



Instructions for
Introduction Video
(30-60 seconds)



Please record a 30-60 seconds talking-head video covering the following:

Introduce Yourself

Your name

City/State

Languages you can create content in

Tell Us About Yourself

What do you do currently? (Student, working professional, freelancer, etc.)

Briefly share your interests.

Content Creation Experience

Have you created content before?

If yes, tell us about your experience.

If no, that's completely okay.

Why Fluentrise?

Why do you want to become a Distribution Associate?

What interests you about this opportunity?

Availability

How many talking-head videos can you realistically create each week?

Instructions

Duration: 30-60 seconds

Record in a quiet environment.

Speak naturally and confidently.

No editing is required.

Record in either Hindi or English (or both, if you're comfortable).



Instructions for

Sample Promotional Video

(30-60 seconds)

This sample video helps us evaluate your communication, storytelling, and content creation skills. It is not about making a perfect Educational+promotional video



Create a 30-60 seconds talking-head video on any topic related to digital business, such as:

Content Creation

YouTube Growth

Instagram Growth

Personal Branding

Freelancing

Online Business

Digital Marketing

Selling Digital Products

Productivity for Creators

Creator Mindset

You may also choose any other relevant digital business topic you're comfortable with.



Video Structure

Part 1 (Approximately 80%)

Educate the audience on your chosen topic.
Your goal is to provide genuine value through clear, engaging, and easy-to-understand content.

Part 2 (Approximately 20%)

Towards the end of your video, naturally introduce Fluentrise as the next step in the viewer's journey.
Avoid hard selling.
Instead, imagine you're helping someone continue learning after watching your video.

About Fluentrise

You may briefly mention that Fluentrise helps people throughout their digital journey by offering:

Courses

PDFs

Communities

Services

Future Marketplace

You don't need to explain every product. Simply introduce Fluentrise as a platform that supports learners and creators at different stages of their journey.



Important Guidelines

- Record a talking-head video.
- Speak naturally and confidently.
- Focus on educating before promoting.
- No hard selling.
- No exaggerated claims.
- No spammy language.
- Keep the transition smooth and relevant to your topic.

Evaluation Criteria

We'll evaluate your:

- Camera confidence
- Communication skills
- Storytelling ability
- Content structure
- Natural product integration
- Authenticity
- Overall presentation
- Professional editing is not required.

Content Kit

For this evaluation, do it without the Content Kit.

This task is designed to understand your natural content creation ability.

If selected:

- During Probation, you'll receive a partial Content Kit to help you get started.
- After successfully completing Probation, you'll receive the complete Fluentrise Content Kit, along with our Content Guidelines and Policies.

We look forward to seeing your creativity and how naturally you educate and recommend products.

(After uploading your videos to YouTube as Unlisted, submit both video links in the Application Questionnaire.)