GOMZI

CREATOR PROGRAM / TRAINING CENTRE

Create better. Understand the brand. Grow with it.

A practical creator guide covering Gomzi, products, content creation, Instagram, affiliate opportunities and brand-safe publishing.

01 LEARN
Company • products • audience • campaign purpose

02 CREATE
Original, useful, watchable social content

03 GROW
Consistency • analytics • learning • improvement

WELCOME TO GOMZI

You are joining as a content partner—not simply someone who uploads advertisements. Your role is to understand the brand, communicate naturally and create content people actually want to watch.

THE GOMZI ECOSYSTEM

GOMZI LIFE SCIENCES
Nutrition • supplements • B2B manufacturing • private-label / brand-building opportunities.

FGIIT
Fitness education • courses • certifications • skill development.

FITNESS WITH GOMZI
Fitness • transformation • weight-loss support • personal training • fitness programmes.

PRODUCT KNOWLEDGE

Before filming, understand the exact product/variant, pack details, approved talking points and campaign CTA. Use official information. Never invent benefits or medical claims. For B2B/private-label content, understand the offer without promising guaranteed business success. For FGIIT, know the course/certification and learner outcome. For FWG, know the programme, service, location and inclusions.

Simple rule: Know it → Show it → Explain it → Never exaggerate it.

01 / CREATE

Make content people want to watch.

Start with a strong hook, keep one main idea per video, speak naturally, use clean visuals and give the viewer a reason to stay. Prioritise original footage and original ideas.

HOOK
Question • problem • observation • strong statement

STORY
Show the action/product and explain one clear idea.

CTA
Tell the viewer what to do next.

MOBILE + CAMERA + EDITING

Smartphone is enough to start. Use vertical 9:16 framing, clean the lens, use good natural/front-side light, keep framing stable and capture wide/medium/close shots plus extra B-roll. With a camera, keep focus/exposure consistent and plan the shot before recording. In editing, cut dead time, keep the opening fast, use readable mobile captions, keep voice clear and use effects with purpose.

SHOOT
Clean lens • light • stable frame • B-roll • accurate product labels

EDIT
Cut pauses • clear captions • balanced audio • natural colours

CHECK
Spelling • product name • claims • CTA • disclosure

INSTAGRAM GROWTH & POSTING

Consistency beats random posting. Build strong covers/hooks, useful captions and relevant keywords. Engage with genuine comments and review views, retention, shares, saves and profile actions where available. Test different hooks and formats. Use the correct brand tag, campaign CTA and approved affiliate code/link when applicable.

AFFILIATE MARKETING

Eligible creators may receive a unique creator code and/or tracking link. Use only the code/link supplied by Gomzi. Make it easy to find in the caption, profile, Story or approved placement. Give value before selling. Promotional or affiliate relationships must be disclosed using required platform tools or approved wording. Affiliate earnings are performance-based and not guaranteed.

CREATE
Useful content that naturally connects to the product.

DISCLOSE
Clearly disclose promotional / affiliate relationships.

TRACK
Use the assigned code/link correctly.

02 / PROTECT THE BRAND

Quality, transparency and consistency.

Do not publish false or exaggerated claims, medical/disease-treatment claims unless approved and legally permitted, guaranteed body transformations, fake testimonials, fake screenshots, fabricated results or copied creator videos. Use only footage/assets you have the right to use. Promotional and affiliate content must be disclosed as required.

AI USE

AI may support ideas, editing or selected visual elements. Fully AI-generated videos are not preferred; final content must be high-quality, accurate and relevant.

ORIGINALITY

No copied content, fake results or misleading presentation. Creator-made footage is preferred.

BRAND SAFETY

Do not misrepresent the company, product, service, offer or creator relationship.

DELIVERABLES + PAYMENT

The current working requirement is 30 videos + 10 posts per month, unless the active campaign brief states otherwise. Deliverables may be reviewed for quality, accuracy, originality, brand safety and compliance. The earning opportunity is up to ₹25,000/month; it is not a guaranteed fixed salary. Actual payment/benefits depend on applicable completion, approval, performance and programme terms. Incomplete or rejected work may not qualify for the relevant benefit.

PERFORMANCE

Performance rewards and affiliate earnings may apply where eligible. They are not guaranteed.

CORRECTIONS

Creators may be asked to edit, reshoot or remove content that does not meet the active brief or policy.

TERMS & CONDITIONS

- Participation is subject to programme approval and active campaign requirements.
- The active creator agreement/brief is the final source for current deliverables, approval and payment terms.
- Content must follow the brief, platform rules and applicable advertising requirements.
- Brand assets, product details, offers and claims must be used only as provided or approved.
- Creators are responsible for accurate disclosure of promotional/affiliate relationships.
- Content may be rejected or require correction if it is misleading, copied, unsafe, inaccurate, low-quality or non-compliant.
- Programme rules, deliverables and payment structures may be updated through the active creator brief/terms.

03 / BEFORE YOU POST

A final quality check.

HOOK + MESSAGE

Would a stranger understand the reason to keep watching? Is there one clear idea?

QUALITY + ACCURACY

Good light/audio? Correct product? Correct claims? Clean edit?

DISCLOSURE + SUBMISSION

Correct disclosure, code/link, tag, file and submission process?

THE STANDARD

Don't post just to complete a number.
Post something worth watching.

This guide is designed as a compact master reference for the Gomzi Creator Training Centre. The active campaign brief/agreement should always be followed if it differs from this guide.

LEARN / CREATE / GROW

Use the current campaign brief for campaign-specific instructions, deliverables and approvals.