

THE SHORTS REALITY KIT

What YouTube's own pages say it takes to earn from Shorts, a 30-day test plan judged by leads, and a one-offer call to action. Checked October 10, 2026.

AI channels that post Shorts on autopilot promise a paycheck. This page puts the bar YouTube itself publishes in one place, dated, so you can decide with real numbers. YouTube's own help page says Partner Program updates start February 1, 2027, so re-read the pages before you plan around any figure. Educational only. Not affiliated with YouTube or Google. No income is promised, no earnings are shown, and nothing here is typical.

THE OFFICIAL NUMBERS ON ONE PAGE (CAPTURED OCT 10, 2026)

What it is	The number, in YouTube's words	Where YouTube says it
Join the Partner Program (YPP), long-form route	1,000 subscribers with 4,000 qualified watch hours in the last 12 months	Help: YouTube Partner Program overview & eligibility
Join YPP, Shorts route	1,000 subscribers with 10 million qualified Shorts views in the last 90 days	Help: YouTube Partner Program overview & eligibility
What creators keep of Shorts ad revenue	Monetizing creators will keep 45% of their allocated revenue, regardless if music was used or not (step 4, Apply revenue share)	Help: YouTube Shorts monetization policies
Sharing Shorts ad revenue, starting Feb 1, 2027	At least 10 million qualified Shorts views in the last 90 days	Help: YouTube Shorts monetization policies
Entry bar for NEW creators (blog post dated Aug 10, 2026)	8,000 qualified watch hours in the last 365 days, or 20 million qualified Shorts views in the last 90 days	YouTube Official Blog, section 3: YPP ads and Premium thresholds

Per the blog, "This update won't impact creators already in YPP" and the entry thresholds for Fan Funding and shopping products "remain unchanged."

THE 5 FACTS IN THE VIDEO

- Fact 1. To join the YouTube Partner Program you need 1,000 subscribers plus either 4,000 qualified watch hours in the last 12 months, or 10 million qualified Shorts views in the last 90 days.
- Fact 2. Shorts ad revenue goes into a monthly pool. Monetizing creators keep 45% of their allocated revenue.
- Fact 3. Starting February 1, 2027, sharing Shorts ad revenue takes at least 10 million qualified Shorts views in the last 90 days.
- Fact 4. Channels where content feels interchangeable from video to video are not allowed to monetize. YouTube's examples include AI-generated content made with generic or unoriginal templates.
- Fact 5 (my read, not YouTube's). Views are not customers. Point every Short at one offer, and count leads and replies.

THE CATCH

YouTube's own blog says new creators applying for YPP will need 8,000 qualified watch hours in the last 365 days, or 20 million qualified Shorts views in the last 90 days, under terms that take effect February 1, 2027. I plan around leads, not a paycheck. Numbers change: check the live pages (page 4) before you rely on any of them.

WORD FOR WORD, FROM YOUTUBE'S OWN PAGES (CAPTURED OCT 10, 2026)

Help: YouTube Partner Program overview & eligibility

"1. Get 1,000 subscribers with 4,000 qualified watch hours in the last 12 months, or 2. Get 1,000 subscribers with 10 million qualified Shorts views in the last 90 days."

Help: YouTube Shorts monetization policies, how the money is shared

"Pool Shorts Feed ad revenue. Each month, revenue from ads running between videos in the Shorts Feed gets added together and used to both reward creators and help cover costs of music licensing." ... "Apply revenue share. Monetizing creators will keep 45% of their allocated revenue, regardless if music was used or not."

Help: YouTube Shorts monetization policies, the dated paragraph

"Starting February 1, 2027, to be eligible to earn a share of Shorts ad revenue from the Creator Pool and YouTube Premium revenue for each month, you will need to have at least 10 million qualified Shorts views in the last 90 days." (The same page also states the 10 million figure once without a date. This kit and the video use the dated sentence.)

Help: YouTube channel monetization policies, what YouTube checks

"Not be mass-produced, generic, repetitive, or manipulative. It should be made for the enjoyment or education of viewers, rather than for the sole purpose of getting views."

Help: YouTube channel monetization policies, Generic or Repetitive Content

"That means channels where content feels interchangeable from video to video are not allowed to monetize." Under "Examples of what's not allowed to monetize (this list is not exhaustive)":
"AI-generated content made with generic or unoriginal templates giving the impression of mass production without adding the creator's original, authentic insights or perspective"

YouTube Official Blog, post dated Aug 10, 2026

"New creators applying for YPP will need 8,000 qualified watch hours in the last 365 days, or 20 million qualified Shorts views in the last 90 days." and "Creators can review and sign the new terms within YouTube Studio which will take effect on February 1, 2027."

MY READ (NOT YOUTUBE'S)

- For a business that sells something, ad revenue is the long road: the pages above set a high bar before YouTube shares anything.
- A Short's job for a local business is to send the right person to ONE offer, and that does not depend on any threshold above. Make each one specific to your customers.

THE 30-DAY TEST PLAN (JUDGE BY LEADS AND REPLIES, NOT VIEWS)

- Pick ONE offer you can deliver: a free checklist, a free quote, a sample. One offer, not three.
- Pick ONE keyword for it (page 4) and use it in every post's call to action.
- Post 30 Shorts in 30 days. Same offer, a new angle each time: a question your customers ask, a mistake you see, a before and after, a real number from a real source.
- Once a week, count: posts made, comments with the keyword, DMs and replies, and how many asked for the offer.
- Day 31: judge by leads and replies. At this size, views are noise.
- Write down BEFORE you start what would make this worth continuing:

WHAT TO POST EACH WEEK

Week	Angle	Posts
Week 1	Questions customers ask you, answered in 30 seconds	7 posts, same offer at the end
Week 2	Mistakes you see in your trade and how to fix them	7 posts, same offer at the end
Week 3	A real number from a real source, and what it means for a customer	7 posts, same offer at the end
Week 4	Repeat your two strongest angles with a new first line each time	9 posts, same offer at the end

WEEKLY TALLY (FILL IN)

Week	Posts made	Views (info only)	Keyword comments	DMs / replies	Asked for the offer
Week 1					
Week 2					
Week 3					
Week 4					
Total					

DAY-30 SCORECARD

- Leads who asked for the offer: _____ Real replies and DMs: _____ Posts made: _____
- Which angle brought the most replies?

- Keep going, change the offer, or stop?

THE ONE-OFFER CALL-TO-ACTION TEMPLATE (FILL THE BRACKETS)

Keyword version

Comment [KEYWORD] and I'll send [THE ONE THING]. Free.

Link-in-caption version

[THE ONE THING] is free. Save this. The link is in the caption.

EXAMPLE only (made up, not a result)

Comment CHECKLIST and I'll send the five-point checklist. Free.

- Pick a keyword people do not type by accident. An ordinary word will trigger replies on normal comments.
- Say what is inside in six words or fewer. Make the offer specific to one customer type.
- Put the same call to action on every Short for the whole 30 days, so the count means something.

WHERE THIS COMES FROM (THE EXACT PAGES I CHECKED, OCT 10, 2026)

- YouTube Help: YouTube Partner Program overview & eligibility
- YouTube Help: YouTube Shorts monetization policies
- YouTube Help: YouTube channel monetization policies
- YouTube Official Blog: New opportunities to earn and changes to the YouTube Partner Program (dated Aug 10, 2026)

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Want leads for a local business?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)