UGC Shot List

A compact checklist for planning short-form product content.

Before recording

- Choose one idea and one CTA.
- Clean the lens and simplify the background.
- Record vertical 9:16 unless the brief says otherwise.
- Prioritize soft light and clear audio.

Essential shots

- Visual hook in the first 1-2 seconds.
- Product-in-hand / hero shot.
- Real-use context.
- Close-up of texture, controls or detail.
- Step-by-step demo.
- Visible result or benefit.
- Human reaction / lifestyle moment.
- Final CTA with negative space for text.

Extra coverage

Capture a wide, medium and detail version of the same action. Those variations make editing much easier.