

MODULE 4 – TIKTOK UGC & SHORT-FORM CONTENT

Professional 3-page training module

Hustle Flow Academy – Module 4

TikTok UGC & Short-Form Content Creation

Earn by Creating Simple Videos Using Only Your Phone

INTRODUCTION

Nowadays, businesses need **constant content**—especially short videos for TikTok, Instagram Reels, and YouTube Shorts.

You don't need to become an influencer.
You don't need followers.

Brands simply want:

- Real people
- Simple videos
- Natural delivery
- Product demos
- Testimonials
- Unboxings
- Reviews

This is called **UGC – User Generated Content**, one of the fastest-growing online income skills today.

This module teaches you:

- How UGC works
- How to create simple content
- How to shoot videos with your phone
- How to edit using CapCut
- How to find clients
- How to price your videos

SECTION 1: WHAT IS UGC?

UGC means **brands paying you to create videos** that they use on:

- Ads
- TikTok
- Instagram
- Facebook
- Websites

You appear as a **customer**, not an influencer.
This makes it perfect for beginners.

Examples of videos brands hire for:

- Product demo
- “Before/after” videos
- Voiceover reviews
- “3 reasons why...” videos
- Simple lifestyle clips
- Skincare routines
- Clothing try-ons

SECTION 2: WHAT YOU NEED TO START

You only need:

- Your phone
- Natural light
- A clean background
- CapCut (free app)

Optional:

- Earphones mic
- Mini tripod

SECTION 3: HOW TO SHOOT SIMPLE, HIGH-DEMAND VIDEOS

Follow these steps:

1. Use natural light

Film near a window.

2. Keep background clean

Simple wall = best.

3. Use strong hooks (first 2 seconds)

Examples:

- “I tried this today...”
- “You won’t believe how easy this is.”
- “This product saved me.”

4. Keep videos between 5–15 seconds

Short. Clear. Fast.

5. Use CapCut templates

They make editing extremely easy.

SECTION 4: TYPES OF VIDEOS YOU CAN OFFER

1. Talking Head Videos

You face the camera and talk for 8–15 seconds.

2. Voiceover Videos

You record the product only while speaking behind the camera.

3. Text-Only Videos

No talking — just captions.

4. Lifestyle Clips

Shots of you using the product naturally.

5. Testimonial Videos

Explaining your experience.

All of these are easy for beginners.

SECTION 5: WHERE TO FIND CLIENTS

You find clients by messaging:

Local businesses

- Clothing shops
- Skincare sellers
- Restaurants
- Gyms
- Gadget stores

Online businesses

- Drop shippers
- Online shops
- TikTok sellers

Examples of a message:

Hey, I create clean TikTok-style videos for businesses. I can help you promote your products with simple, high-quality content. Want to see samples?

SECTION 6: HOW TO PRICE YOUR VIDEOS

Beginner rates:

- **K5,000 per video**
- **K12,000 for 3 videos**
- **K25,000 for 10 videos**

As you grow, you can charge:

- K50,000 per video
- K150,000 per package

SECTION 7: 7-DAY BEGINNER LAUNCH PLAN

DAY 1: Learn CapCut basics

DAY 2: Shoot 3 sample videos

DAY 3: Build your portfolio

DAY 4: DM 20 businesses

DAY 5: Shoot client samples

DAY 6: Deliver your first video

DAY 7: Optimize lighting, hooks & editing

SUMMARY

UGC is one of the most beginner-friendly modern hustles.

You don't need followers, fame, or experience.

Just a phone, clean videos, and simple editing.

This module gives you everything to begin earning quickly.