

# 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.