

Film and edit UGC, *ticked off.*

SET UP

- ☐ Window in front of you, overhead light off
- ☐ Quiet, soft room; appliances off
- ☐ Phone at eye level, lens clean

CAMERA

- ☐ Vertical 9:16, 30 fps
- ☐ Auto FPS off, grid on
- ☐ Focus and exposure locked

SOUND

- ☐ Mic close to your mouth
- ☐ Headphone check
- ☐ 10 s of room tone

SHOTS

- ☐ Every line, three hook takes
- ☐ B-roll: product, hands, result, setting
- ☐ Cover frame, clean version, 1 s handles

EDIT

- ☐ Rough cut, tighten, captions checked
- ☐ Text out of the bottom third
- ☐ Voice above music

FOR ADS

- ☐ No Instagram-library, trending or CapCut music
- ☐ Original audio or Sound Collection only
- ☐ No face or camera effects

EXPORT

- ☐ 9:16, 1440×2560 or 1080×1920
- ☐ MP4, H.264, 30 fps fixed, AAC 128 kbps+
- ☐ Clear file names, send by link

BEFORE YOU SEND

Watch it once with the sound off and once on a phone screen. Then check the brief one last time.