



Second sin

EDITORS

PLAYBOOK

Revised: 21/05/25



# Second sin

## WHO WE ARE:

The Second Sin is a digital agency built for the bold, aesthetic, and status-driven creator. We don't just post content — we drop bombs that make people stop, stare, save, and share. We help creators look expensive, rare, and untouchable. Your edits aren't just clips — they're polished digital power moves.

## WHY YOU'RE HERE:

We're giving you a chance to edit content for high-potential female creators and grow with us. You help make them go viral, you get credit, a killer portfolio, and a seat in the core Second Sin team.

Right now, it's unpaid — but as soon as money comes in, you get your cut. If you're here for clout, craft, and long-game gains, read on.

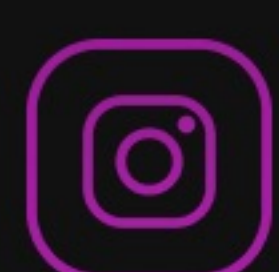
## REVENUE SPLIT SYSTEM:

Built for growth, not greed.

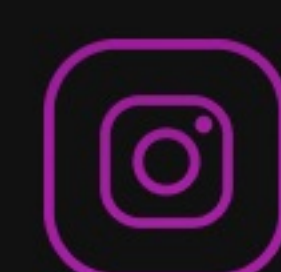
- 50% — Goes to The Second Sin brand: ads, softwares, travel, branding, gifts, creator support
- 35% — Goes to Editors and Crew: loyalty-focused, growth-enabling
- 10% — Goes to Founder: personal brand, long-term reinvestment
- 5% — Miscellaneous fund: emergency ads, sudden needs, lowkey brand savings



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## SECOND SIN AESTHETIC:

- Clean. Smooth. High-status. Not desperate.
- Dark Gen Z vibes with polish
- Luxury tones (black, beige, soft blues, smooth overlays)
- Subtle transitions (no fake zooms or janky whip pans)
- Cinematic sound design > loud TikTok energy
- Mystery > loudness

We don't make basic edits.

We make edits that feel like the creator is out of your league — and you like it.

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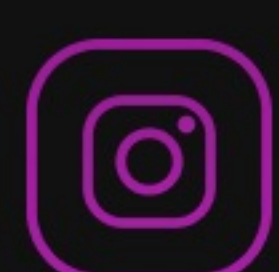
## TARGET CREATORS:

- Attractive mid to high-tier girls
- Gym girls, beauty/lifestyle niche, casual or thirst content
- Don't need huge following — just presence

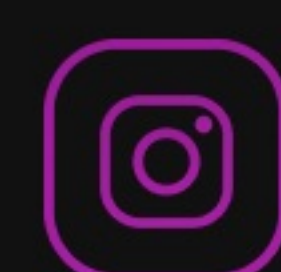
Your job is to make the mid look high, and the high look like icons.



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## ENGAGEMENT STRATEGY:

We use simps smartly:

- Make the girl feel desired but unreachable
- Use trendy sounds but edit with taste
- Use eye contact, close-ups, hands, soft gestures
- No cringe twerking, no over-sexualizing — keep it smooth

Rule: Simps give views. But we curate, not beg.



## DOs:

- Smooth, buttery transitions
- Keep it tight: 7—15 sec max
- Use trending audios that feel moody or aesthetic
- Enhance lighting, skin tone, softness (but no harsh filters)
- Add sharp captions if needed (thin serif or monospace fonts)
- Post at peak hours

## DON'Ts:

- CapCut templates or watermark edits
- Overused zooms or emojis
- Loud meme-style captions
- Any trace of desperation or low-value energy

## CREATIVE FREEDOM:

You've got the wheel. We want you to innovate, explore trends, and suggest new formats. But don't stray from the aesthetic. Follow this playbook like gospel.

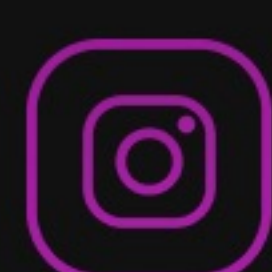
## ROLE CLARITY:

You're a content polisher and editor — not a slave. We give you raw clips (already aesthetic) and your job is to package them into clean, elite reels. Reels, occasional memes, vibe-setting cuts — that's your zone.

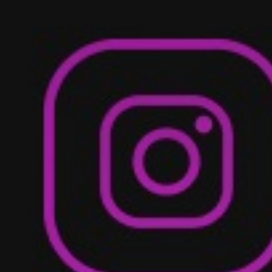
- Expected workload: ~3 reels/week
- Turnaround: 2—3 days per edit



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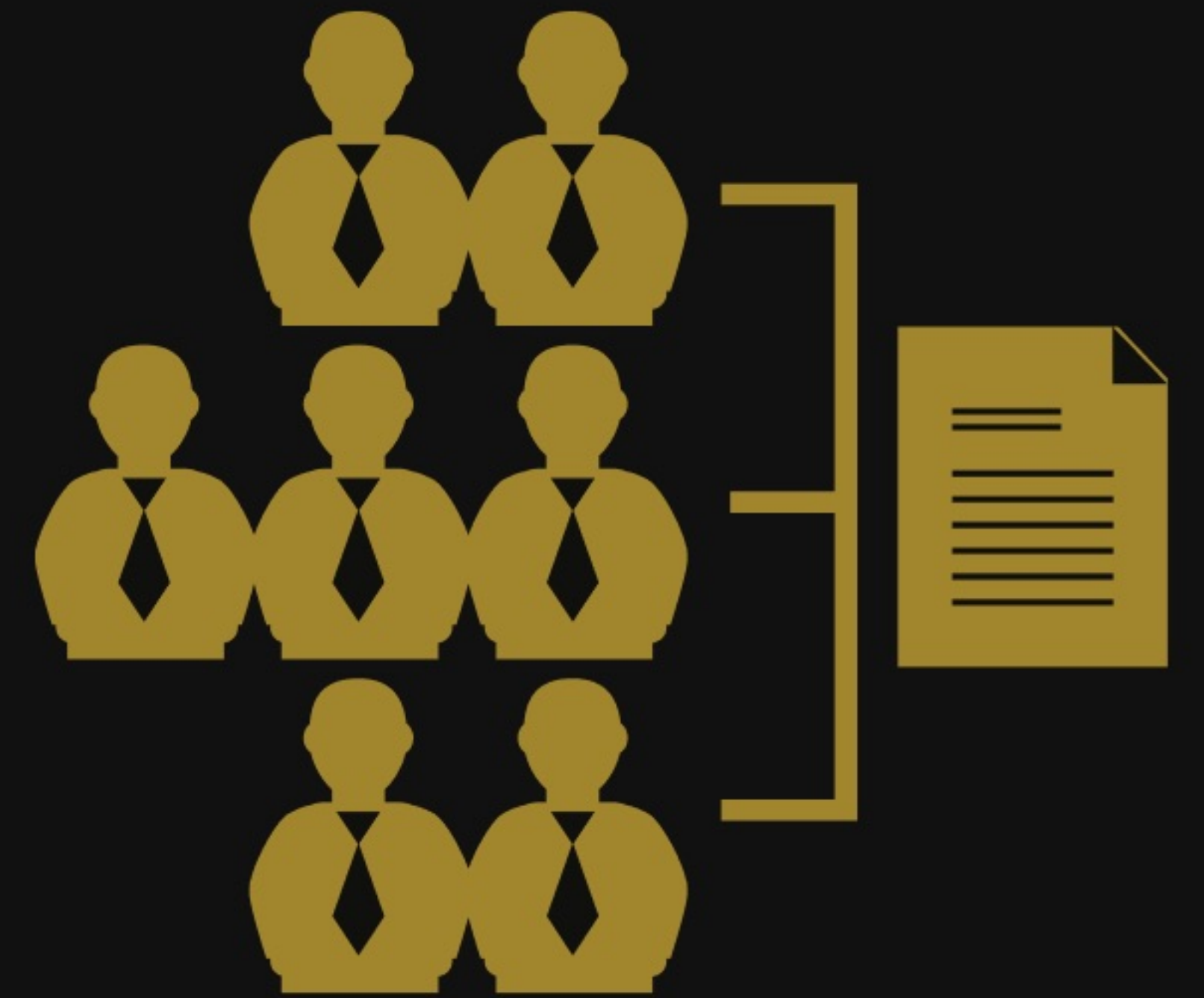
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## DELIVERY FORMAT + WORKFLOW:

- Delivery via Google Drive, Dropbox, or even WhatsApp (for now)
- Feedback comes from: founder, creator, and core Second Sin members
- File naming: CRTXXXX\_001 format (CRT = Creator Code)
- Send in .mov or .mp4 formats
- Project files optional — editor has the right to not share them



## CONTENT OWNERSHIP & CREDITS:

- The final content belongs to: Second Sin + the creator
- Editor will always receive credit when work is used
- Reposting allowed only with consent from the creator (non-negotiable)
- Violation = legal action. Respect the brand. Respect the creator.

## GROWTH PATH:

- Consistent editors get bio credit, documents for proof, and portfolio authority
- First payment cycle begins as soon as revenue comes in — no vague promises
- High-performers get first picks on better gigs
- If content underperforms, editor isn't blamed — creators approve what gets posted

## OPTIONAL: REFERENCE EDITS:

- Playlists, examples, and vibe boards will be shared by creators and Second Sin
- Creators have final say > we guide, not dictate
- Know color grading? You may get photo gigs too 🔥

## TRIAL EDIT SCENARIOS (Pick One):

Contact @secondsin.co or @nehalshourie on Instagram.

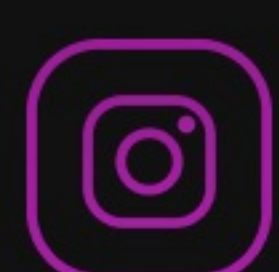
## FINAL WORD:

If your edits are good, we'll use them. If they blow up, you'll get credit. If you stay consistent, you'll build your name with us. Let's dominate the algorithm and own the explore page.

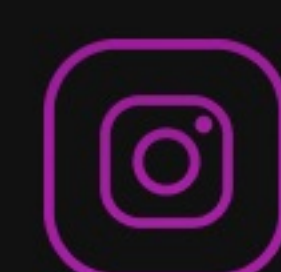
This is The Second Sin. Welcome to the dark side.



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