Build3 UGC Video Brief

What we need

We need short vertical videos (9:16, 30-60 seconds) of you building a website with Build3 and showing the result. Pick one of the five formats below.

Build3 (build3.ai) is an AI website builder. You describe a website in plain words, and it builds and publishes it. No coding needed. Send us the email you signed up to Build3 with, and we'll add free credits for your video.

Reference videos

Watch these to see what a final video should look like. Copy the style, pacing and energy, but use Build3 and don't mention the other tools shown in them.

1. Reference 1
2. Reference 2
3. Reference 3
4. Reference 4
5. Reference 5

The five formats

Each format follows the same core: a strong hook, you typing a prompt into Build3, the website appearing, then the finished site. Only the style around it changes.

No laptop or desk setup? No problem. You can use Build3 on your phone instead. Phone, laptop or desktop all work, so use whatever you have.

Format	Style	Length	Setup
1. Step-by-step tutorial	Face intro, then phone filming the laptop screen as you build the site and show the result	45-60s	Phone, laptop, a pen or finger as pointer
2. Talking head + screenshots	You talk to camera with screenshots and memes appearing beside or over you	30-40s	Phone on tripod, clean background

Format	Style	Length	Setup
3. Creator desk + screen recording	Face cam at a desk or mic, cutting to a screen recording with your face in a corner circle	45-60s	Desk, mic (optional), screen recorder
4. Story and reaction	A short story, filmed in your space, with excitement at the result	40-50s	Phone, laptop or desktop, natural light
5. Voiceover + screen recording	Your face briefly at the start and end; in between, full-screen recordings of Build3 with your voice over them and bold captions	35-45s	Phone, screen recorder, mic

These formats, hooks and steps are only examples. Feel free to add your own personal touch, style and words, as long as you keep to the rules below.

1. Step-by-step tutorial

Hook (0-3s): face to camera. "Watch this if you can't afford to pay a developer ₦150k for a website."

1. Face intro with the hook.
2. Film the laptop screen with your phone. Show what a business website normally costs (a quick Google search is fine).
3. Copy business details (name, services, reviews from Google) and paste them into Build3 with a short instruction, for example: "Build a website for this business using these details:" followed by the details you copied.
4. Hit send, show Build3 working on it, then point at the finished website as it appears and scroll through it.
5. Ask Build3 for one change, such as "add a contact form here", and show it update.
6. Face outro: "Try it at build3.ai."

2. Talking head + screenshots

Hook (0-3s): "How to build a website agencies charge ₦500k for."

1. Hook to camera with a screenshot of a nice website beside you.
2. A quick meme or reaction image for the agency price.
3. Say what to put in the prompt: business name, what you sell, pages, colours, call to action.

4. Show the prompt being typed into Build3.
5. Show the finished website, scrolling through it.
6. Close: "It's build3.ai, try it."

3. Creator desk + screen recording

Hook (0-3s): "You wanted a website, and they told you to wait two weeks. Watch this."

1. Hook to camera at your desk.
2. Cut to a screen recording, with your face in a small circle in the corner.
3. Type one detailed prompt for a Nigerian business (for example, a fashion brand with a homepage, product page, WhatsApp button and checkout).
4. Show the build happening, then the finished site.
5. Back to camera: your honest reaction and the call to action.

4. Story and reaction

Hook (0-3s): "You guys, when I tell you AI is the GOAT." Keep a title on screen for the whole video, such as "How to build a website in less than 10 minutes".

1. Hook with excitement.
2. Tell the story: "There's this tool I use every day, like a task tracker or a booking page. I like it, but I can't change anything on it. It doesn't fit how I work, and I don't want to pay a developer to build my own."
3. "So I went to Build3 and told it to build my own version." Show yourself typing the prompt, describing exactly how you want it to work.
4. Show your new tool working, then change something live to show it's yours: "I can change the colours, add a section, change everything I want."
5. React to the result: "I'm telling you, this took me less than 10 minutes, and I didn't write a single line of code."
6. Close: "A developer would charge me ₦150k+ for this, and I didn't write any code. build3.ai."

5. Voiceover + screen recording

Hook (0-3s): your face in a small frame over the finished website. "How to build your website from scratch, without a developer."

1. Hook with your face over a shot of the finished site.
2. Cut to a full-screen recording of Build3. Type a short prompt, such as "Create a modern website for a fashion brand".
3. Show Build3 working, then the finished site: scroll through the pages.

4. Ask Build3 to add one feature, such as bookings or a contact form, and show it appear.
5. Talk over the screens the whole time: what you're doing and why it's easy.
6. Back to your face: "This used to take weeks. Try build3.ai."

Example prompts

Use one of these prompts to build your demo website, or write your own in the same style. You can change the business name and details.

Fashion brand

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Build a modern website for a Nigerian fashion brand called Adire House. It sells women's dresses and two-piece sets. Add a shop page with prices in naira, a cart and a checkout page.
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Restaurant

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Build a website for a Lagos restaurant called Mama Put Kitchen. Show the menu with jollof rice, pounded yam and soups, with prices in naira. Add an order page and a checkout.
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Salon

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Build a website for a hair salon in Abuja called Crown & Curls. Show services like braids, wigs and treatments with prices in naira. Add a booking page where customers pick a date and time.
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Real estate

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Build a website for a Lagos real estate agency called Keys & Co. Show houses and apartments for rent and sale with photos, prices in naira and locations. Add a contact form to book an inspection.
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Your own tool (good for Format 4)

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Build a simple task tracker app where I can add tasks, set a due date, mark them as done, and use a 25-minute focus timer.
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Rules for every video

- **Hook in the first 3 seconds.** No slow intros, no "hi guys, welcome back".
- **Show Build3 on screen.** The prompt, the build and the finished site should be Build3. Screenshots and screen recordings are fine.

- **Say "Build3" clearly at least once,** and end with "build3.ai".
- **Use a Nigerian business example** (a fashion brand, a restaurant, a salon, a church, a real estate agent). Our audience relates to it.
- **No other AI tools or brands** on screen or in the voiceover.
- **Talk like you're telling a friend,** not reading an advert.
- **Make sure the screen is readable:** clean screen, no glare, the phone held steady.

Delivery and rights

Before filming: tell us which format you'll use.

What you send us:

- [ ] Final edited video, 9:16, at least 1080p
- [ ] A second version with no captions or text on screen, so we can add our own
- [ ] The raw clips (face shots and screen footage)
- [ ] 2 different hooks if you can (only the first 3 seconds changed)

Usage rights: we can run the video as paid ads on any platform (TikTok, Instagram, Facebook, X, YouTube).

Send your script first: before you start filming, send us the script you plan to use, so we can suggest changes if needed before you shoot.