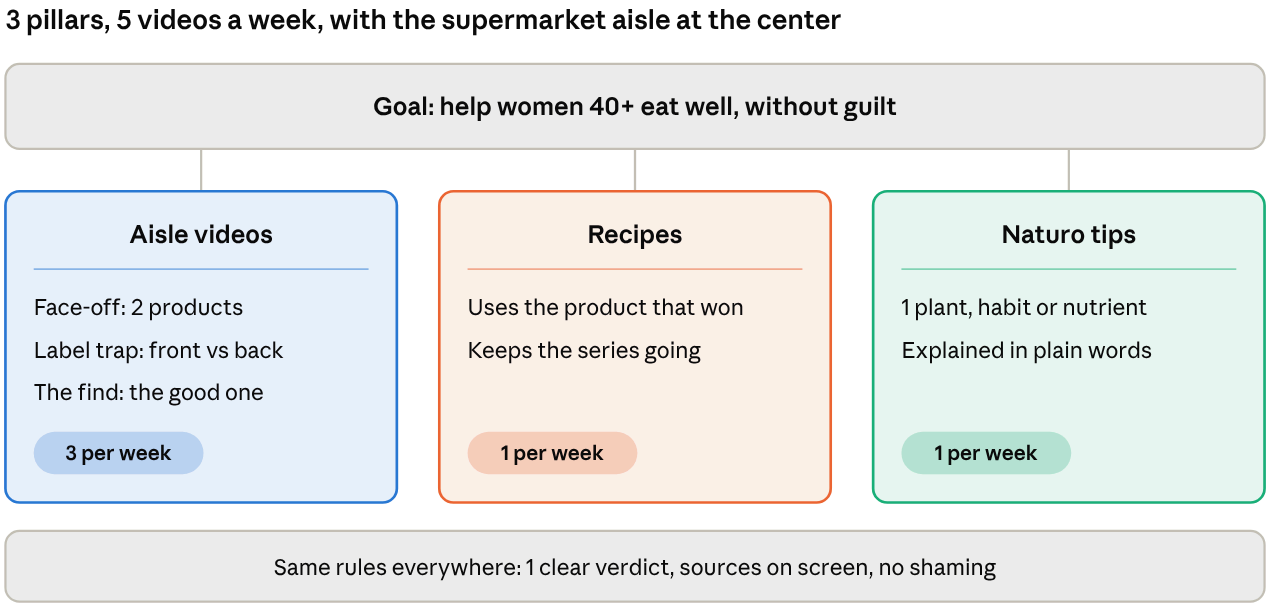
Part 2: The plan

Brand and audience

Fit et Kiff helps women over 40 eat well without guilt or forbidden foods. She trained in naturopathy, and her line sets the tone: "Oui, j'aime le fromage. Oui, je me fais plaisir."

- **Audience:** French-speaking women 40+ who shop in big supermarkets (Lidl, Leclerc) and want to choose better without going on a diet.
- **Promise:** she reads the back of the pack so the viewer stops getting fooled by the front.
- **Voice:** warm and direct, never shaming. "On ne culpabilise personne."
- **Edge:** she films in the real aisle, with real brands and real prices, so every video is a proof, not an opinion.

Content pillars



Content pillars · 5 videos a week

Format	What happens on screen	Example topic
Aisle face-off	2 products side by side, she picks a winner	Sardines in sunflower oil vs olive oil
Label trap	1 product whose front promise breaks on the back	A tomato sauce rated 100/100 on Yuka, with added sugar
The find	The good product she finally found, with its price	Water-cooked sardines at an honest price
Recipe from a winner	A quick recipe using the product that won	A sardine rillette made with the winning tin
Naturo tip	One plant, habit or nutrient, explained simply	Lemon balm or verbena: which one for what

Chain the formats into a series. Each video picks up where the last one stopped, so a viewer who saw the trap comes back for the answer.

1. Label trap: show what is wrong with a popular product.
2. The find: show the better product and its price.
3. Face-off: put both side by side and give the verdict.
4. Recipe: cook with the winner.

How to build a hook (the gauntlet method)

A hook has 3 seconds to answer 2 questions: what is this about, and what do I get if I keep watching. The method comes from Kallaway's short-form system. Every hook goes through it before she films.

Step 1: pass the 4 S's

- **Subject:** the product, named out loud and on screen (sardines, burrata, sauce tomate).
- **Stakes:** what she loses if she grabs the wrong one (hidden sugar, sunflower oil, paying for water).
- **Speed:** 8 to 12 words. Short, not rushed.
- **Super clear:** one possible meaning. No "ça", no wordplay, no riddle.

Step 2: stack 4 hooks that tell the same story

Layer	Rule	Sardine example
Spoken	First sentence: product + trap	"Attention aux sardines cuites à l'huile de tournesol."
Text on screen	2 lines max, product name + trap word, no punctuation, 3 seconds on screen	SARDINES / le piège de l'huile
Visual	Both products held up to the camera, then the label flips into view	2 tins in hand, aisle behind
Caption, first line	A new angle on the same promise	"Toutes les boîtes de sardines ne se valent pas (et le prix n'est pas le seul critère)"

If you cover the sound, the text and the image must still tell the story. If they don't match, the viewer swipes.

Step 3: pick a format and fill the blanks

1. **Warning:** "Attention aux [produit] [détail précis]"
2. **Hidden swap:** "L'alternative à [produit du placard] : [autre produit]"
3. **The find:** "J'ai enfin trouvé [produit] [qualité précise] à [prix]"
4. **Unexpected link:** "Le point commun entre [produit connu] et votre [produit du placard]"
5. **Score betrayal:** "[Produit] noté [note] sur Yuka, et pourtant [ingrédient caché]"

What fails: a hook that hides the subject. "Ne l'achetez surtout pas avant de voir ça" tells the viewer nothing. "Sucre ajouté dans une sauce tomate notée 100/100 Yuka" tells her everything in one line.

Step 4: lock them in between second 3 and second 8

The hook makes a claim. The next 2 to 4 sentences prove it right away: she zooms on the ingredient line and reads it out loud. The label is the proof, and it beats any opinion.

Step 5: run the gauntlet

Before filming, the script goes through the checklist at the end of Part 2. A fail on the first 3 checks means a new hook, not a polished one.

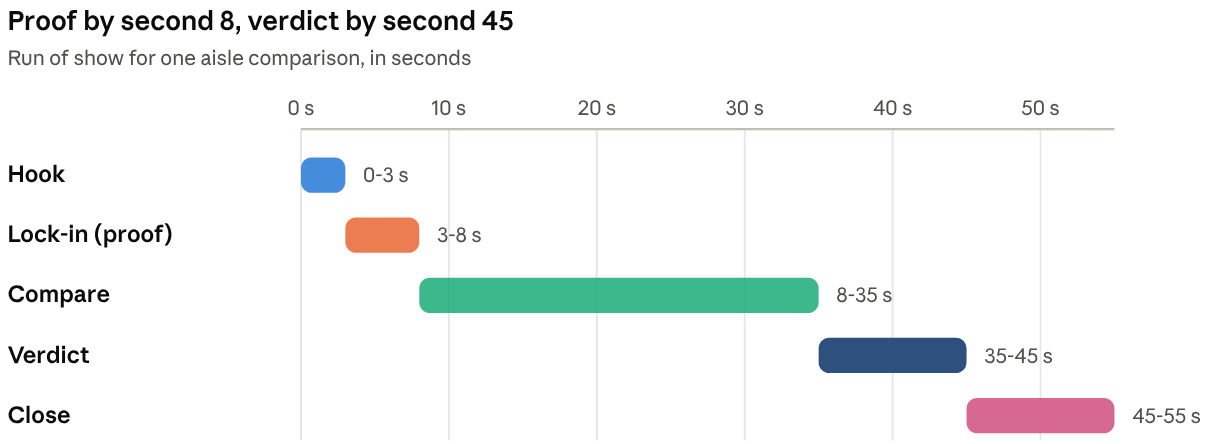
The grocery-aisle comparison, step by step

This is the core format of the channel: filmed in the supermarket, 30 to 55 seconds, one product question, one verdict.

Before filming

1. Pick a product people buy every week (bread, yogurt, sardines, tomato sauce), not a niche one.
2. Find the gap between the front and the back: a claim vs the ingredients, an app score vs the ingredients, a price vs the real weight.
3. Check the source and plan to show it: the label, Yuka, Que Choisir or a health agency.

Run of show



Run of show · 5 beats, 30 to 55 seconds in total

Beat	What she says	What we see
Hook	Product + trap in one sentence	Both products held to the camera, text hook at the top
Lock-in	Reads the line that proves the trap	Close-up on the ingredient list
Compare	2 or 3 criteria max: ingredients, sugar or protein per 100 g, price per kg or drained weight	Flip between the 2 labels, each number as a text overlay
Verdict	"Moi, je prends celui-là, parce que..."	The winner goes into her basket

Beat	What she says	What we see
Close	One action, or a tease of the next episode	Her face, aisle behind

Script skeleton to fill in

```
[HOOK] Attention aux [produit] [détail précis].
[LOCK-IN] Regardez la liste : [ingrédient], juste là.
[COMPARE] Celui-ci : [chiffre]. Celui-là : [chiffre]. Au kilo : [prix] contre
[prix].
[VERDICT] Moi, je prends [gagnant], parce que [raison en 1 phrase].
[CLOSE] [une action, ou le prochain épisode].
```

House rules

- One clear verdict, never "ça dépend".
- Brand names and prices on screen: viewers want to know what to buy tomorrow.
- No shaming the person who buys the losing product.
- Every health claim names its source on screen. Words like "dangereux" or "cancer" only when a named agency says it. Trust is the asset that makes the next video work.

Publishing rhythm and cross-posting

5 Shorts a week, every week, from day 1. Volume teaches what works faster than any plan.

- **Each week:** 3 aisle videos (face-off, label trap or find), 1 recipe built on a past winner, 1 naturo tip.
- **3 platforms, 1 file:** the same vertical video goes to YouTube Shorts, Instagram Reels and TikTok, uploaded natively on each, with no other app's watermark.
- **Morning slot:** post between 7:00 and 11:00, Paris time, and keep the same slot every day.
- **Long form waits for proof:** a long video only comes after a Short has proved the topic.
- **Comments feed the next episode:** pin a comment asking which product to check next, then answer it on camera.

Gauntlet checklist before posting

Every box gets ticked. A "no" on any of the first 3 means a new hook, not a polished one.

- [ ] Freeze test: after sentence 1, the viewer knows the product and what she gains.
- [ ] The product is named out loud in the first 3 seconds.
- [ ] Spoken, text and visual hooks tell the same story.
- [ ] Text hook: 2 lines max, no punctuation, on screen for 3 seconds.
- [ ] Hook under 12 words, with no "ça" or other vague word.
- [ ] Proof on screen by second 8: the label line, read out loud.
- [ ] 2 or 3 criteria max, each with a number.
- [ ] One clear verdict.
- [ ] Every health claim shows its source.
- [ ] Length between 30 and 55 seconds.
- [ ] Ends with one action or the next episode.

Part 3: Results after 9 weeks

She wrote, filmed and voiced every video herself, following this plan. In 9 weeks the channel went from zero to 1,055,768 YouTube views. All numbers below are from 4 Oct 2026.

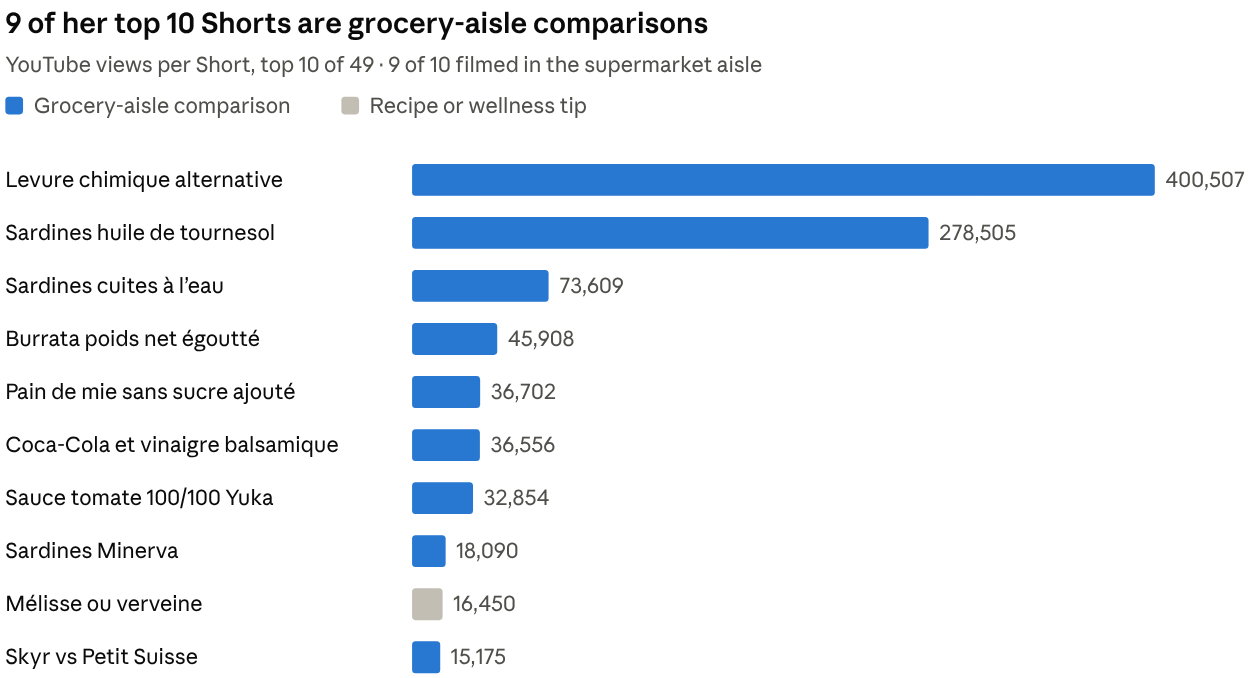
Where the channel stands

Platform	Metric	Value
YouTube	Total views	1,055,768
YouTube	Subscribers	4,020
YouTube	Videos published	67
Instagram	Followers	5,478
Instagram	Posts	49

Open question: TikTok followers and views, to add from the app.

Aisle comparisons carry the channel

22 of her last 49 Shorts are aisle comparisons, and they bring 93% of those Shorts' views.



YouTube Data API · views on 4 Oct 2026 · top 10 of the 49 most recent Shorts

- **3 times the reach.** A typical aisle video gets 5,907 views. A typical recipe or wellness tip gets 1,977.
- **Right length.** Her 7 Shorts above 30,000 views were all filmed in the aisle and run 29 to 57 seconds.
- **The channel learned fast.** The typical Short in the first 2 weeks got 1,397 views. Since 11 September it gets 16,450.

What the data confirmed in the plan

Clear hooks win. Same product, 2 hooks: "SAUCE TOMATE : ne l'achetez surtout pas avant de voir ça !" got 5,275 views. "Sucre ajouté dans une sauce tomate notée 100/100 Yuka" got 32,854, 6 times more.

Series bring viewers back. The sardine series followed the trap, find, face-off, recipe chain:

1. 11 Aug, label trap: an "olive oil" tin that also holds sunflower oil (4,165 views)
2. 12 Aug, the find: a tin with 3 ingredients at 1.99 € (18,090 views)
3. 19 Sep, face-off: sunflower oil vs olive oil, steamed vs fried (278,505 views)
4. 26 Sep, the find: water-cooked sardines at Lidl, 1.19 € (73,609 views)
5. 4 Oct, recipe: a rillette made with the winning tin (5,642 views)

Long form waits for proof. Her one 4-minute recipe got 226 views, against thousands for the Shorts.

Sources

- Fit et Kiff on YouTube: views and dates per video from the YouTube Data API, 4 Oct 2026
- Fit et Kiff on Instagram, Morgan Stup Health, Ta Diet aux USA: profiles viewed 4 Oct 2026
- Hook method: Kallaway's short-form system (interrupt theory, the 4 S's, the triple hook, the lock-in zone)