

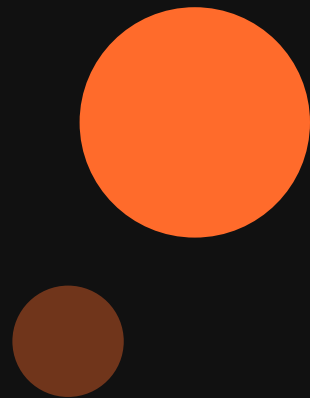
PRODCUT

FREE COURSE

Content Creation Starter Pack

Your first guide to content that makes people stop scrolling.

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What You'll Learn

6 topics. Built for absolute beginners. All killer, no filler.



1

The Anatomy of a Great Post

Hook, visual, caption — what makes content work



2

Shooting Content on Your Phone

No studio needed. Just your phone and good light



3

Free Tools for Editing & Design

The best free apps to make your content look pro



4

Writing Captions That Convert

From scroll-stopper hooks to call-to-action endings



5

Hashtag Basics for Discoverability

How to use hashtags so people actually find you



6

Tracking What Works

Simple metrics beginners need to know

The Anatomy of a Great Post



The Visual

Your image or video is the first thing people see. It needs to stop the scroll in under 0.3 seconds. No blurry, dark, or cluttered shots.



The Caption

The hook in the first line. Then value. Then a CTA. Captions don't need to be long — they need to be intentional.



The Hashtags

3-5 relevant tags max. Mix big, medium, and niche hashtags. They tell the algorithm who to show your post to.

Prodcut Rule: If your visual isn't strong, no caption or hashtag will save the post.

Shooting Great Content With Just Your Phone

1

Clean Your Lens

Wipe it before every shoot. A dirty lens kills quality instantly.

2

Use Natural Light

Sit facing a window. Never shoot with light behind you.

3

Rule of Thirds

Turn on grid lines. Place subject at intersections, not dead center.

4

Shoot Horizontal

For YouTube & Facebook. Vertical for Reels, TikTok & Stories.

5

Stable Shots Only

Use a tripod, stack books, or lean against a wall. No shaky footage.

Golden Hours

Sunrise

6–8 AM — Soft, warm light

Golden Hour

5–7 PM — Best outdoor shots

Overcast

Any time — Even, no harsh shadows

Prodcut Tip: The best camera is the one you already have. Master light first, gear second.

TOPIC 03

Free Tools for Editing & Design

You don't need expensive software. These free tools do 95% of the job.



Canva

DESIGN

Drag-and-drop posts, stories, covers. Free plan is more than enough.



CapCut

VIDEO

Best free video editor for Reels & TikToks. Huge template library.



Snapseed

PHOTOS

Pro-level photo editing on your phone. Free & no watermark.



InShot

VIDEO

Quick cuts, text overlays, music. Perfect for beginners.



Remove.bg

DESIGN

Remove backgrounds from photos in one click. Completely free.



Adobe Express

DESIGN

Free templates for posts, reels covers, and stories.

Start with Canva + CapCut. Master these two before exploring anything else.

Writing Captions That Convert

The Caption Formula:

HOOK

First line — stop the scroll. Ask a question, make a bold statement, or start mid-story.

VALUE

Give them something useful, interesting, or entertaining. Don't just describe your product.

CTA

End with a clear action. Comment, share, click the link, save this post.

Example Caption

Still posting and getting 0 engagement?



Here's what nobody told you when you started:

Your caption is doing the heavy lifting — not your hashtags.

Hook them. Teach them. Tell them what to do next.

Save this and try it on your next post 

Prodcut Tip: Write your hook last. Once you know the value, the hook becomes obvious.

Hashtag Basics for Discoverability

Hashtags tell the algorithm who to show your post to. Use them right.

Big Tags

1M+ posts

Broad reach but high competition.
Use 01
Example: #contentcreator

Medium Tags

10K–500K

Best sweet spot for new accounts.
Use 2-3 of these.
Example: #socialmediatips

Niche Tags

Under 10K

Very targeted, less competition.
Highest chance of ranking.
Example: #prodcuttips

DO: Use 3-5 hashtags. Mix all 3 types. Research what your niche uses.

DON'T: Use 30 random tags. Copy-paste same hashtags every post. Use banned tags.

Tracking What Works: The 3 Metrics That Matter

Don't obsess over follower count. Watch these 3 instead.



Reach

How many unique people saw your post. Tells you if the algorithm is pushing your content.



Engagement

Likes + comments + shares + saves. This is the most important number for growth.



Saves

When someone saves your post, it signals high value. The algorithm loves saved content.

Weekly Check-In

- ✓ Which post got the most reach?
- ✓ Which post got the most saves?
- ✓ What time did your best post go out?
- ✓ What type of content performed best?
- ✓ Did you post consistently this week?

Product Tip: Do this every Sunday. 10 minutes. It will tell you exactly what to post next week.

BONUS

Before You Post: The 10-Point Checklist

1 Visual is clear, bright, and not cluttered

2 Caption has a strong hook in the first line

3 Caption provides value, story, or entertainment

4 Caption ends with a clear call to action

5 3-5 relevant hashtags added

6 Mix of big, medium, and niche hashtags used

7 Post scheduled for peak audience time

8 Profile link in bio is active and working

9 Username consistent across all platforms

10 You've replied to comments on your last post

Product Tip: Check every box before you hit post. Every single time.

WHAT'S NEXT

You're Ready. Now Prove It.

Take the test. Score 70%+. Earn your Prodcut certificate.



Complete the end-of-course test



Score 70% or above to pass



Get your Prodcut Certificate of Completion



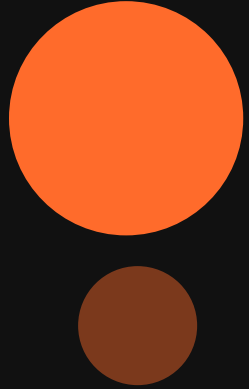
Share it — LinkedIn, Instagram or in your Resume—wherever you want

If this Looks Useful to you Youll be shocked to see whats the Pro Version covers

Take Your Exam

PRODCUT

We're not experts.
We're on the journey.
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