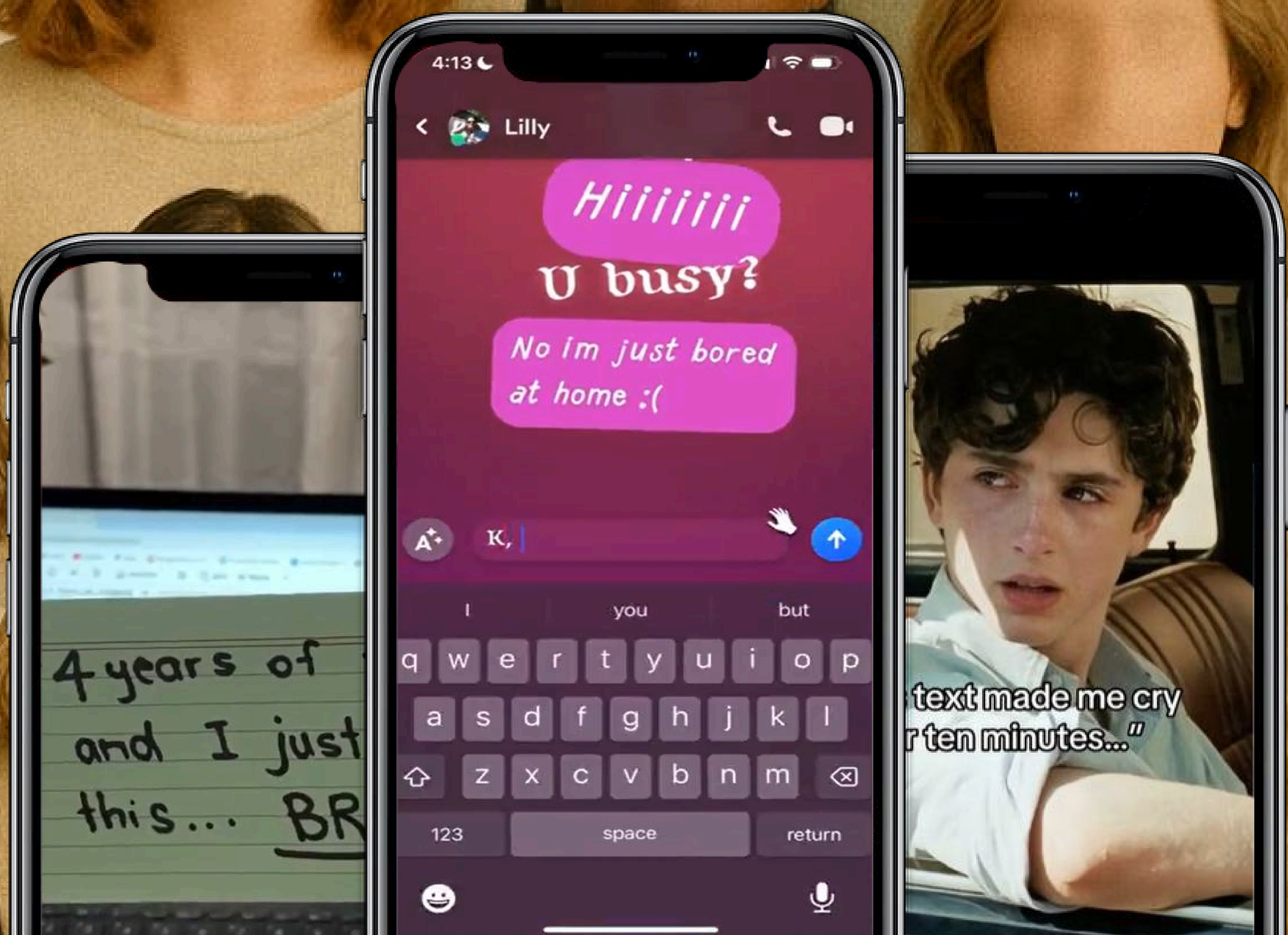
Faceless TikTok Marketing

50 formats + how to make them



Social Growth Engineers

Not a fan of being on camera? No problem, you can still grow big on TikTok without ever showing your face.

Here’s the thing...

We've analyzed over 1,500 formats. We’ve seen what's working, what’s not working, and we decided to do a collection of all the top-performing faceless formats creators are using right now and combined them into one simple, no-fluff guide just for you.

Inside, you'll find 50 of the best faceless TikTok content formats, each with a quick description and easy "how to do it" steps. There is no fancy gear, no awkward filming, just creative formats that work.

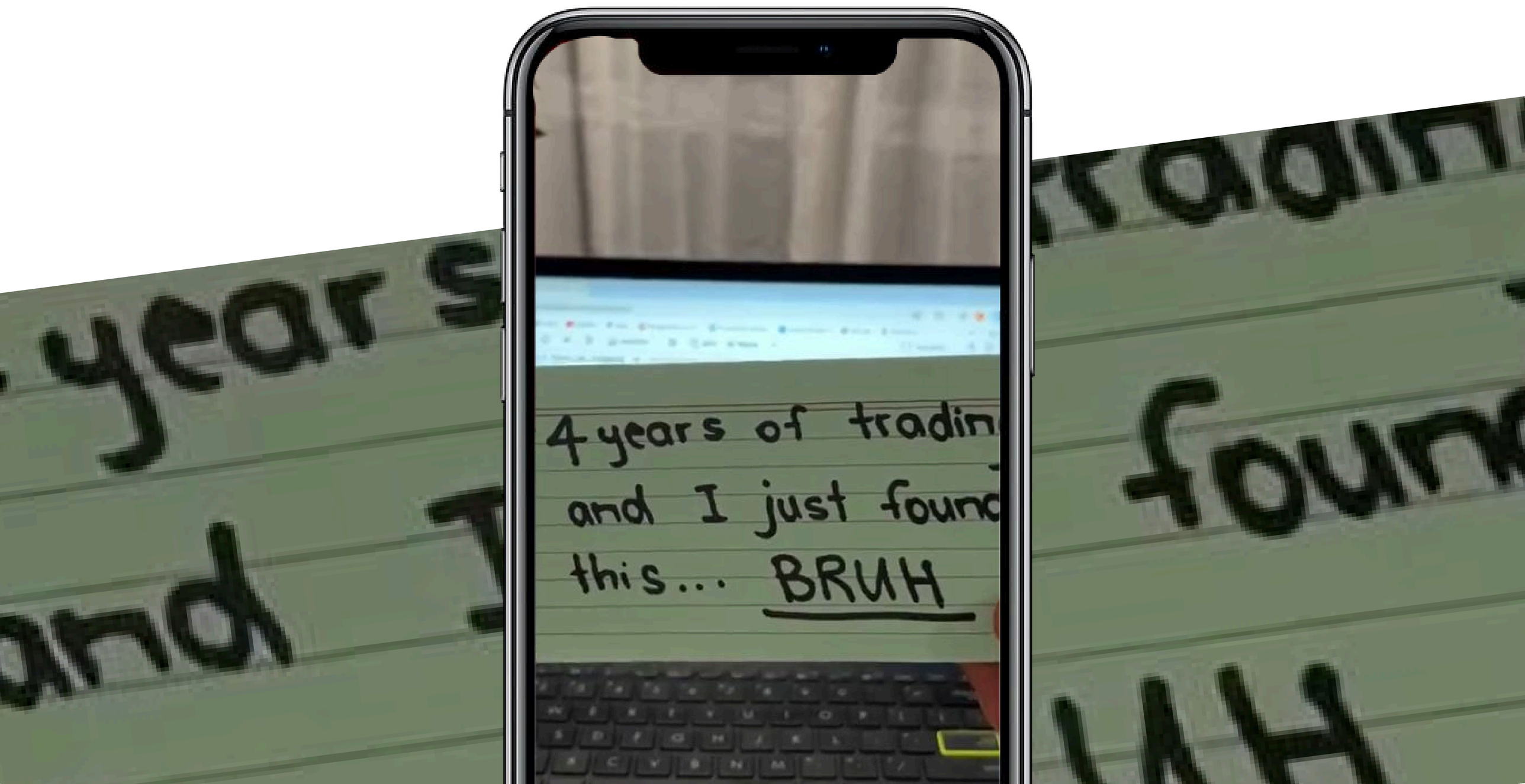
Let's get you posting without the pressure...

1. Post-it Over Laptop Screen + App Screen

Combine a handwritten (or digital) note with a hook, followed by a laptop and phone app screens. It feels personal and authentic, without ever showing your face.

How to do it:

- Write a short hook on a sticky note, paper, or iPad (e.g., “This app made me $500 last week")
- Record yourself holding the note → then cut to your laptop screen (product demo)
- Add a phone screen recording of the app or tool
- Optional: Use a trending sound or your voice over for context

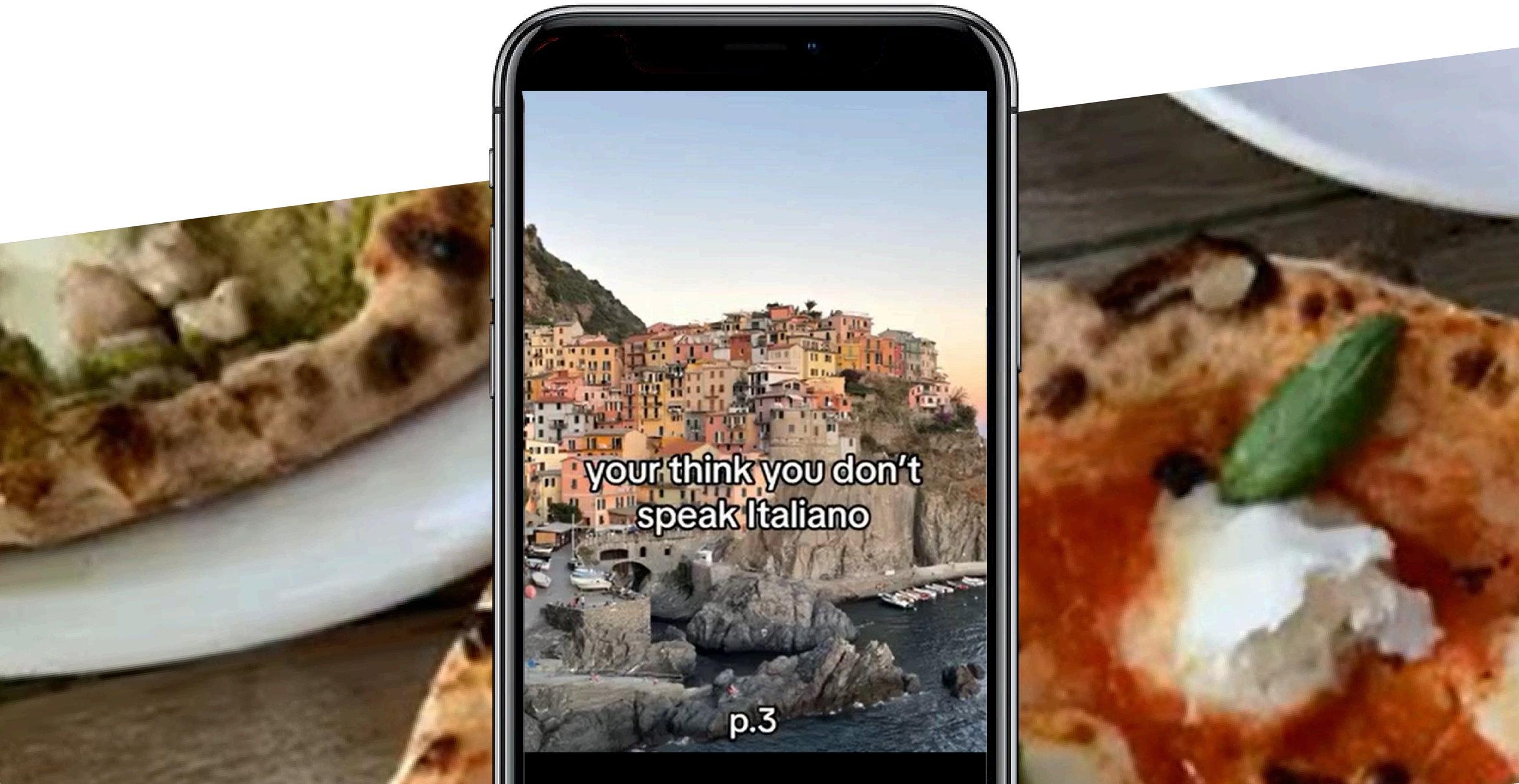


2. Faceless Slideshows

Create a smooth slideshow using screenshots, images, or short video clips, perfect for storytelling, tutorials, or showcasing tips without ever appearing on camera.

How to do it:

- Collect 3–7 visuals (screenshots, tweets, quotes, product photos, etc.)
- Add them as slides in a single video using CapCut, VN, or Canva
- Use text overlays or captions to guide the viewer through the story
- Add trending audio or voice over for a polished touch

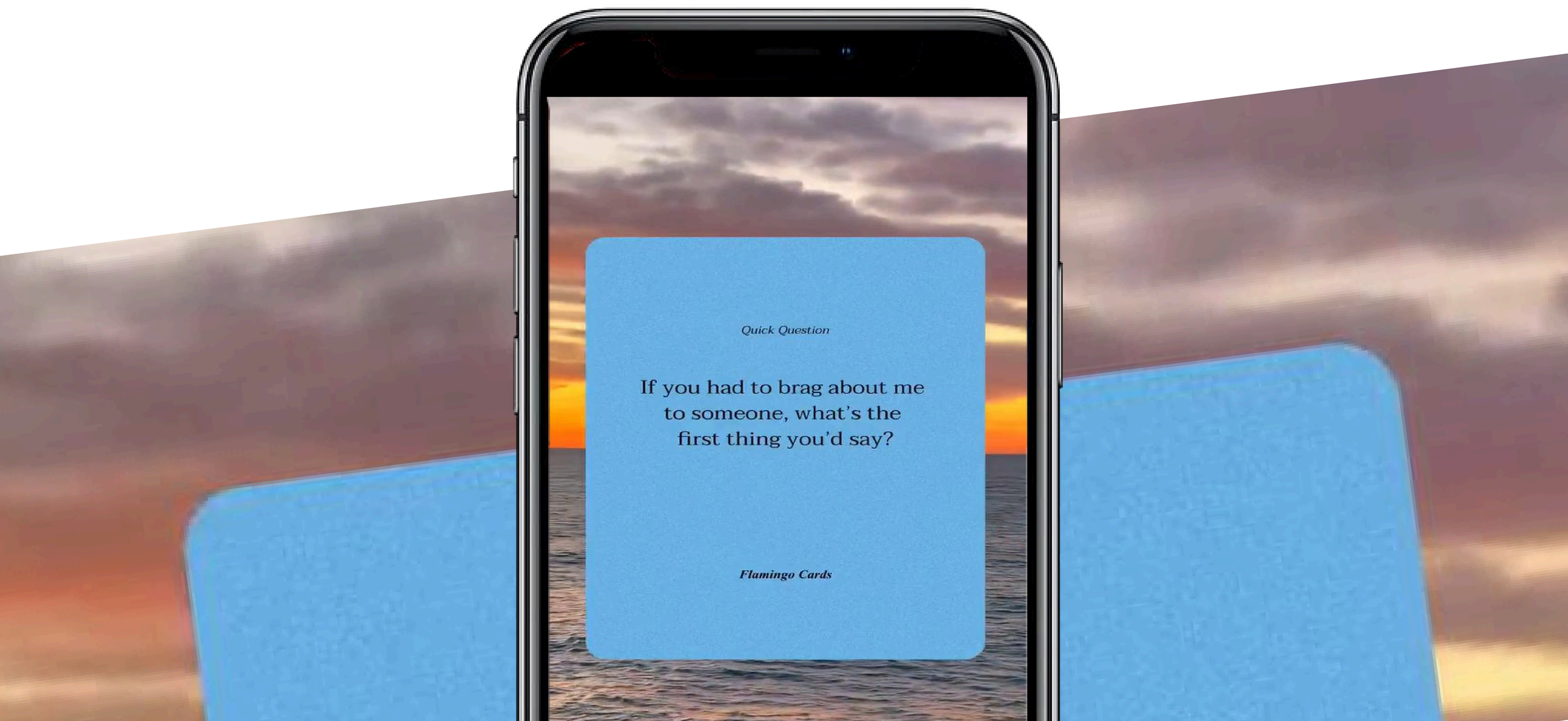


3. Card Frame Over Moving Background

Post a static text card (like a tip, quote, or hook) layered over a soft, moving background video. It's a clean, faceless format that draws attention to the message while keeping users engaged with the simultaneous movement.

How to do it:

- Design a simple text card in Canva or CapCut (e.g., “5 productivity hacks”)
- Use a calming or relevant looping video as the background (nature, workspace, b-roll)
- Add music or voice over to enhance engagement
- Keep it minimal, the card is the primary focus



4. Educational AI Animation (Teach a Skill)

Use AI animation tools to create simple, engaging videos that teach a skill with no filming needed. This is great for explainer-style content like “5 steps to lose weight” or “how to manage time better.”

How to do it:

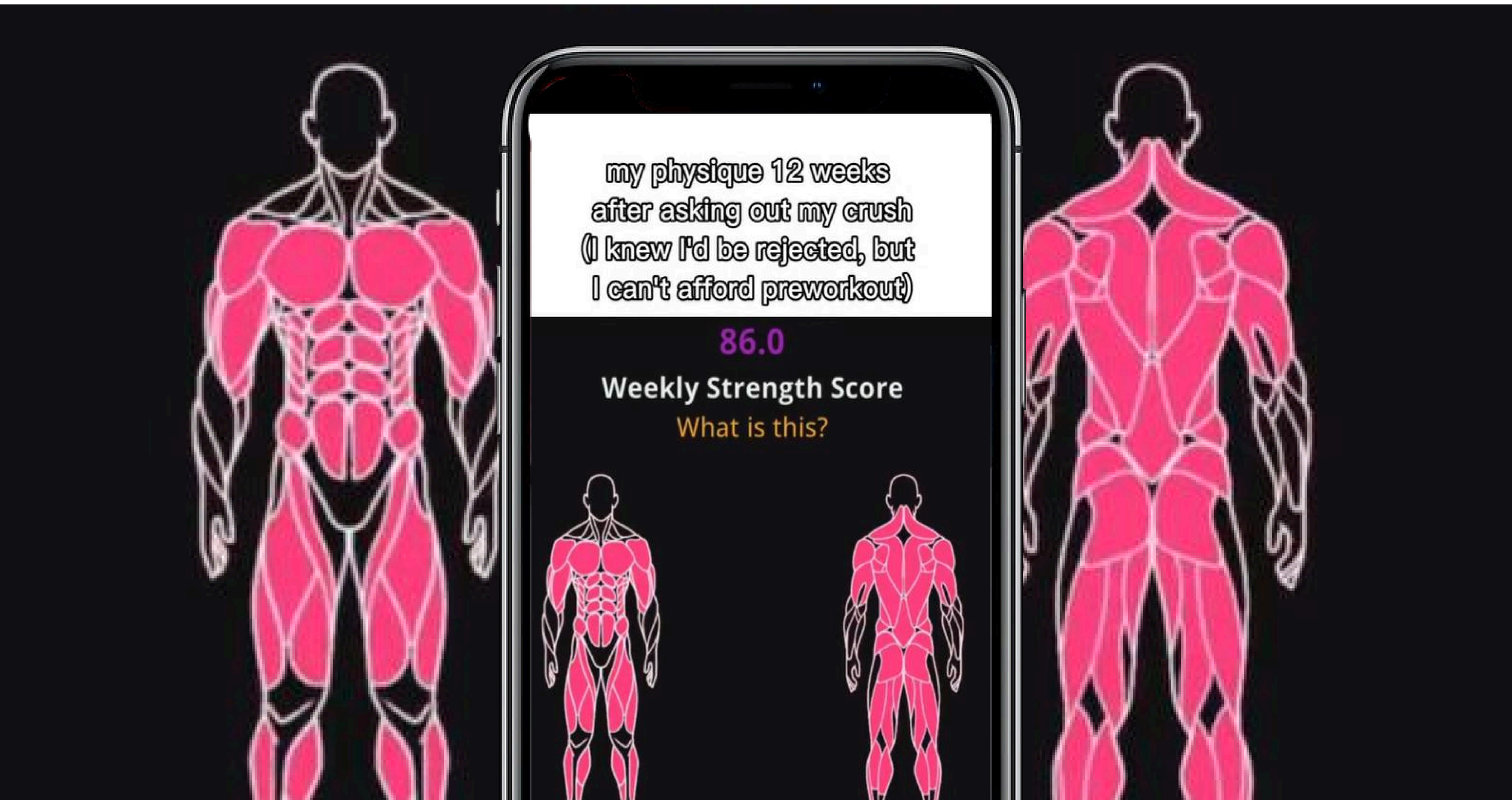
- Write a short script or bullet points (e.g., “5 steps to...”)
- Use AI tools like Animaker, Lumen5, or Pictory to turn it into an animated video
- Add an AI voiceover or text-to-speech for narration
- Keep it short, visual, and actionable, ideal for reels

5. Black Screen + Text Hook + Fade-In Effect

Start with a black screen and bold text hook, then fade into your content, whether it's an infographic, screenshot, or product. The contrast catches attention fast and creates suspense.

How to do it:

- Design a simple text card in Canva or CapCut (e.g., “5 productivity hacks”)
- Use a calming or relevant looping video as the background (nature, workspace, b-roll)
- Add music or voice over to enhance engagement
- Keep it minimal, the card is the main focus



6. Fast Image Sequence + Text Hook

Hook viewers with fast-changing background images while a bold text hook stays on screen. The rapid visuals create urgency and keep people watching.

How to do it:

- Write a punchy text hook (e.g., "Here's how people are quitting 9–5 jobs...")
- Add 5–10 images that change quickly (0.3–0.5 seconds each), use stock photos, screenshots, or memes
- Overlay the text on top throughout the sequence
- Add music or sound that matches the tempo to boost impact

7. Meme + Reply to User Comment/Review

Pair a viral meme with a reply to a comment, question, or review. It's a great way to be funny, relatable, and faceless, all at once.

How to do it:

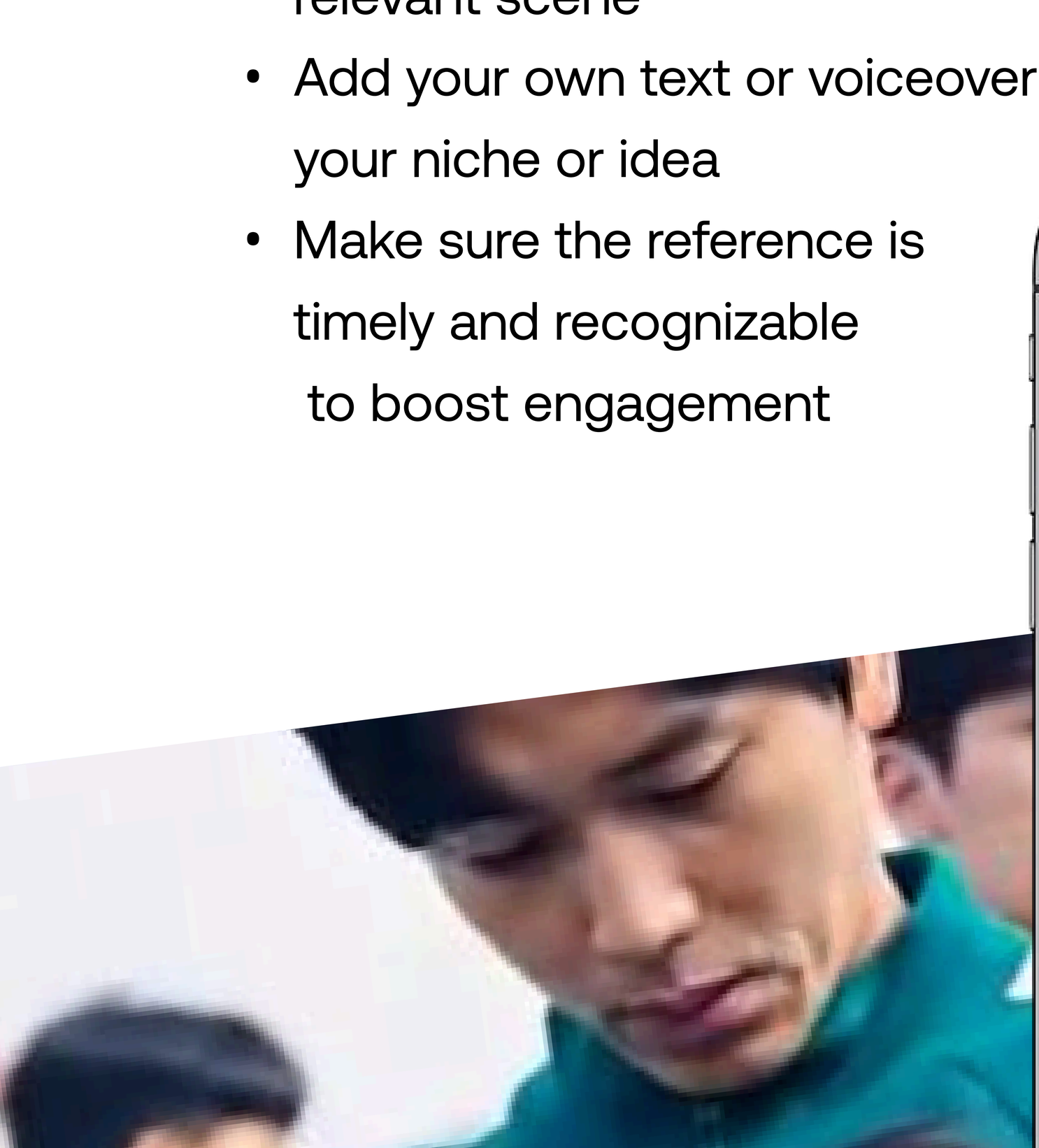
- Find a trending meme format (video or image)
- Overlay a user comment, review, or relatable statement in front of it (e.g., “This app doesn't work 😒”)
- Use the meme as your “reaction” or response
- Add music or text-to-speech if needed, keep it short and witty

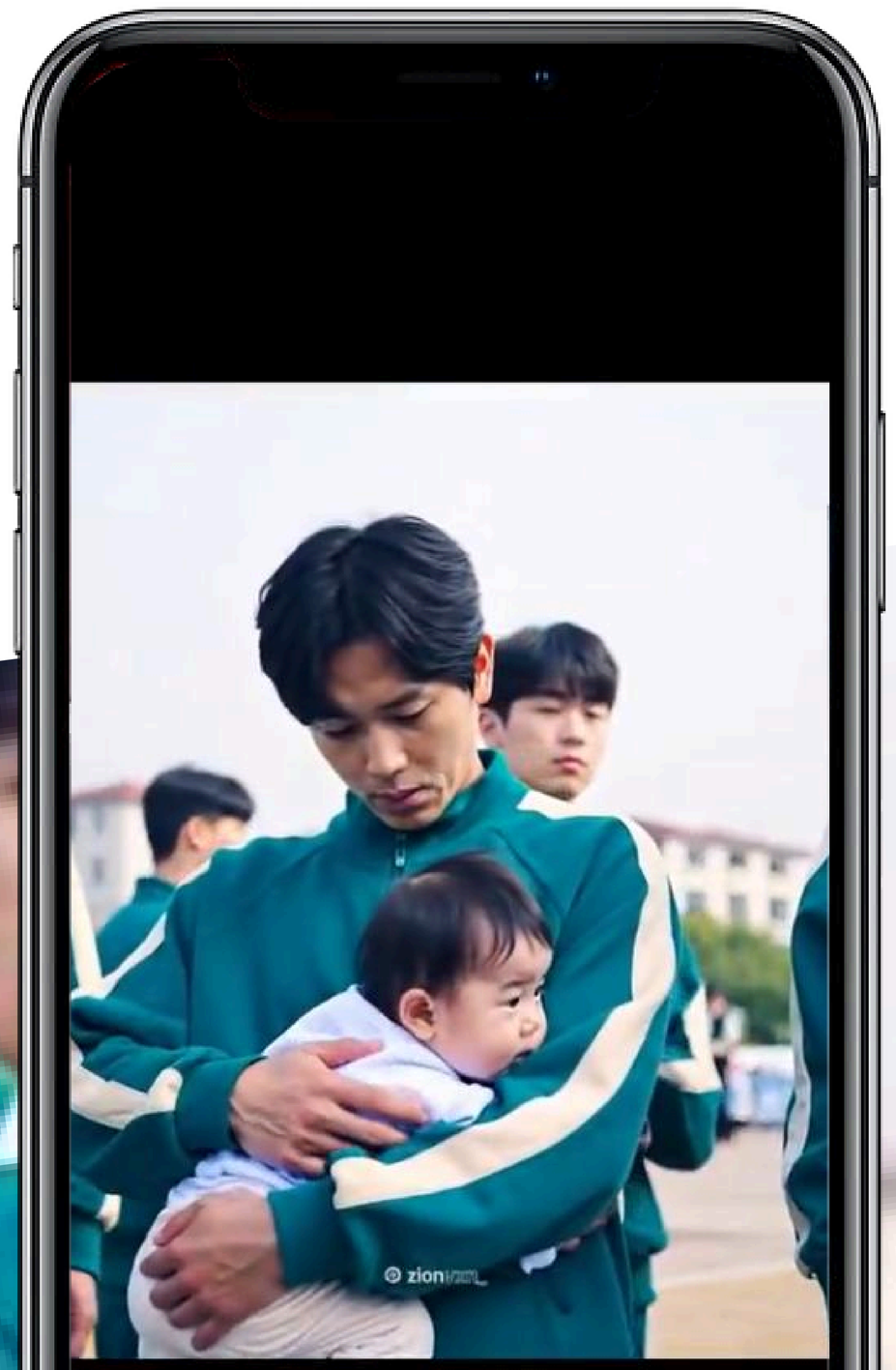
8. AI Animation + Trend (Movies, Series, Music, News, etc.)

Use AI animation tools to recreate or remix trending moments from pop culture, like viral songs, movie scenes, or news clips, and use them to deliver your message or hook.

How to do it:

- Pick a trending topic (e.g., new movie, viral song, news moment)
- Use AI tools like Runway, Pika, or Kaiber to animate a relevant scene
- Add your own text or voiceover to connect the trend to your niche or idea
- Make sure the reference is timely and recognizable to boost engagement





9. Clips from Existing Content

Repurpose viral interviews or speeches from well-known figures. Cut them into short clips, add a black & white filter, subtitles, and your branding to give them a fresh, polished feel.

How to do it:

- Find a clip from a public interview, podcast, or speech (make sure it's shareable/fair use)
- Trim it down to 15–30 seconds with the best moment or quote
- Apply a black & white filter for aesthetic and focus
- Add clean subtitles + your handle or logo for branding
- Optional: Add a voiceover hook at the start or a captioned intro

10. Texting/Chat Screen-Recording (Plus Trending Audio)

Record a chat or texting conversation to tell a story, share a tip, or explain something, all through messages. Pair it with trending audio for a smooth, relatable vibe.

How to do it:

- Use your phone's notes app, a texting app, or WhatsApp/iMessage
- Write out the core message as a conversation (e.g., “How I made $500 in 2 days...”)
- Screen record the chat as if it's unfolding in real time
- Add trending music or text-to-speech for extra impact
- Keep it short, clear, and structured like a real convo

11. Phone-in-Hand Format

Film your phone while using it, with the core message displayed on-screen. It feels casual and real, and it keeps all focus on the phone, not your face.

How to do it:

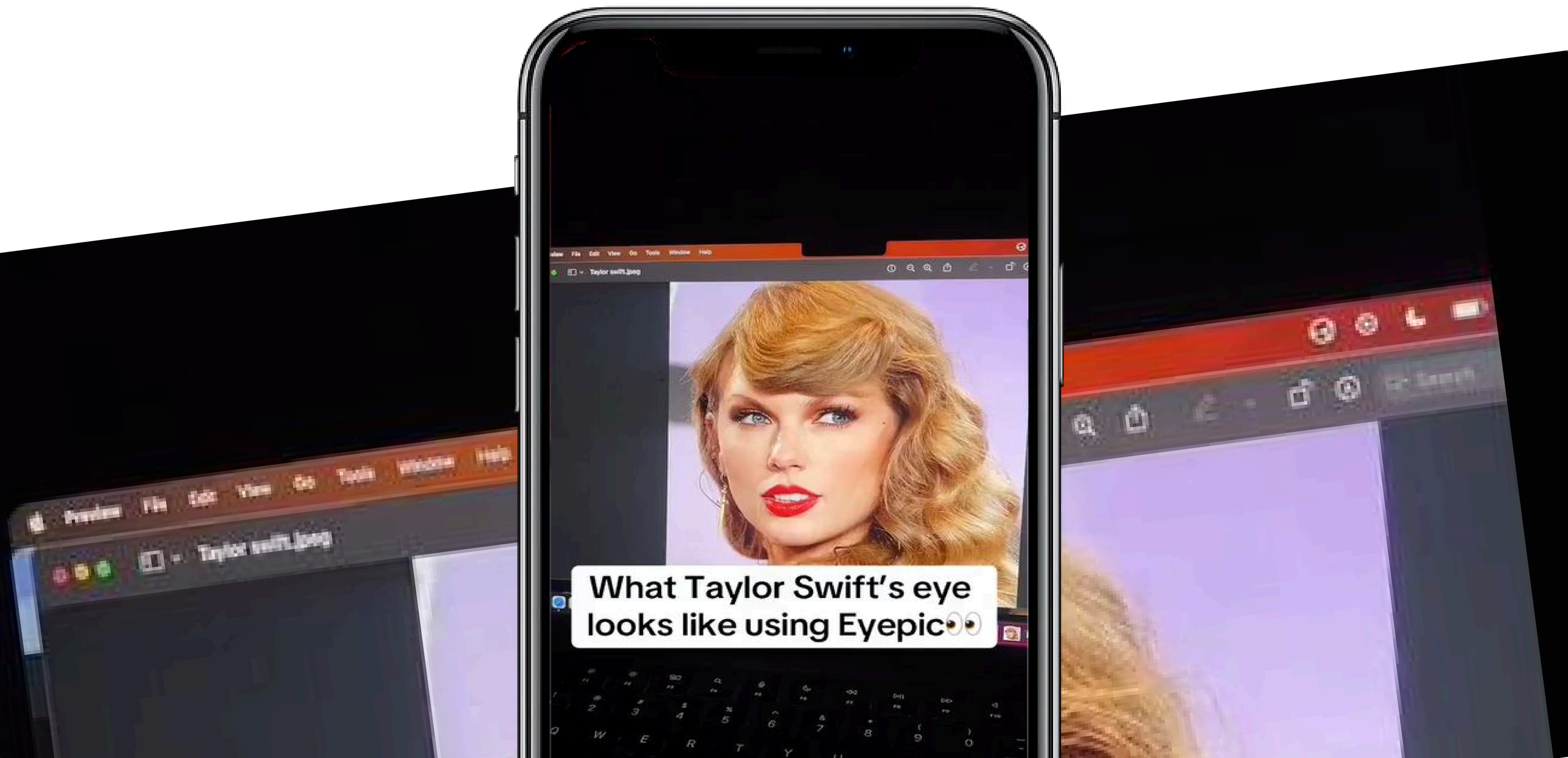
- Hold your phone in front of the camera while scrolling, typing, or tapping
- Display the message visually, could be a tweet, app demo, or note
- Film from behind or above (no face needed), ideally with good lighting
- Add a voice over or text overlay to guide the viewer
- Bonus: Include hand movements to make it feel more human and relatable

12. Celebrity Pictures + App Demo

Use celebrity photos to spark attention, then smoothly transition into an app demo. It's a smart way to ride pop culture while promoting a product or tool.

How to do it:

- Start with a popular or trending celebrity image (e.g., “What app would Elon Musk use for this?")
- Transition into a screen recording or walkthrough of the app
- Add text overlays or voice over to explain what the app does and why it's useful
- Use music or sounds that match the celeb/theme to keep it engaging



13. ChatGPT (and Equivalent) Screenshots (Question + Answer)

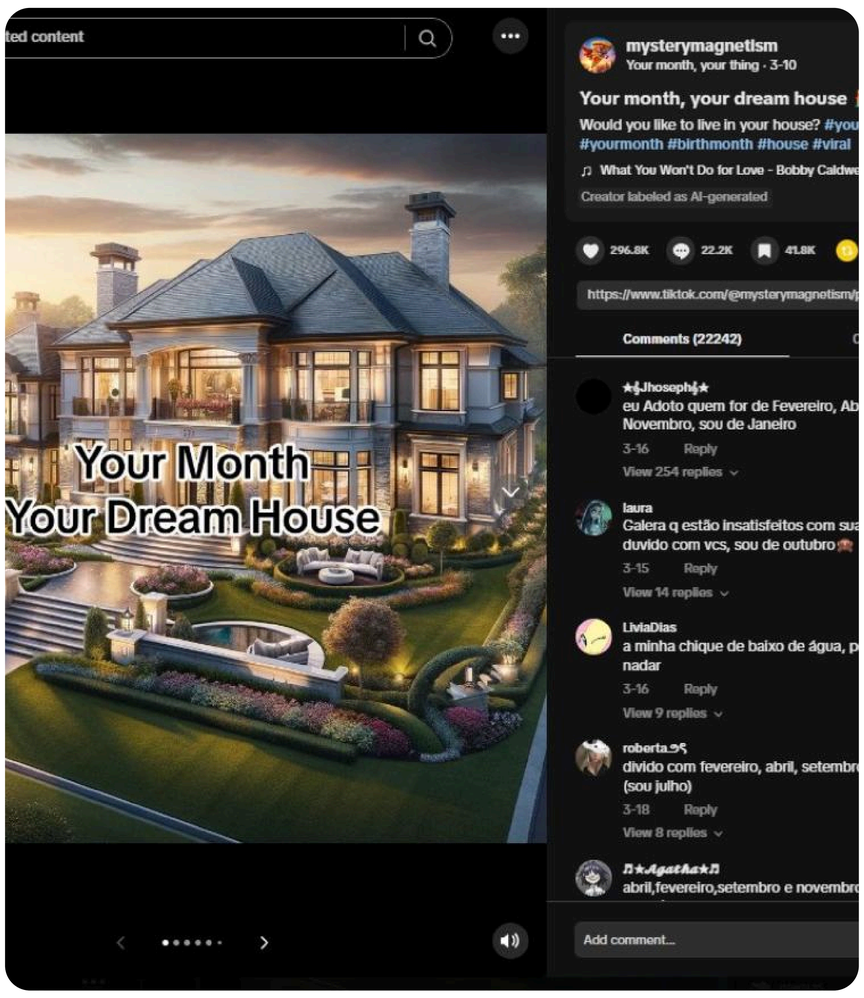
Show a screenshot of a prompt and its AI-generated response. It is super simple and great for sharing tips, hacks, or unexpected answers.

How to do it:

- Start with a popular or trending celebrity image (e.g., “What app would Elon Musk use for this?”)
- Transition into a screen recording or walkthrough of the app
- Add text overlays or voice over to explain what the app does and why it's useful
- Use music or sounds that match the celeb/theme to keep it engaging

14. Your Month = Your ____" Slideshows

Create a fun, AI-generated slideshow that assigns something to people based on their birth month, cars, aesthetics, jobs, vibes, you name it. Super engaging and perfect for comments + shares.



How to do it:

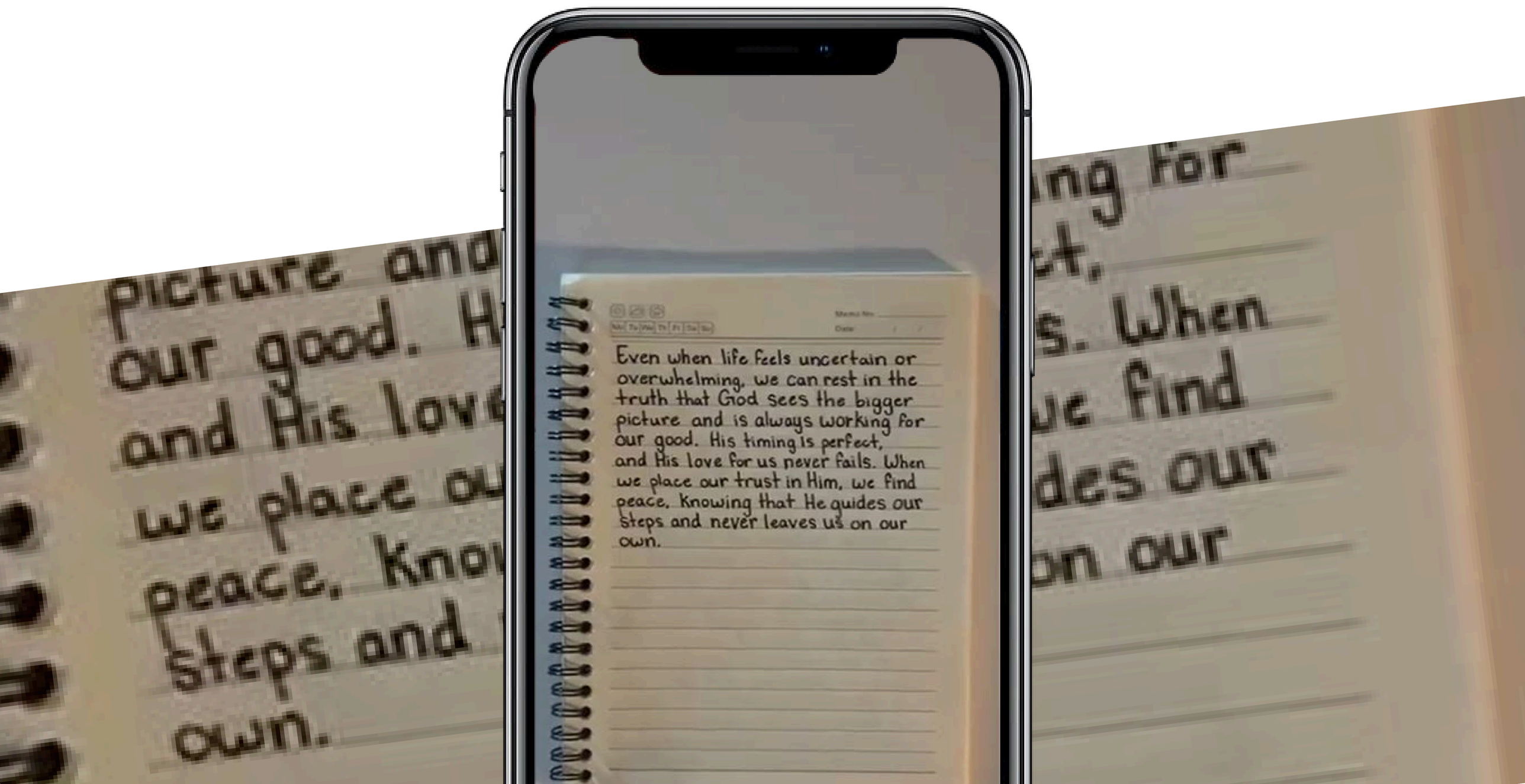
- Choose a fun theme (e.g., "Your Month = Your Dream Car")
- Use AI tools like Midjourney or Leonardo to generate 12 visuals (one per month)
- Add them as slides with "January," "February," etc. as headers
- Use upbeat or trending music to make it catchy
- Keep the vibe playful and visually aesthetic

15. Handwritten Message on Notebook

Write your core message by hand in a notebook and film it, which gives off a personal, authentic feel without needing to show your face

How to do it:

- Grab a notebook and write a short hook, list, or message by hand (e.g., “3 ways to grow on TikTok")
- Film it from above or at an angle while flipping pages or pointing
- Add subtle background music or a calm voice over
- Keep it clean and legible, this format thrives on simplicity

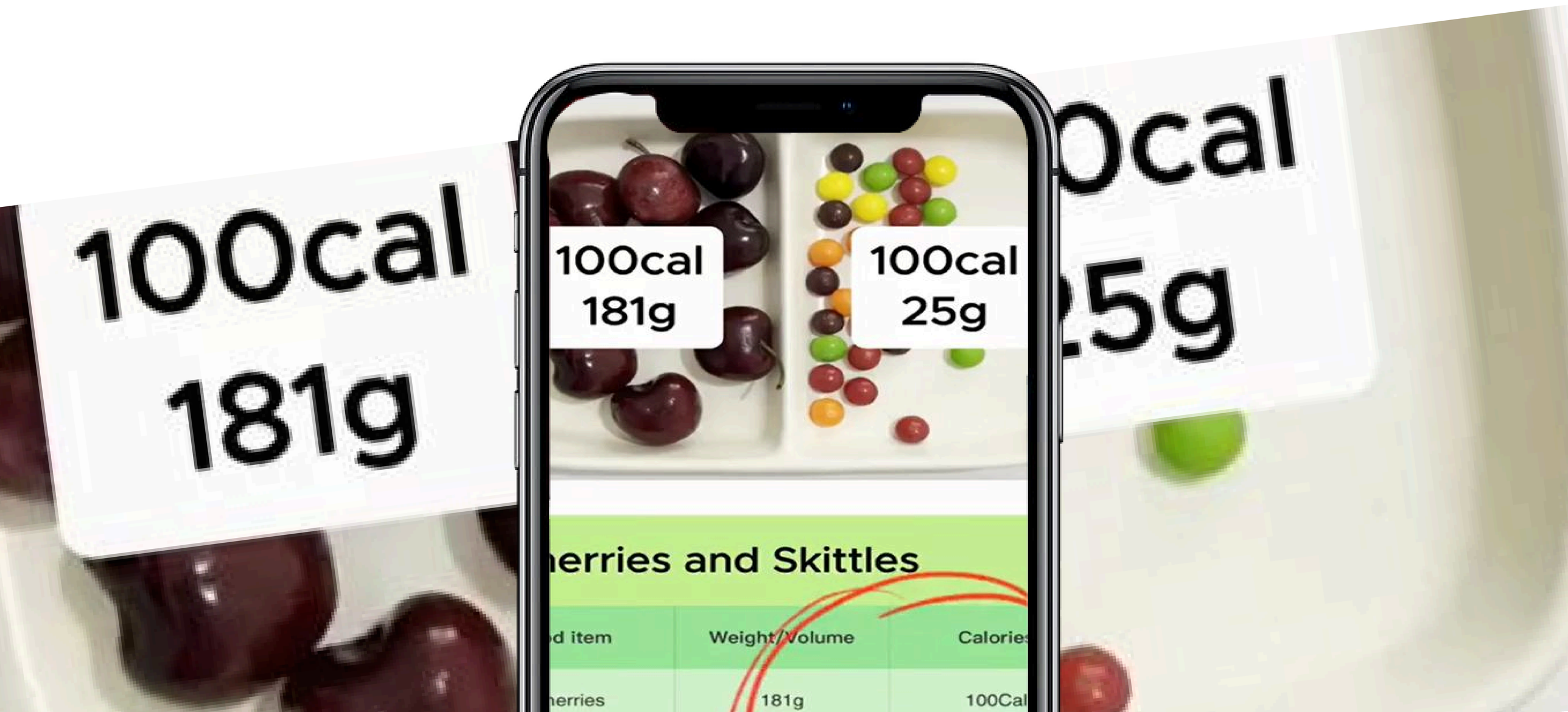


16. Object/Food/etc Scanning + App Recording for Result

Record yourself scanning objects, food, or anything using an app, then show the app's result. Great for health, AI, or productivity apps that analyze inputs.

How to do it:

- Record a real-world object or food item (e.g., two food labels side by side)
- Open the app and record the screen as it scans and gives results
- Edit both clips together, object first, then the app's analysis
- Add music or a short voice over to explain what's happening
- Keep it snappy and visually clear for max impact

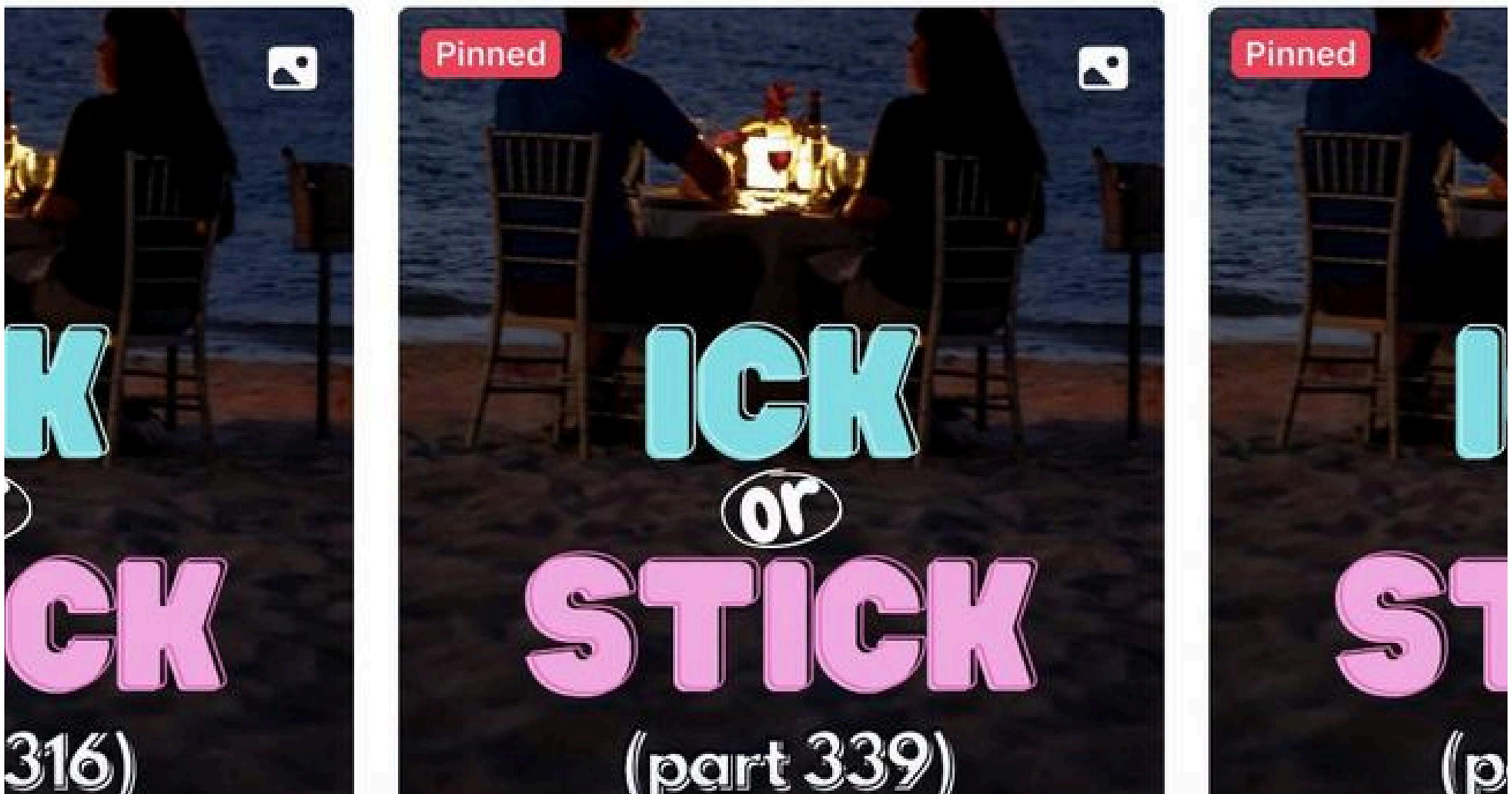


17. “This or That” Slideshows

Create a slideshow of polls or choices that ask people to decide between two options, like in the morning, coffee or tea. Super interactive and fun for viewers to comment on or vote on.

How to do it:

- Use the same background image across all slides for consistency
- Start with a title slide (e.g., “Coffee or Tea?”)
- Create 3–6 slides with screenshots or text showing poll-style prompts (e.g., “Goes to bed at 9 PM?”)
- End with a CTA like “Comment your favorite morning drink” or “Tag someone who needs this.”
- Add trending music and time each slide just right for swiping or pausing

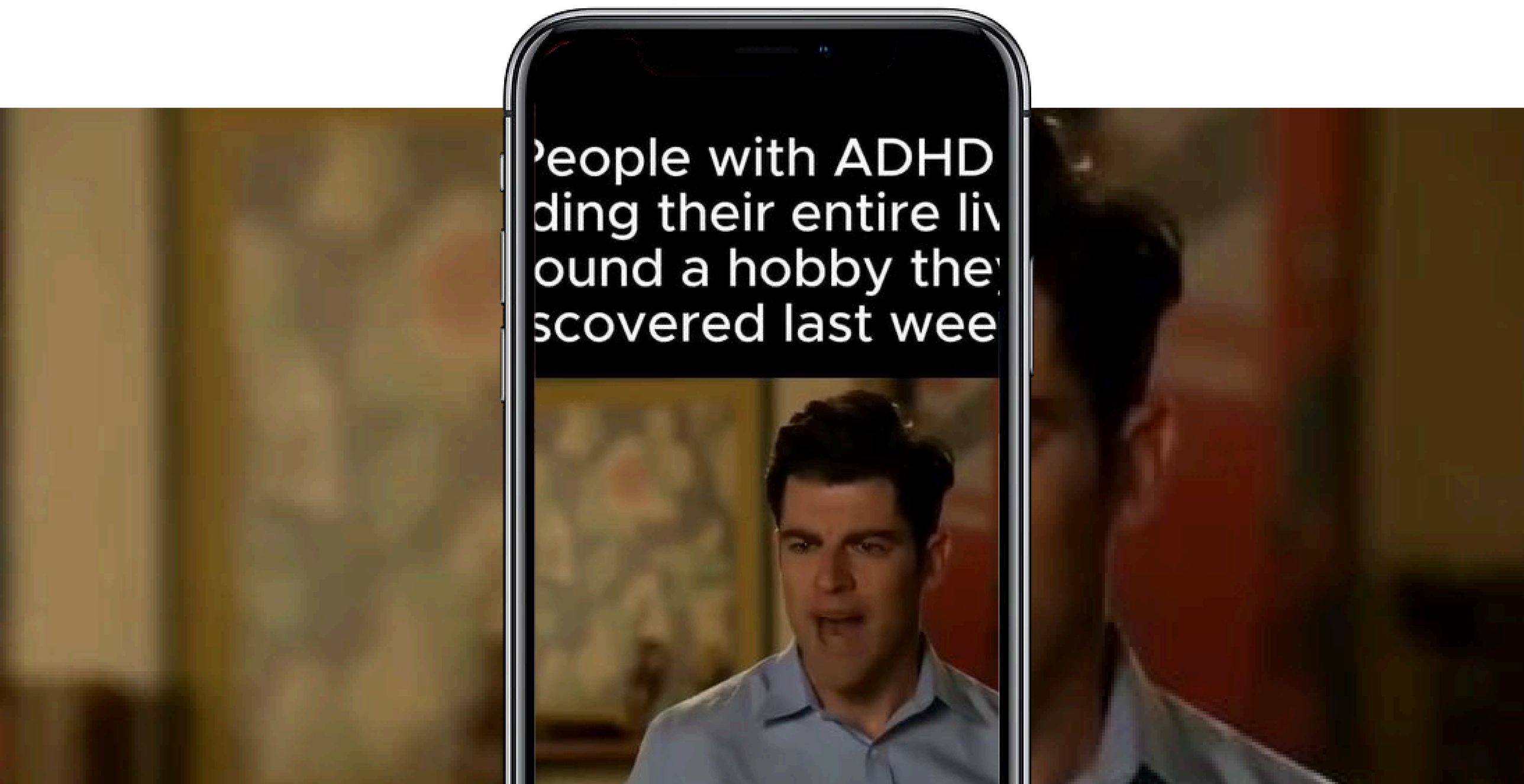


18. Movie/TV Show Clips Turned into Meme

Take a popular scene from a movie or TV show and turn it into a relatable meme by adding your own text, context, or twist. It's familiar, funny, and totally faceless.

How to do it:

- Find a short, punchy scene from a trending or iconic movie/series
- Add meme-style text to match a relatable situation or niche-specific message
- Keep the text big, bold, and at the top or bottom of the video
- Add subtitles or voice over if needed, and use a trending sound to boost reach



19. Quote on Static Background

Share a powerful or thought-provoking quote on a simple, static background. Perfect for niches like motivation, spirituality, astrology, and mindfulness.

How to do it:

- Choose a strong quote that resonates with your niche (e.g., “The universe responds to your energy”)
- Use a calm, aesthetic background (nature, stars, minimal gradient)
- Add clean, centered text in a readable font, and keep it visually soothing
- Optionally add subtle music, ambient sounds, or text-to-speech

20. Mascot - Physical or Digital

Create and use a mascot or animated character to represent your brand or content. It adds personality, consistency, and lets you stay 100% faceless.

How to do it:

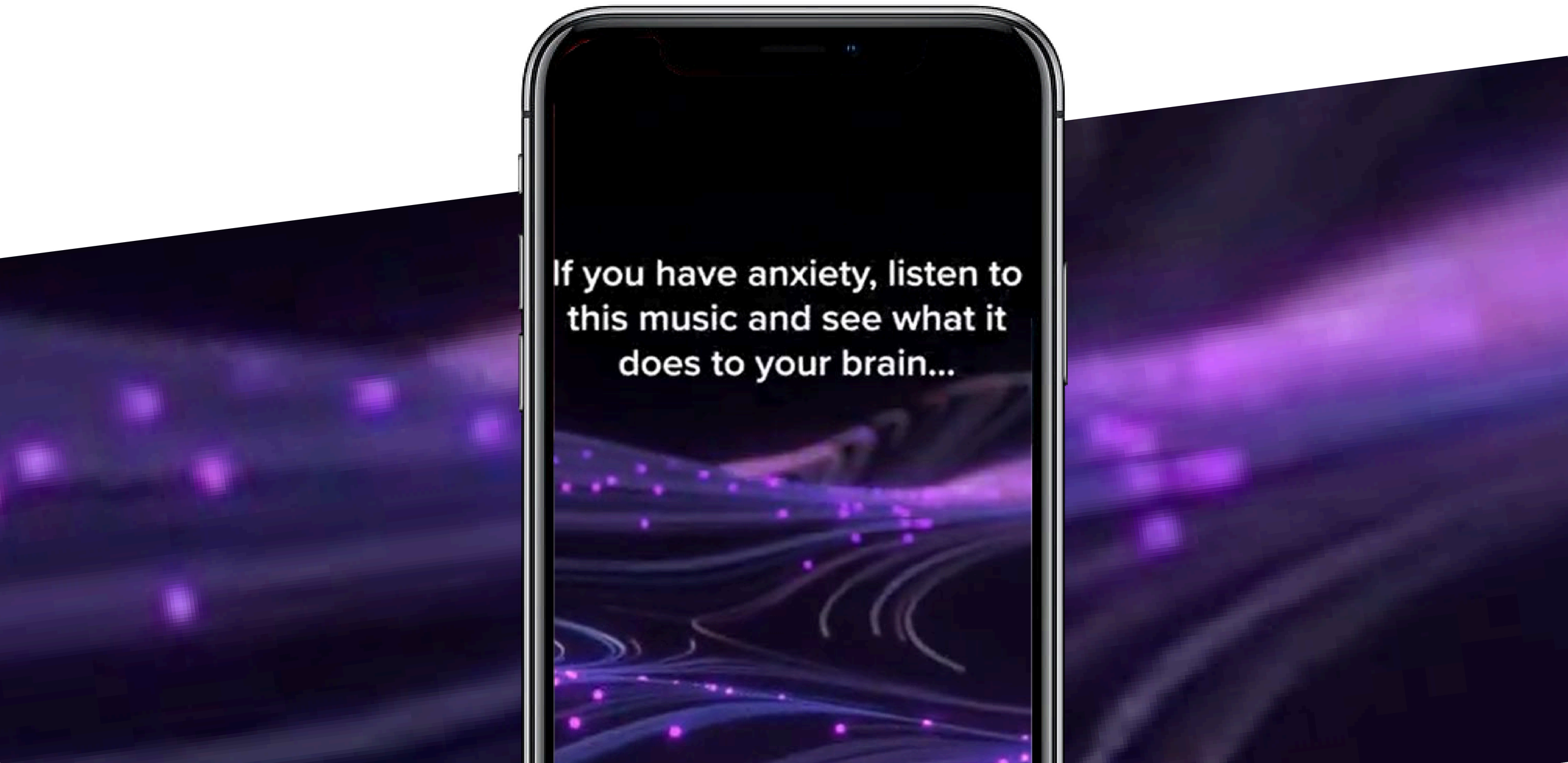
- Design a mascot using tools like Canva, Midjourney, or Adobe Express
- Use it in videos to explain things, react to trends, or deliver messages
- Animate it with tools like Animaker, Toonly, or even simple motion in CapCut
- Pair it with voice overs or text-to-speech to bring it to life
- Use your mascot consistently to build recognition over time

21. Immersive Content / Sensation

Create content that triggers a psychological or sensory response, like illusions, satisfying loops, or oddly specific feelings. These videos keep people watching and re-watching.

How to do it:

- Use visually satisfying or immersive visuals (e.g., loops, ASMR, surreal effects)
- Tap into psychological patterns, like “What you see first reveals your personality,” or optical illusions
- Add calm or hypnotic audio to enhance the effect
- Keep the focus on the experience*,* text or voice over should guide the viewer without overwhelming them



22. Small Challenges + Visuals

Give viewers a quick challenge or task they can do while watching, like a breathing exercise, eye test, or focus challenge, paired with calming or instructive visuals.

How to do it:

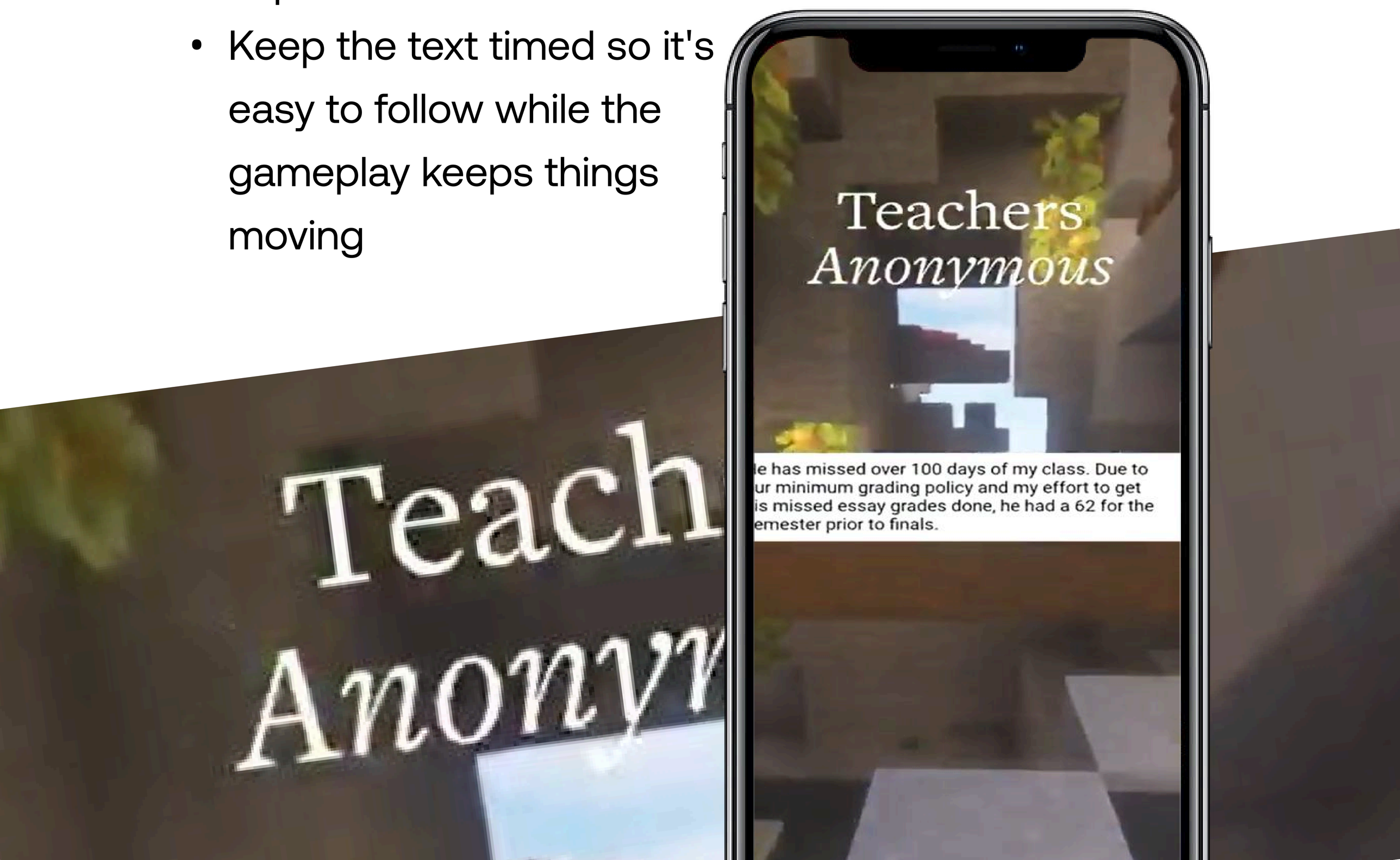
- Choose a simple action (e.g., “Inhale... Hold... Exhale...”)
- Add matching visuals, like animated circles, countdowns, or nature loops
- Use calming music or a voice over to guide them through
- Keep it short and focused (under 30 seconds works great)
- Great for meditation, wellness, health, and even educational niches

23. Gaming B-Roll Footage + Story (Texts, Threads, etc.)

Share a story, thread, or breakdown using a static text overlay while gameplay footage plays in the background. Keeps viewers engaged without needing your face.

How to do it:

- Record or grab B-roll from a popular or aesthetic game (like Minecraft, GTA, Valorant, etc.)
- Add a note, tweet, or text block over the video (e.g., “How I built a $5K/month side hustle...")
- Let the game run while the story unfolds through captions or voice over
- Keep the text timed so it's easy to follow while the gameplay keeps things moving

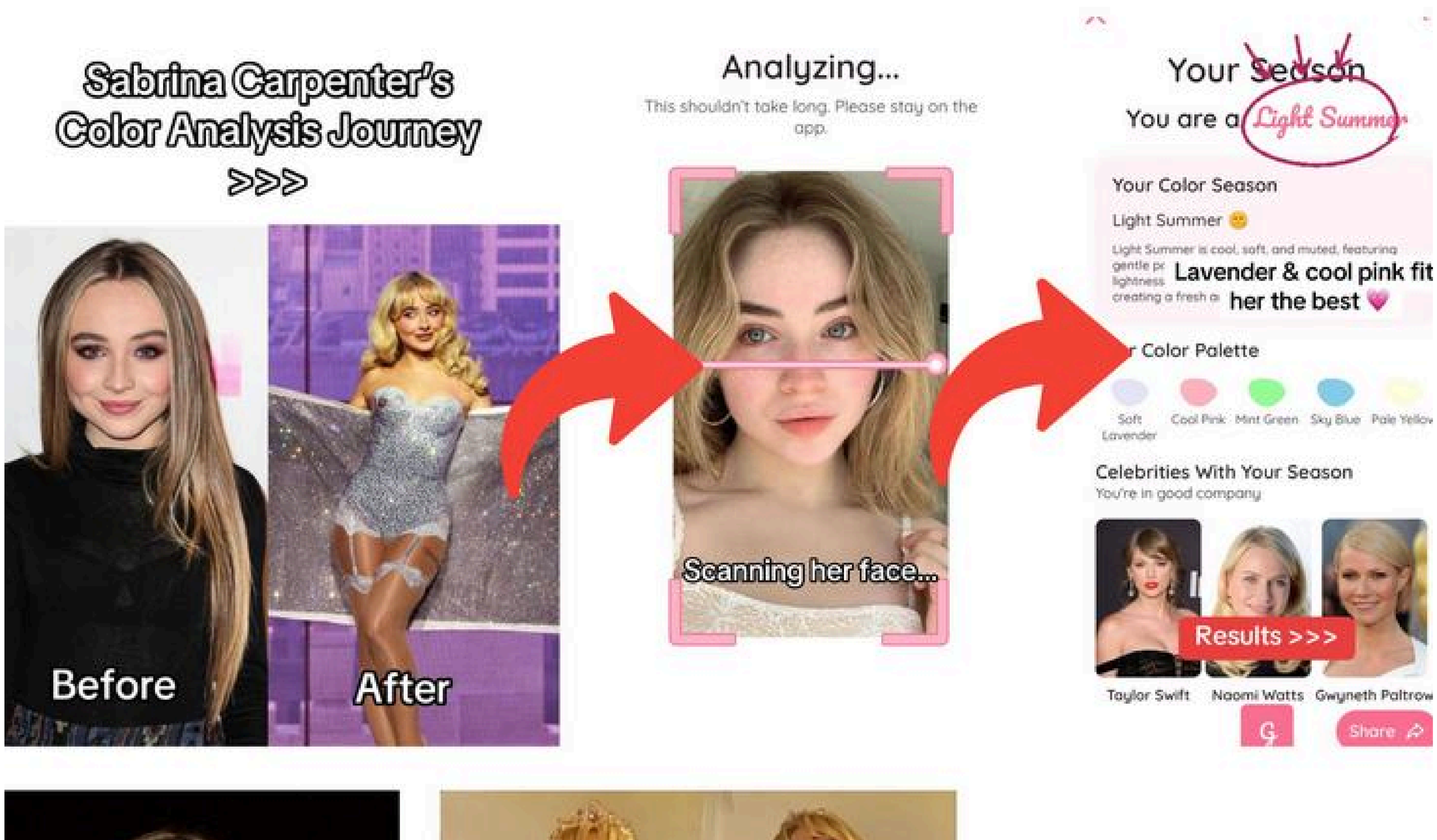


24. Before/After Slideshows

Show a dramatic transformation using side-by-side or back-to-back slides, perfect for niches like beauty, fitness, fashion, interior design, cooking, and more.

How to do it:

- Collect high-quality “before” and “after" images or clips
- Use a clean transition (like a swipe or split screen) between the two
- Add music or a quick voice over explaining the change
- You can also show a sequence of transformations as a carousel-style slideshow
- Keep text minimal, let the visual change speak for itself



25. Drawing / DIY

Film yourself drawing, sketching, or creating something by hand. It's great for showcasing ideas and product features or just building trust through creativity.

How to do it:

- Set up a top-down or side-angle shot of your hands while drawing or crafting
- Keep the focus on the creation (not your face), use good lighting
- Use time-lapse or quick cuts to keep it engaging
- Add music or a voice over explaining what you're doing or why it matters
- Perfect for artists, educators, product creators, or handmade businesses

26. Side-by-Side Comparison

Compare two products, tools, methods, or results side-by-side to help viewers instantly spot the difference. Great for tutorials, reviews, and transformations.

How to do it:

- Split the screen in half (before/after, tool A/tool B, paid/free, etc.)
- Add labels or text to highlight key differences
- Use motion or arrows to guide attention if needed
- Keep the visuals clean and synced so people can clearly compare
- Works great with voiceovers or captions to explain which one's better and why

27. Tutorial Animation (AI or Manual)

Create animated tutorials to explain a process, tool, or concept. No camera is needed; just clean visuals and clear steps.

How to do it:

- Use AI tools like Animaker, Lumen5, or Tome to generate animations
- Or build manually with tools like Canva, After Effects, or CapCut
- Break down a topic step-by-step (e.g., “How to schedule posts with this app”)
- Add smooth transitions, clean text, and either voiceover or upbeat background music
- Keep it short, clear, and visually consistent for best results

28. Product / Process Demo

Show how a product works or how something gets done; no talking head is needed, just clean visuals and clear steps.

How to do it:

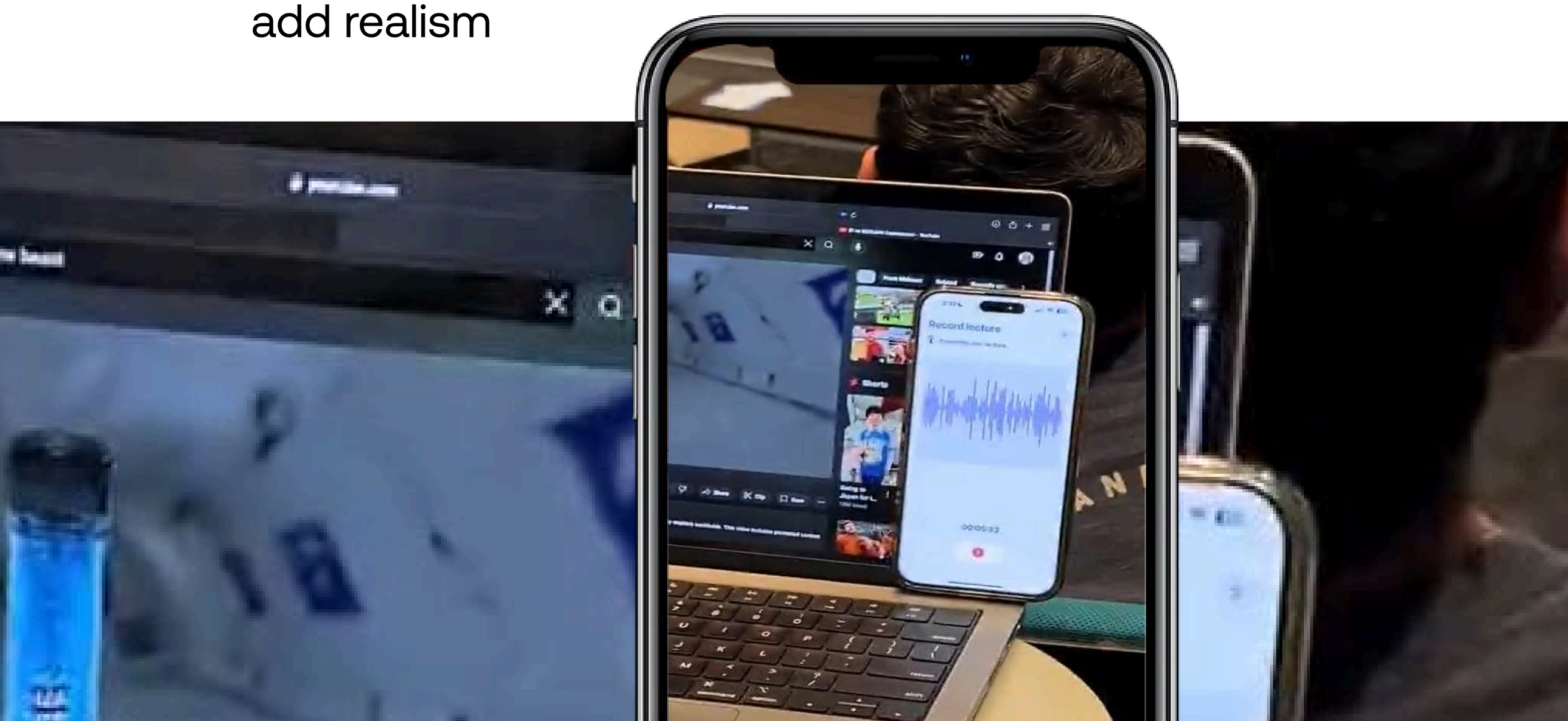
- Film close-up shots of the product in use or the process in action
- Focus on key features, steps, or results (e.g., “See how this app turns text into video”)
- Add captions or voice over to guide the viewer through
- Use smooth edits and a light background track to keep it engaging
- Great for creators, tool tutorials, eCommerce, or service-based businesses

29. “Catching" Someone's Laptop/Phone

Film someone using an app or tool on their laptop or phone, like you just "caught" them being super productive, creative, or sneaky. This is great for AI, study, or productivity apps.

How to do it:

- Record from behind or over the shoulder as someone uses a phone or laptop
- Focus the camera on the screen (not their face) to highlight the app or result
- Add text like: “Caught her using this to write essays faster" or "He's using this to plan his whole week."
- Pair with trending audio or a calm lo-fi track
- Works great with quick zooms and subtle motion to add realism

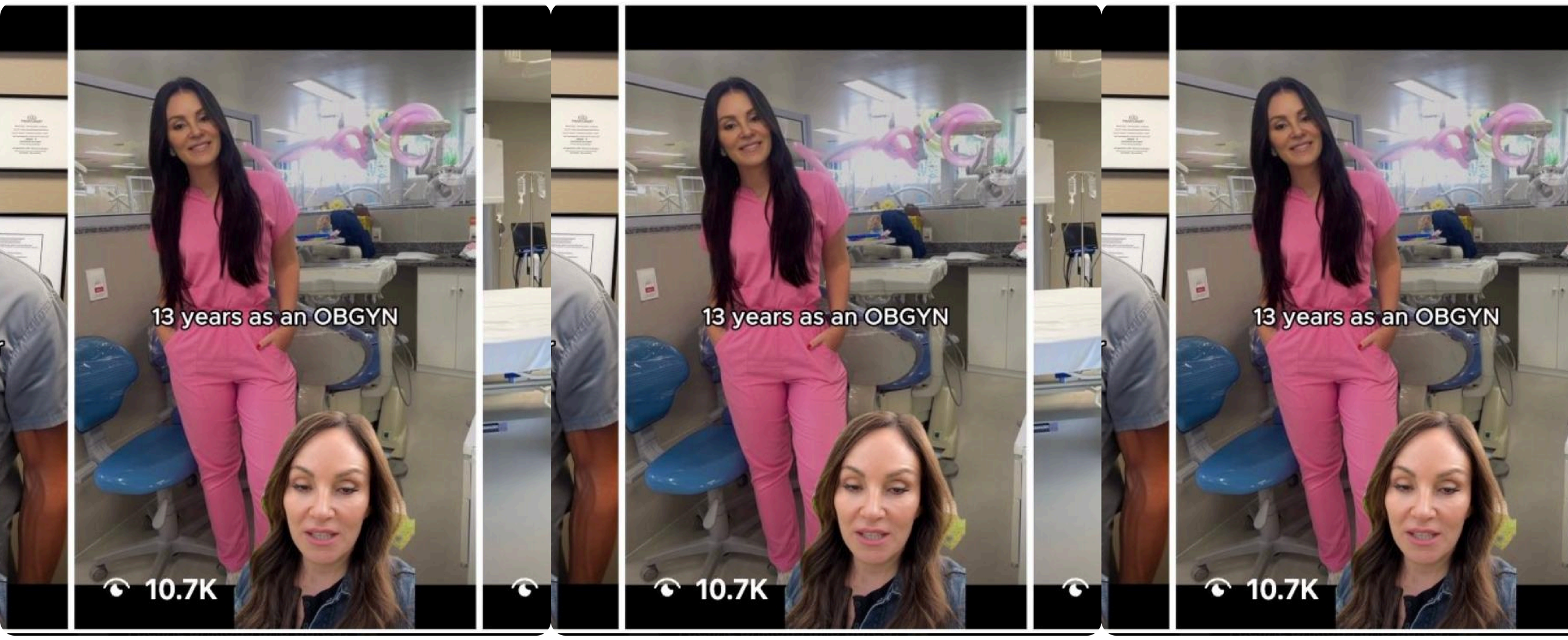


30. AI-Generated UGC (User-Generated Content)

Create realistic UGC-style videos using AI avatars or voiceovers. These are perfect for apps, digital products, or any B2C brand that needs social proof without hiring creators.

How to do it:

- Use tools like Synthesia, HeyGen, or D-ID to create AI avatars and voice overs
- Script content that feels casual and personal (e.g., "I've been using this app for 2 weeks...")
- Format like a normal UGC video: selfie angle, conversational tone, branded overlay if needed
- Post as reels or ads, works great for B2C, digital products, and tools



31. Film a Sign

Write a short message, hook, or opinion on a sign, poster, or board, then film it in a public or outdoor setting. It grabs attention and feels authentic.

How to do it:

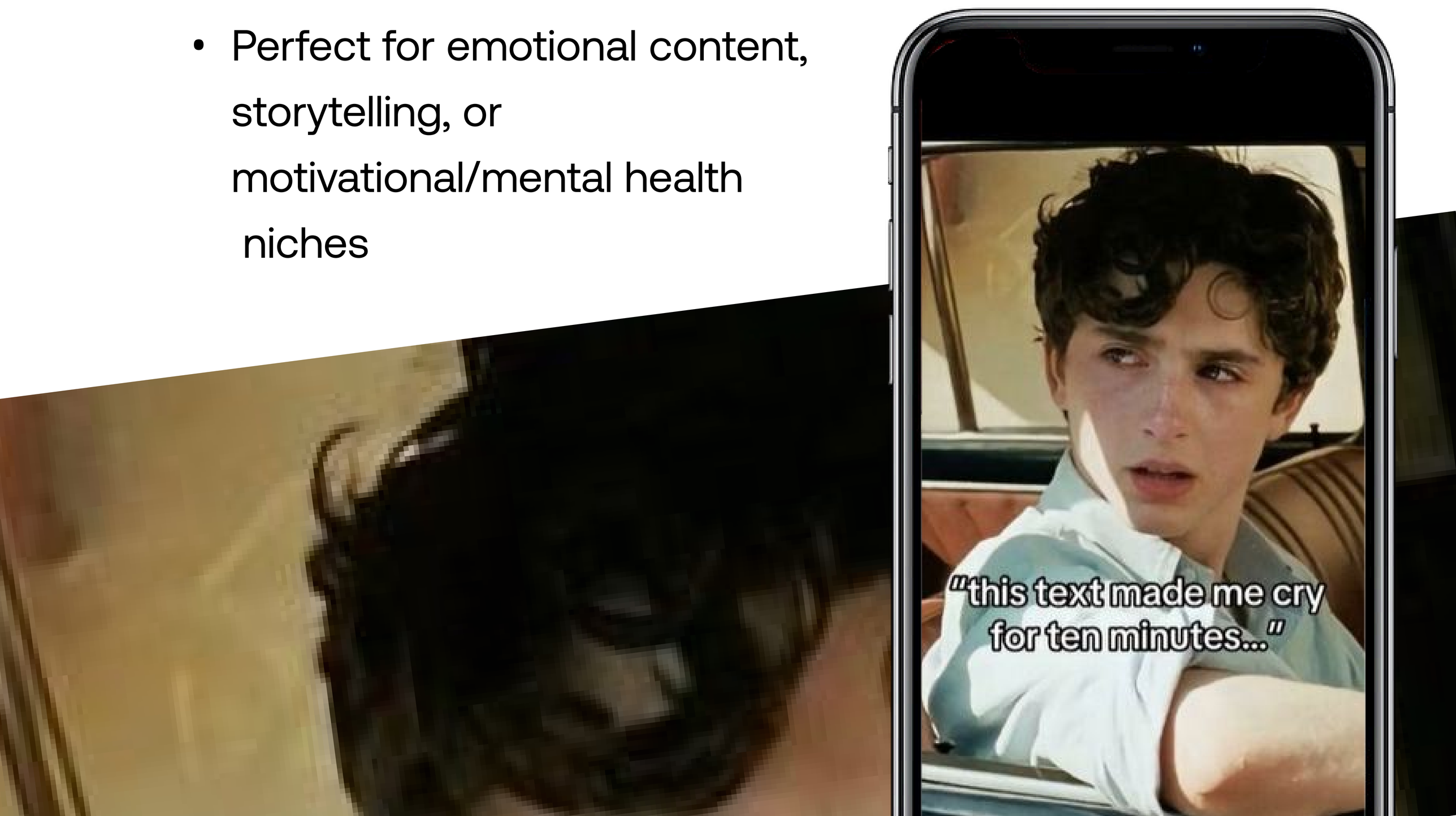
- Use a whiteboard, cardboard, notebook, or printed sign
- Write something short and scroll-stopping (e.g., “You don't need a 9–5 to survive”)
- Film the sign being held up, taped to a wall, or placed in a real-world setting
- Add ambient sounds, trending audio, or voice over if needed
- Great for lifestyle, opinions, emotional hooks, and storytelling

32. Celeb + Quote Slideshow

Start with a recognizable celebrity photo or movie scene, then add an emotional or thought-provoking quote as a hook. Then, followed by a slideshow with the full message or breakdown.

How to do it:

- Pick a celeb image (preferably from a scene that feels emotional or intense)
- Add a hook like: “This quote hit me hard...” or “This made me rethink everything.”
- Create a slideshow with short text slides that expand on the quote or message.
- Use clean transitions, soft music, or trending audio to match the mood
- Perfect for emotional content, storytelling, or motivational/mental health niches



33. StudyTok Slideshow w/ Hook

Use a catchy academic hook (like grade glow-ups or productivity hacks), then follow with a slideshow showing your results, tips, or a study tool in action.

How to do it:

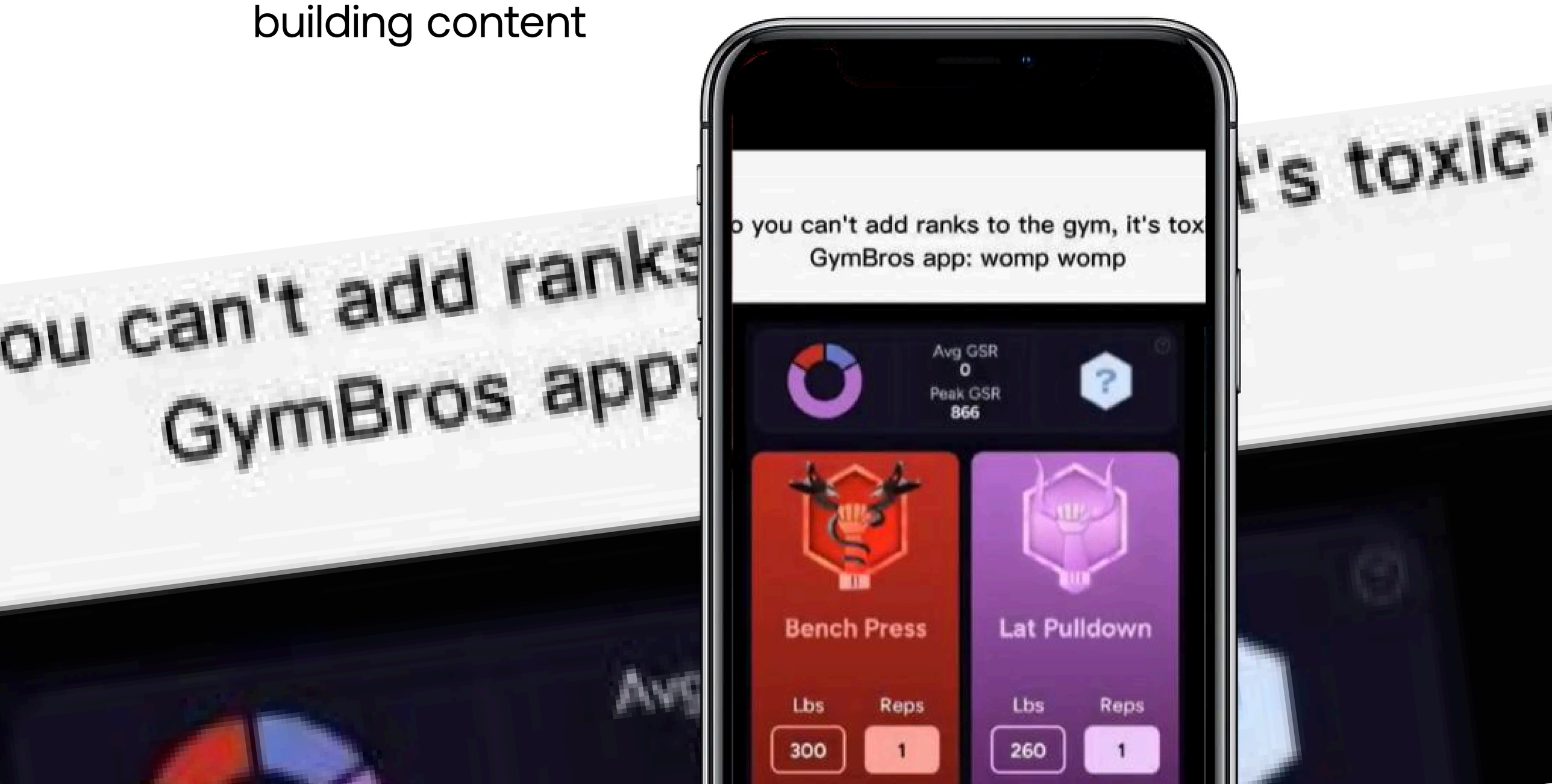
- Start with a hook like: “My grades before and after using [app/tool]”
- Follow with 3–5 slides showing notes, screenshots, planner setups, or results
- Keep the aesthetic clean and “student-core" (neutral colors, handwritten fonts, etc.)
- Add chill background music or trending StudyTok audio
- Works best for student productivity, education tools, and Gen Z-focused apps

34. Faceless Workout Planner Format (w/ Fade-In Effect)

Showcase a workout plan or routine using a clean, minimal template. No face needed, just solid structure and smooth fade-in effects to add vibe.

How to do it:

- Create a visual workout plan (daily/weekly split, reps, exercises) using Canva, Notion, or a notes app
- Add each section with fade-in transitions to keep it smooth and visually pleasing
- Use aesthetic background clips (like gym b-roll, sunrise runs, or calm space)
- Pair with upbeat or motivational music
- Ideal for fitness creators, workout apps, or habit-building content

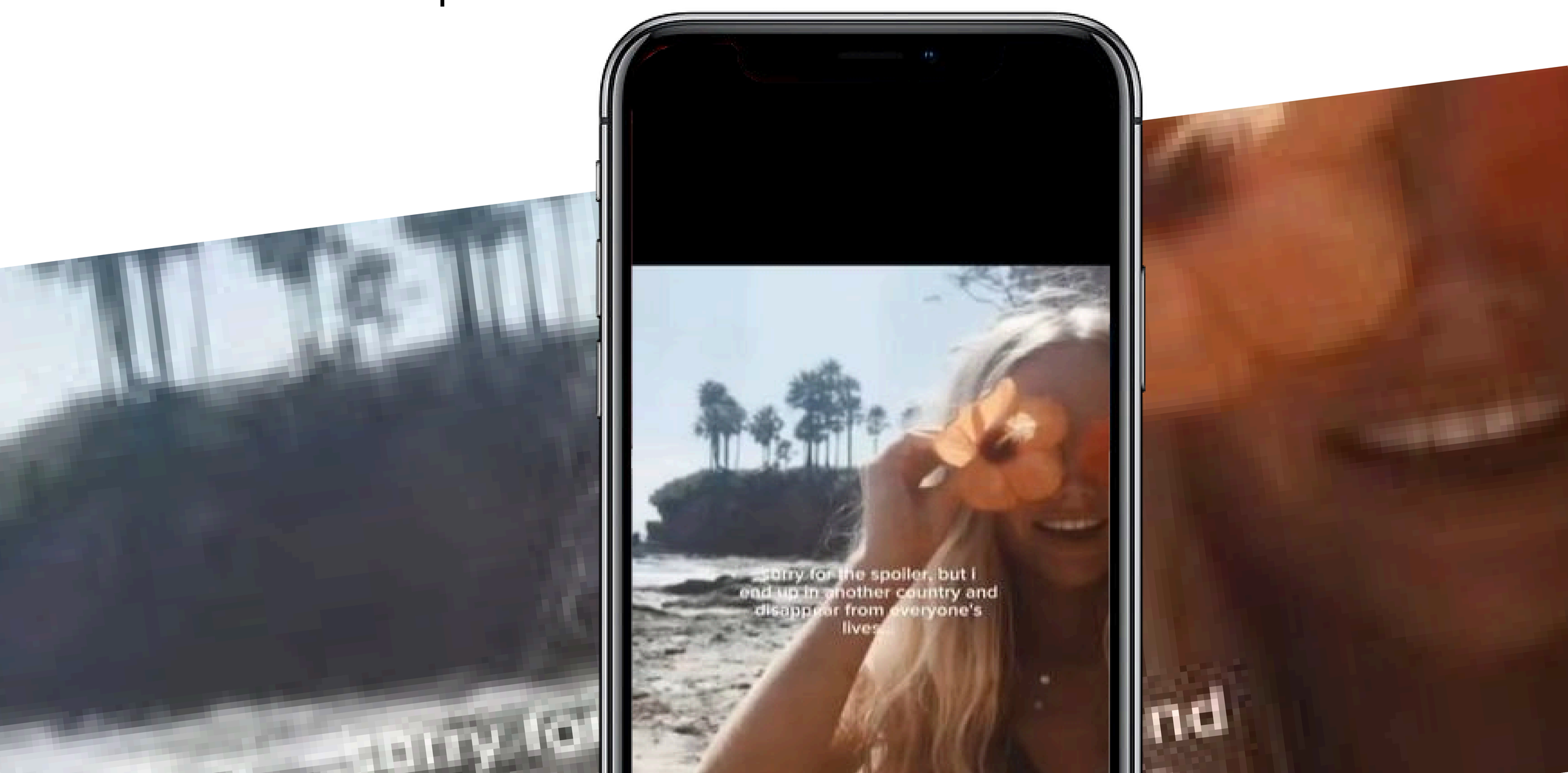


35. Fast Sequence of Images (10–20) + Hook

Drop a rapid-fire burst of 10–20 images with a bold hook at the start. It's fast, addictive, and keeps viewers watching again to catch everything.

How to do it:

- Start with a quick text hook like: “Apps you'll wish you knew sooner”
- Follow with a fast-paced slideshow of screenshots, visuals, or photos (0.3–0.5s each)
- Use fast cuts and rhythmic editing to match the beat of a trending audio
- Keep the visuals clear, avoid cluttered images
- Great for lists, product showcases, recommendations, and recaps



36. Caught on Camera: The Surprise Setup

Record a faceless room tour, gift setup, or surprise moment with an emotional or dramatic hook like: "Can't believe my boyfriend lied to me..." and let the visuals do the storytelling.

How to do it:

- Start with a dramatic or curious hook (text on screen or voice over)
- Film the space, gift, or surprise setup without showing faces, and focus on the details
- Add soft lighting, aesthetic angles, and trending romantic or emotional audio
- Let the reveal unfold naturally, pacing is key
- Great for lifestyle, couples content, gift shops, or emotional storytelling

37. Aesthetic Phone Setup + Background Switches

Show a phone with cute or aesthetic wallpapers in different environments, like a desk, bed, or café table. Great for selling wallpapers, phone covers, or mood-based setups.

How to do it:

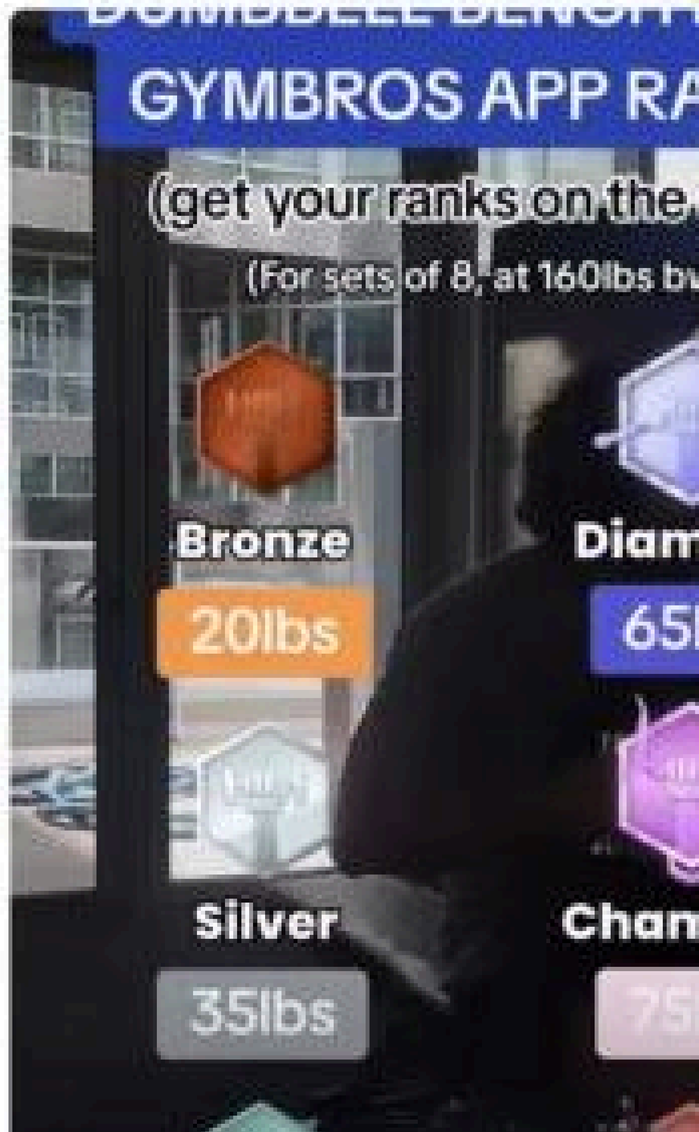
- Use a clean phone with a wallpaper, lock screen, or custom theme
- Record short clips of the phone in different cozy or aesthetic backgrounds (e.g., blanket, coffee table, outdoors)
- Add a calm or trending audio and text like: “POV: your phone after this wallpaper pack"
- Keep it soft, minimal, and scroll-stopping
- Ideal for digital shops, Etsy sellers, and cozy TikTok content

38. Faceless Human Body Pictures (In-App)

Showcase body progress, workouts, or health results with faceless images. Focusing on form, physique, or posture without showing the face. Often used in apps or progress reels.

How to do it:

- Take side, back, or top-down shots showing the body (e.g., abs, legs, posture, before/after)
- Crop or frame to intentionally hide the face — focus on physical change or form
- Add subtle edits or overlays like day count, calories, or app stats
- Use motivational or trending fitness audio
- Perfect for progress reels, health apps, or gym coaching content



39. Anime Slideshows

Use popular anime characters or scenes to carry your message — whether it's motivational, emotional, or funny. Anime adds instant drama and relatability.

How to do it:

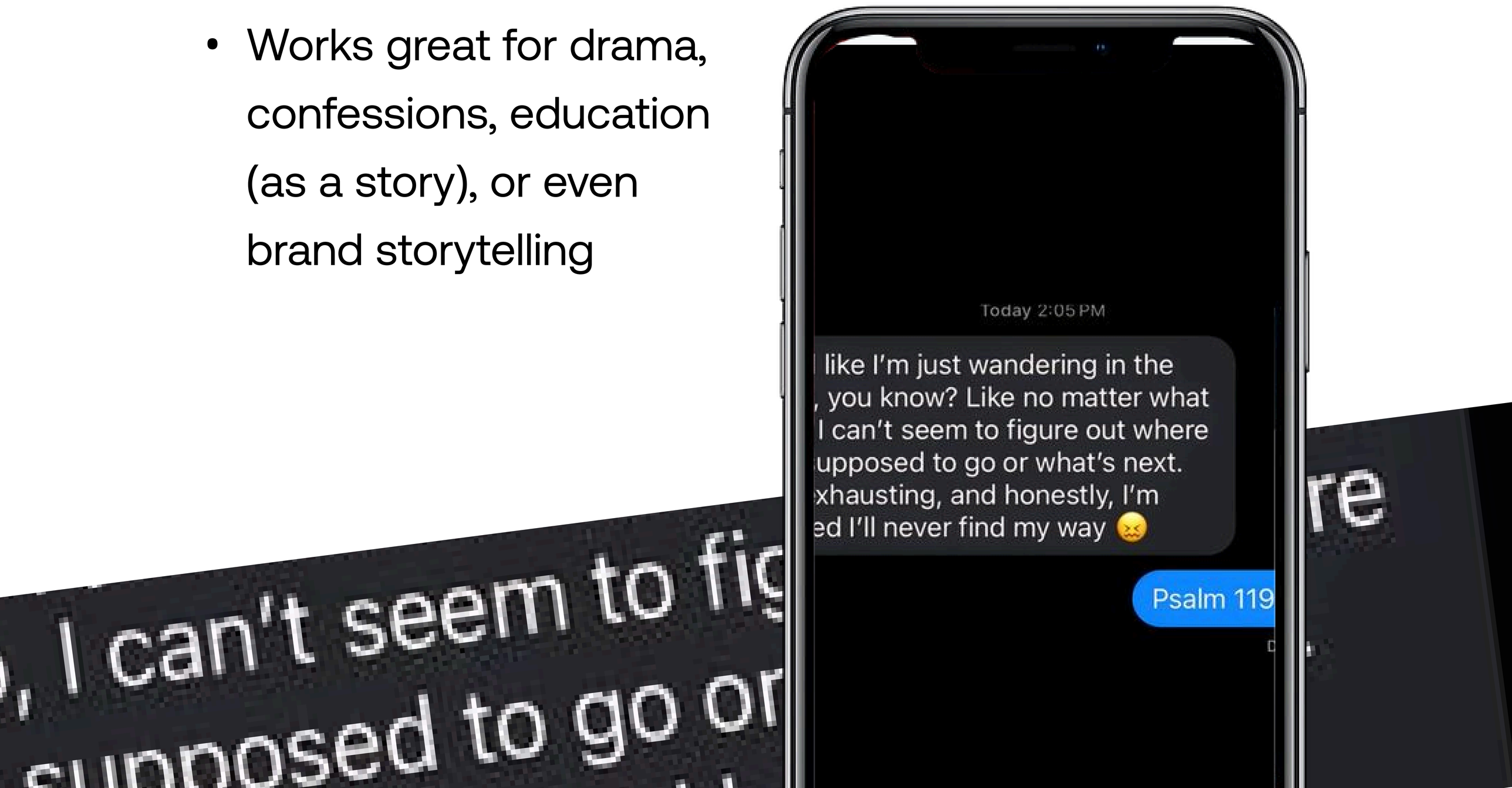
- Pick iconic or emotional scenes from trending anime (e.g., Naruto, AOT, JJK)
- Overlay your message in short text slides, make it feel like the characters are “going through it.”
- Use matching music (anime OSTs or emotional TikTok audio)
- Keep it short and punchy, 4–6 slides max
- Works great for storytelling, mental health, motivation, or fan content

40. Text Storytelling in Slideshows (Chat-Style)

Tell a short story or message using chat-style screenshots across slides. It feels personal, juicy, and super bingeable, like reading someone else's texts.

How to do it:

- Create a fake chat using text generator tools or screenshot actual DMs (with permission or fictional)
- Structure it like a short story: hook → buildup → twist → ending
- Break the convo into 3–6 slides so viewers tap through
- Add typing sound effects or subtle music to increase immersion
- Works great for drama, confessions, education (as a story), or even brand storytelling



41. Meme-Educational Format (Language Learning)

Use meme-style visuals + voiceovers to teach language differences, accents, or cultural quirks. Think of flag filters, country balls, or exaggerated characters to make language learning funny and engaging

How to do it:

- Pick a language or cultural topic (e.g., words that sound weird in other languages, slang differences)
- Use a face filter with a national flag or an iconic symbol
- Add a comedic voice over, dialogue, or skit (solo or split-screen with yourself)
- Include captions for clarity and accessibility
- Perfect for language learning apps, educational content, or cultural humor

42. Study + Scroll Phone Trap

Film yourself “studying” at a desk, then getting distracted by your phone. Use that moment to introduce your productivity or focus app as the solution. Totally faceless but superhuman.

How to do it:

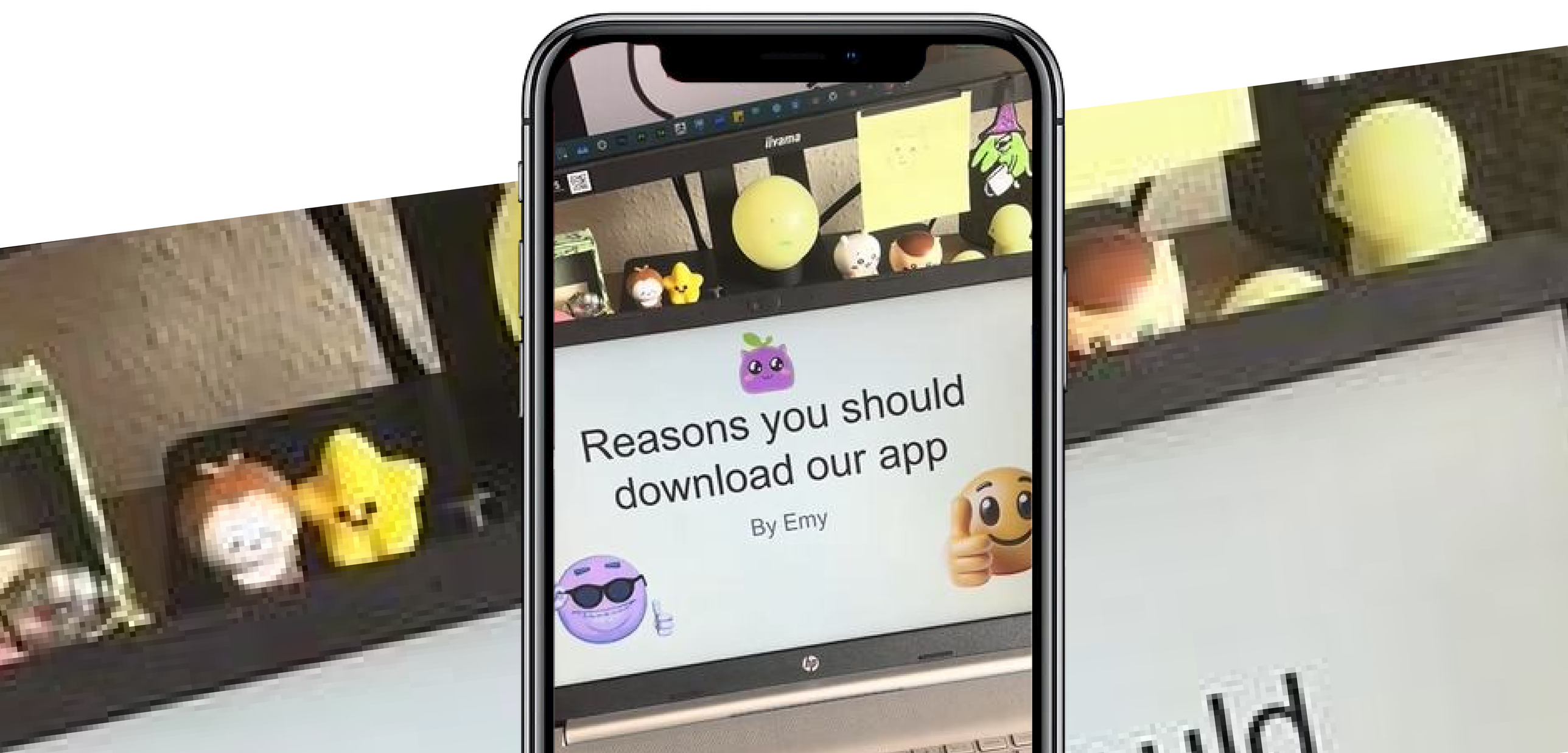
- Set up a cozy study desk with a notebook, laptop, and your phone
- Start recording, show yourself focused, then slowly pick up your phone and scroll
- Add a text hook like “POV: trying to study but TikTok wins again..."
- Cut to how your app stops the distraction or helps stay on track
- Add subtle music or relatable audio for the vibe

43. Laptop PowerPoint Presentation

Record your laptop screen showing a PowerPoint (or Google Slides) about your app, product, or message. Add some hand movement or mouse clicks to keep it human, but keep your face out of it.

How to do it:

- Create a clean, minimal slide deck highlighting key features, stats, or benefits
- Set up your phone or camera to record your laptop at an angle
- Show your hand by clicking through slides or pointing at things with subtle gestures
- Add light music or a voiceover to walk through the info
- Perfect for tech, startup, or info-focused TikTok creators



44. Walking Shot + On-Screen Message

Film yourself (or someone else) walking, just the legs or feet, no face. Add a short, emotional, or intriguing message as text. Then switch to the phone screen, scenery, or object to drive the message or vibe home.

How to do it:

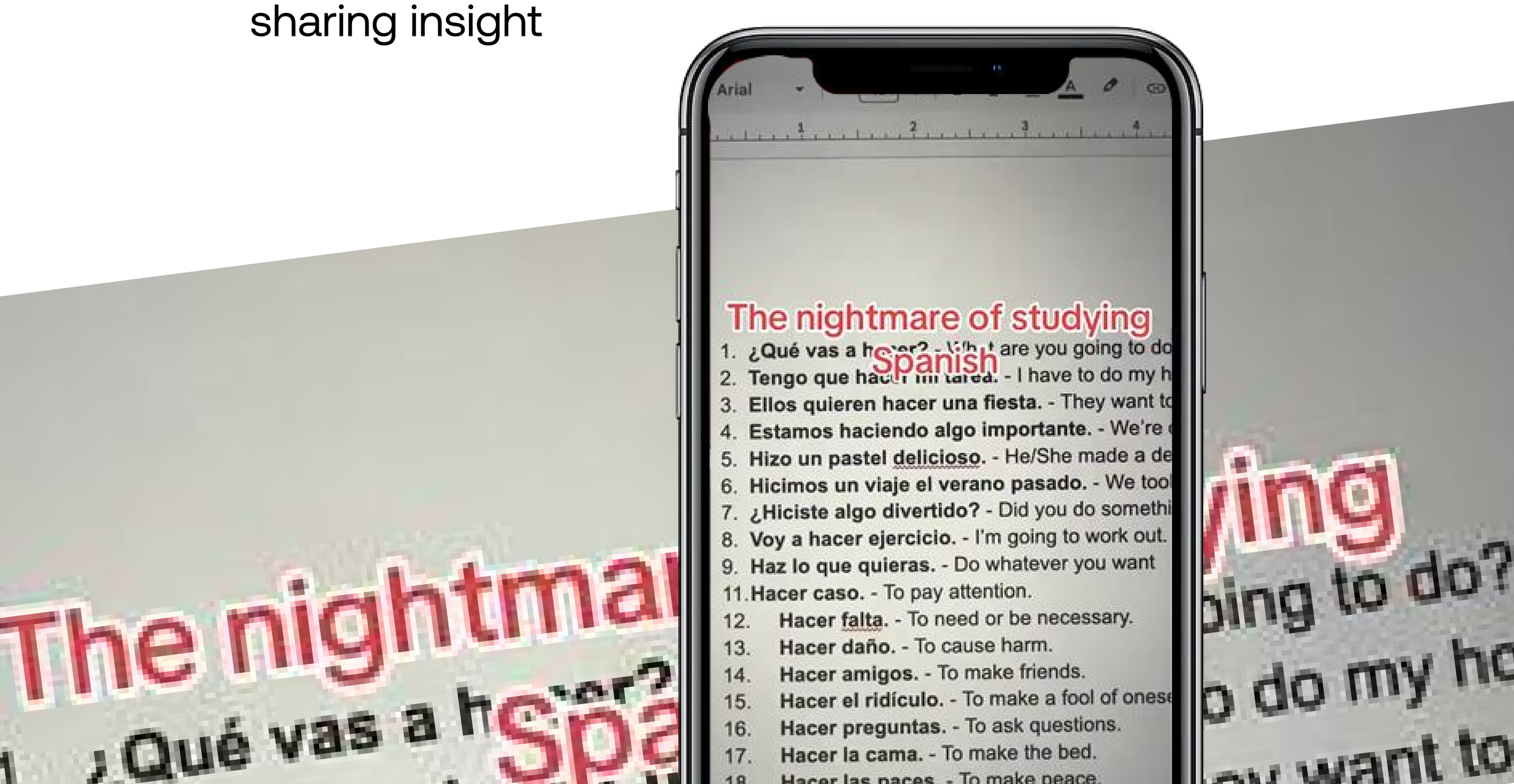
- Start with a slow walking shot, legs only, add a text hook like “POV: walking away from what's not meant for you."
- Transition to another shot: phone screen, scenery, mirror reflection, app demo, quote, whatever fits
- Add soft music or trending emotional audio
- Keep it minimal and aesthetic
- Great for storytelling, mood content, mindset, or subtle promotions

45. Scrolling Through Relevant Content

Record your screen or device while scrolling through content that fits your niche, like posts, reviews, articles, tweets, or community discussions. It's relatable, real, and totally faceless

How to do it:

- Choose a feed or platform relevant to your niche (e.g., Reddit, Twitter, Pinterest, app UI)
- Record yourself scrolling casually through the content
- Add a caption like “Just found this and had to share...” or “What do you think about this one?”
- Can be paired with voice over, music, or text overlays
- Great for education, reactions, commentary, or sharing insight



46. Food Plate + Quote Overlay

Show a clean image or video of a food plate and layer it with a motivational quote or message. It grabs attention visually while delivering a positive takeaway.

How to do it:

- Take a photo or video of a nicely plated meal, ideally with good lighting
- Add a simple text overlay like “You don't need a diet, you need consistency.”
- Use soft music or calming audio to match the vibe
- Works well for fitness, weight loss, or mindful eating content

46. AI Affirmations + Cosmic Manifestation

Create surreal AI-generated backgrounds with cosmic visuals like galaxies, eclipses, or planetary motion. Overlay them with affirmations or manifestation messages tied to these cosmic events.

How to do it:

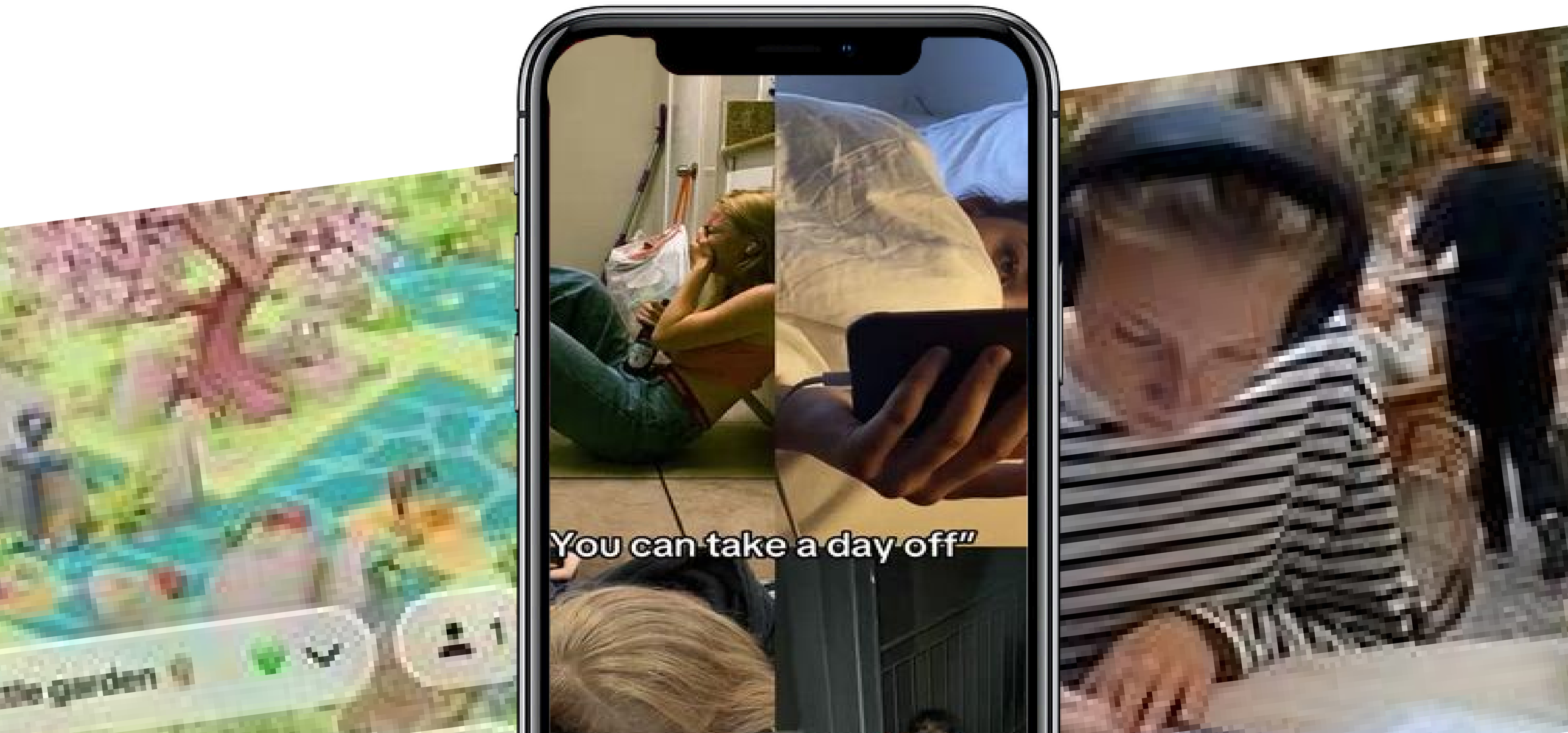
- Use an AI art tool to generate space or cosmic-themed visuals
- Add an affirmation like “During this eclipse, abundance finds its way to you."
- Layer it with calming music or ambient sound
- Works great for spiritual, astrology, or manifestation content

47. Toxic Motivation Slideshow

Create a fast-paced slideshow using flashy, high-contrast visuals and contradicting statements that flip the mood from soft to aggressive. It's edgy, unexpected, and scroll-stopping.

How to do it:

- Start with a soft or comforting slide like “It’s okay to rest.”
- Immediately switch to a bold one like “No, it's not. Get up.”
- Use loud fonts, glitchy effects, and contrasting images or colors
- Add intense background music to amplify the energy
- Perfect for hustle, gym, mindset, or “tough love” pages

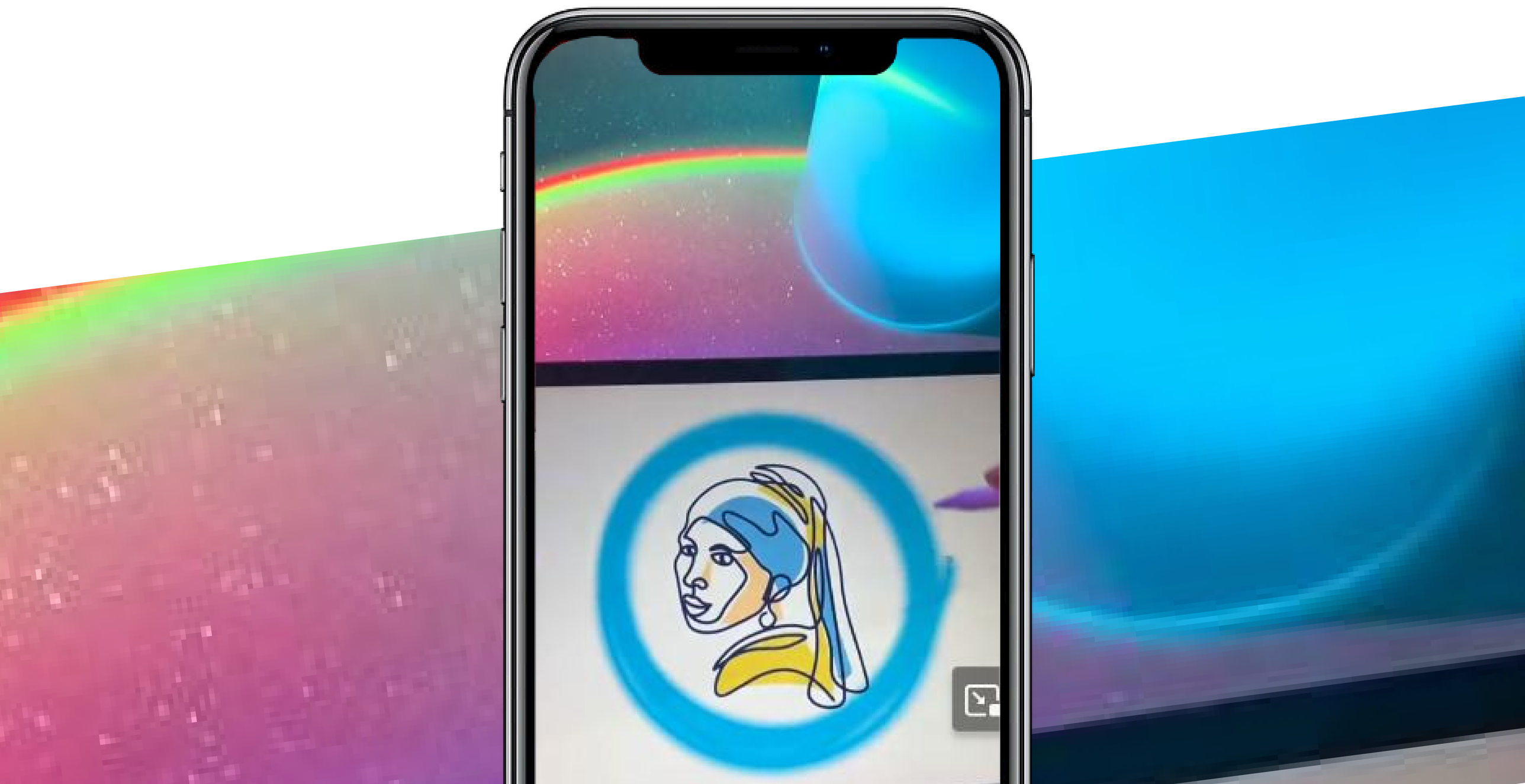


48. iPad + Pen Demo

Show someone using an app on an iPad with a stylus. It could be drawing, gaming, editing, or planning, super engaging for visual or creative niches.

How to do it:

- Record from over-the-shoulder or top-down while using the app on an iPad
- Highlight how the pen interacts with the app (drawing, dragging, tapping)
- Keep the focus on hand movements and app functionality
- Works great for art, productivity, planning, or gaming content

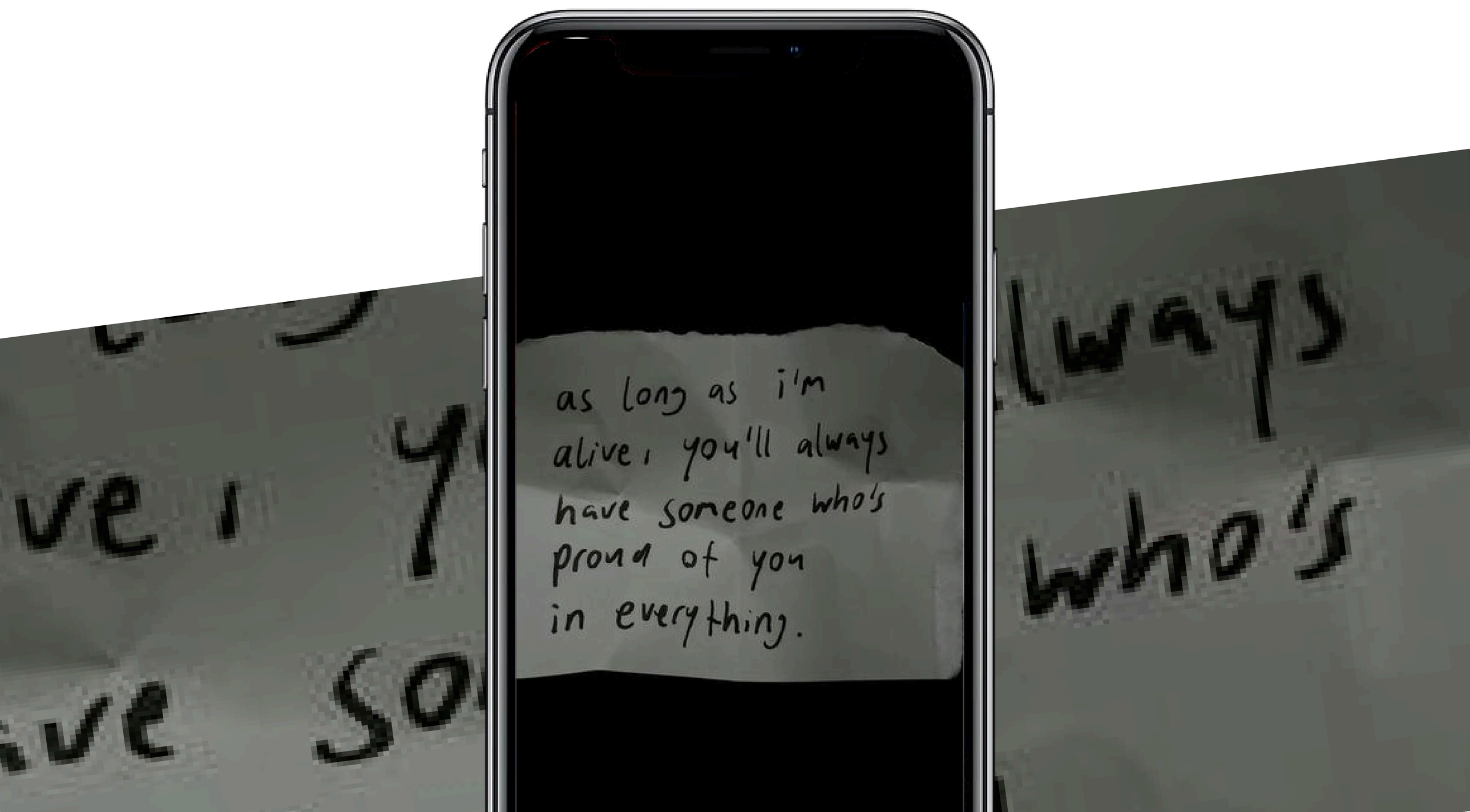


49. Wrapped Paper Slideshow

Use a piece of paper as the focus. Slide 1 shows it crumpled into a ball, slide two partially opened, and slide three fully revealed with a message. Builds curiosity and adds a personal touch.

How to do it:

- Take three shots: crumpled paper, half-opened, then fully open with a written message
- Add a hook like “This one hit hard” or “Wait for it...” on the first slide
- Use soft background audio to build anticipation
- Great for storytelling, quotes, or surprise messages



50. Phone-to-Phone Recording

Record one phone filming another phone while someone uses your app. It's casual, authentic, and feels like a real-life moment being captured.

How to do it:

- Set up one phone to record and use the second phone to demo the app
- Keep it handheld or slightly shaky for that raw, real feel
- Add a text hook like “This app just saved me 3 hours” or "Watch how fast this is."
- Perfect for tutorials, app showcases, or product walkthroughs