Free-Short lead form: every question, in order

Form "wns-free-short-v2" (live since Nov 15, 2026, on the B-elite-edit and B-text-test ads) · Meta Instant Form, type "More volume", flexible delivery off · prepared Nov 17, 2026, 8 PM PT

Screen 1 · Intro

Headline

"See what we can make from your business video."

Description

"Send the link to one video you own. We will review it and choose a moment for one free vertical Short with captions and a suggested title. It is yours to keep. No card or sales call required. One sample per business. We will reply within 1 business day to confirm the video and next step. If we need the original file, we will tell you."

Screen 2 · Questions

OPTIONAL · MULTIPLE CHOICE

Q1. "How often do you post long videos?"

○ Every week ○ Every month ○ Less than once a month

REQUIRED · SHORT ANSWER

Q2. "Link to the YouTube video you'd like us to use"

REQUIRED · SHORT ANSWER

Q3. "What do you sell or offer to customers?"

REQUIRED · PREFILLED BY META

Contact field: Email (only; no name, no phone)

Shown with: "We'll use your email to confirm your video and send your free Short."

Screen 3 · Permission ("Permission to edit your video")

"To make your free Short, we need your permission to edit the video you send. We only use it to make your sample unless you also tick the optional box below."

REQUIRED ☑ "I own this video or have permission to let Watch Next Studio edit it."

OPTIONAL ☐ "You may show the original and edited clip in your examples."

Privacy link: watchnextstudio.com/privacy · "Visit Watch Next Studio's Privacy Policy."

Screen 4 · Thank-you

Headline

"Your request is in."

Description

"We will email you within 1 business day to confirm a suitable moment and when your sample will arrive. If we need the original file, that email will explain how to send it."

Button

"View a complete $47 Starter Pack" → watchnextstudio.com/one-video/

Notes for editing the questions

Constraints we hit when building it, so rewrites don't get rejected

Meta rejects short-answer questions that ask for "personal info". Every wording that asked for a website, booking link, or "the page where people book or buy" was refused, and the word "address" (even "YouTube address") can trigger the same check. That is why Q3 asks what they sell instead of for a URL, and why Q2 says "Link to the YouTube video" without the word address. Meta has no URL-type custom field.

Multiple choice is the low-friction, reject-proof format. Choice answers can't trip the personal-info check, are faster to tap on a phone, and give clean data for qualifying leads.

The two consent boxes are deliberate. The edit permission is required (we can't make the sample without it). The example-use box is optional after the outside review flagged that requiring it for ads was a weak spot. So far no v2 lead has ticked the optional box.

Who the form is pulling in. Of the 6 leads to date: a personal vlogger, a rapper, and mixed hobby creators; few clear businesses. If the goal is buyers for the $47 pack, the questions can do more qualifying, e.g. replace Q3's short answer with a multiple choice "Which best describes you?" (Business owner / Coach or consultant / Content creator / Posting for fun), and make Q1 required.