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Now that we have our ad scripted, I'm going to go ahead and show you how I actually create this specific ad. Starting with the hook, I'm going to show you how to make a really cool transition where it looks like I'm basically pulling my mouse out of my computer screen. The reason why I like using this transition is because it's very fun, visually compelling, and it also clearly signals the product that I'm going to be using.

The only thing I'm going to be needing for this specific video is a tripod as far as props go. So this is a super cheap tripod as well. You probably can get it for like 10, \$15 on Amazon. You don't need anything like super crazy. Again, when it comes to creating UGC content on TikTok, I don't believe that you need crazy setups. I think lighting is important. So if you have a ring light, great. If you don't, you can actually create your videos next to a window or something like that with a little bit of sunlight, and that works just as well.

Okay, so first things first, I'm actually going to go ahead and set this to three minutes because it's going to be a little bit on the lengthier side, and I'm actually going to be recording this specific video within TikTok. One of the things that I highly suggest you do before you actually start creating your content is wipe down your actual camera that you'll be using, both front and back. You'd be surprised how much clearer you can actually see things.

So for this first transition, I have two separate images. The first one is just the item on screen. And then the second one is that same image, but without the actual item. And the idea is to be able to pull it out seamlessly and have that disappear. So what I'm going to do here is essentially just set a timer for this first frame. Nothing crazy, I don't need that much time. And then I'm going to go ahead and switch on over to this one.

And then I'm going to go ahead and position my actual mouse similar to how it was actually positioned on screen. Hit play. Awesome. Okay, so now that we actually have our hook, I'm going to go ahead and check out what the next one would be. So it's going to be a product 360 and finally showing it in my hand. So for this, I'm actually going to take it off the tripod and just do something like super casual. I'm actually going to separate those two clips just in case I want to make it quicker. Cool. That's why I actually just leave it at three minutes so that I can have a little bit of leeway room and just crop it down at my leisure.

Next up, I want to highlight the fact that it is fully programmable. So maybe having something where I'm like clicking different buttons could be pretty cool. I also want to highlight different aspects of the actual workflow. So I want to find an angle that works well of me just like naturally using my computer. So basically what I'm going to do here is showcase these two buttons and ... Great.

So basically what I'm going to do is I'm going to create a jump cut where I'm actually showcasing this, which is the button for the ... So go ahead and click that, put that down. Do that one more time just in case. And then the key here is to scroll, bam. And then transition over to the scroll on screen, bam. We also want to do the sideways scroll. So I'm going to go back to that same file and I'm going to use that same tactic of showing how I'm actually scrolling from side to side on the mouse first, and then showing the after effect essentially.

So go ahead and zoom in here. Bam. That's all I need. And then I come back here and show what impact that had. Great. I just want to check out what these little transitions are actually looking like before I get any deeper into this. See if I want to rerecord any of them. I can actually save that till the end. It's always nice to kind of like see where you're at with things. Yeah, it can make something of that.

Perfect. Cool. Yep. That will work. I literally refuse to use my laptop without this. I wish I would've bought it sooner. All right, cool. Now that we have our CTA, it is time to edit. So this is the fun

part. Basically what I'm going to start doing here, I'm going to start adjusting the clips and just trimming down on the actual content to give it a more condensed feel. I think right now our overall recording is a little bit over a minute and 23 seconds. So what we're going to start doing is chopping it up.

So I remember that I didn't necessarily like that clip. As you can see here, I think one of the main things and the main tips I can give you is if you're doing jump cuts, or if you're doing transitions, or anything like that is to start by finding those specific clips where you're starting to move on screen. So I'm going to go ahead and cut this to right around like 2.5. All right, let's try there. And obviously check out what it looks like. And as you can see, that is pretty clean. Keep in mind that we're also doing voiceover here. So it's very important to like reference your ad script to make sure that these clips are long enough for you to actually say what it is that you want to say.

So again, find the clips where you're already using movement. I think that's super key. And if it's a little bit on the shorter side, you can always readjust later. So I'm going to try and find within the specific clip a part where we're starting to move a little bit. So I can see that I'm clicking there, but I'm looking at the movement within the actual computer screen. I think that's a little bit more important. One, two, one. Okay, so I'm going to cut it right there. Should be one, two, one, two, one. Yeah, that works. Awesome.

Now we're going to go ahead and I think I'm going to go ahead and delete this specific clip and use the one right after it. I'm sorry, not that one, which would be this one. Bam. So that's pretty cool because I'm highlighting the ever scroll feature here. So again, looking for the point where my finger starts to move, quick clip, and that can be just one second. I just want people to see that I'm actually clicking that. Same deal here. I'm going to go and find a point where my finger starts to come on screen so I think right there is perfect, right there. And we just want a quick flick, probably just one second. So let's go ahead and see what that looks like.

So right here, I'm clicking flip. I think that might actually be a little bit slow so I'm going to cut that down. So I'm going to go ahead and do .08, bam. And so maybe I can cut this down right there .08. Nice. All right, now that I'm highlighting the ever scroll feature, what I'm going to do is find a part where the screen is starting to move so it's this consistent fluid movement. Super nice. So just when it's starting. Okay, there we go. Bam. Beautiful. And then start seeing what this actually looks like. Pretty cool.

All right, now we want to highlight the sideways scroll so same deal here. I'm looking for a frame where I'm actually starting to put my finger on it. And I think even if I just do one, two, three, I think 1.5 seconds for this is going to be quite clear what it is that I'm doing. So one, two, and then same deal here. I can't mention this enough like when you're doing transition, start to find the point where the screen or your finger, or anything like that is starting to move. So I think in order to get a good depiction of this one, two, one, two. Yeah, probably leave it at 2.5 seconds just in case. 2.4. Okay. There we go.

Then finally we are looking at the ASMR. So a good thing here because I know that I'm doing a little bit of voiceover is to kind of like play back what you're actually going to say during that frame in the voiceover. So say, for example, and don't even get me started about the sound of clicks, just listen. So I want to actually condense it and see if I can get that in like 5.5. So play it back. And don't even get me started about the sound of clicks, just listen. Yeah, I think that should be perfect.

And then finally, we have the call to action. I literally refused to use my laptop without this. I wish I would've bought it sooner.

Perfect. So our ad came out right at 30.2 seconds. We haven't done the voiceover, we haven't added text inserts or anything like that, but we have a good idea of what it's actually going to look like. So now we just need the final details. So now that we have our video edited, I'm going to start by adding

the text on screen. So for the first frame it's going to be TikTok made me buy it. Great. So I'm going to position that, go ahead and set duration. And we're just going to do that for the first frame, which is right at around 3.8. Awesome. Leave that there.

Go ahead and add another one that says part 34 to have a little bit of a random number. I know we talked about this previously. This is going to make it feel like it's an ongoing series. Maybe make it feel slightly more native and we can just position that there. And maybe just pop it on after. So it's a little bit of an effect. See what that looks like. Awesome.

Okay, so next up, I'm going to say it moulds to my hand like a glove. So make it a little prettier right there. Cool. Saturation as well. What I like to do is typically we text inserts. I like positioning them on different parts of the screen consistently. The main reason behind that is it's just a little bit of a jump cut as well. I know right here, I added, I can't work on my computer without it, but I'm going to make a slight edit because I really want to highlight like the forward and back buttons in this specific frame.

So I'm going to highlight here the forward in back buttons are my favourite and I kind of want to position this in a way where they can actually highlight. Maybe at the end we can actually add like a GIF or an arrow or anything like that actually showcasing that I'm pressing those buttons, and what's happening on screen so that viewers can actually make that direct correlation. GIFs are great as well. It adds a little bit of movement, nativeness, all that fun stuff.

So let me see if I can find like an arrow that would be pointing straight at. Here, I think this finger. I like using it. Let's see. Okay, so what I can do here is simply highlight there that I'm pressing like forward and back. Not loving the positioning of this so maybe I can do like there. It's a little bit more and then we clearly highlight that we're pressing buttons right there. Bam, that looks good. Let's check that out. Pretty cool. Awesome.

Now I can actually add, I can't work on my computer without it. Add a little laptop emoji. Set the duration. Pretty cool. So it's going to go, bam. Nice. Finally, I'm going to go ahead and highlight like the ASMR incoming. Let's see, do that. And a little drooling emoji. Who doesn't like ASMR? Awesome. So right there, I like that. And just highlight that it is the best purchase that I've made all year, hands down. You can leave that quite small right here. Make sure it doesn't really interfere with the UI. You can also see what it looks like with the UI. I want to make sure that I'm not necessarily interfering with anything. That came out quite nice. Very cool. It's going to give me a good amount of time to actually recite that with voiceover.

I literally refused to use my laptop without this. I wish I would've bought it sooner.

That looks pretty sweet. Okay, now it's the fun part. Now it's actually time to do our voiceover. So what I want you to do is go ahead and scroll over to voiceover and click on that. As you can see here, there's a white and red button. All you have to do is click on that and talk into the actual mic. Since I have my script in front of me, I'm going to go ahead and recite that.

I bought this mouse on TikTok. So you don't have to. As you can see, it's super crazy-looking, but it's also crazy comfortable.

See, that part didn't necessarily fit like within the voiceover. I had originally scripted it literally moulds my hand like a glove, but that's okay because I added a text insert that actually says that. So I'm going to go ahead and skip that part. Because if you think about it too, it's a little bit much, not incredibly necessary, especially if we have that text insert.

It's also fully programmable. You have forward and back buttons and a really nifty scroll wheel that has ever scroll. You also have sideways scroll for those pesky Excel files. And don't even get me started about the sound of the clicks.

And that is pretty much it because the last frame I actually just used my own voice. We should be good to go on that. So the last part to this is going to be whether or not you decide to add a specific sound to it. Remember what I've told you in the past? I don't necessarily recommend that you add licence music to it as you can get in trouble and it might actually get flagged on the TikTok ad platform. That being said, there are other music options to choose from so I'm going to go ahead and walk you through that.

All you have to do is go to the top of the screen and select add sound. Once you're here, you can actually select this little magnifying glass and it's going to take you to the entire sound library. Keep in mind that if you do have a brand account, this might look drastically different, but that's okay. What I want you to do is go down to promo plus and here you'll actually be able to find a couple different instrumental options.

In this section, I want you to do a little bit of scrolling and see what sound you feel might be a good fit for your ad. Once you find a sound that you actually want to use, go ahead and select the little red button with the check mark. By doing this, it's going to automatically add it to your video. Now that we successfully added the sound to our video, we want to make sure that the sound is not too loud. So what you do is go all the way to the bottom right hand corner of the screen where it says volume. Here under added sound, you can adjust the volume.

My general rule of thumb is leaving the sound anywhere between three or 5%. It's a little bit up to you, but at the same time, it's just a little jingle in the background. You want to make sure it's not necessarily overpowering. So in this case, I'm just going to go ahead and leave it at 3%. Congrats, you successfully added the sound. Now it's time to actually see the ad in all its entirety. Let's check it out.

I bought this mouse I saw on TikTok so you don't have to. As you can see, it's super crazy-looking, but it's also crazy comfortable. It's also fully programmable and has these awesome forward and back buttons. You also need to check out this scroll wheel that has an ever scroll feature and it even has sideways scroll for those super pesky Excel files. And don't even get me started about the sound of the clicks, just listen. I literally refused to use my laptop without this. I wish I would've bought it sooner.

Well, that was pretty cool. Obviously, you saw the entire process and all it actually takes to create a great ad on TikTok. As you can see, it does require a bit of effort, but at the same time you don't require a whole bunch of equipment. I can't emphasise enough that the equipment doesn't necessarily matter on TikTok, make sure to make your ads feel as raw and as organic as possible. And if you're actually addressing your audience, talk to them as if you were recommending your product to a friend.