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Content Creator Essentials:

Editing Basics- Cuts, Audio, Captions & Formatting

CAPCUT COURSE 3 OF 4

WITH LE MIEUX PROFESSIONAL



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GROW YOUR *Business*

CapCut

Instagram

At Le Mieux Pro, we believe that your success our success. There is no *us* without *you*.
This class is designed to teach you how to make the most of your professional account.

Don’t miss this chance to boost your income, grow your brand, and become part of our Le Mieux community of beauty professionals.

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BUSINESS & SOCIALS FOUNDATIONS





Market Data & Industry Context

Instagram + Video Behavior Insights

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Why This Matters

The Big Picture





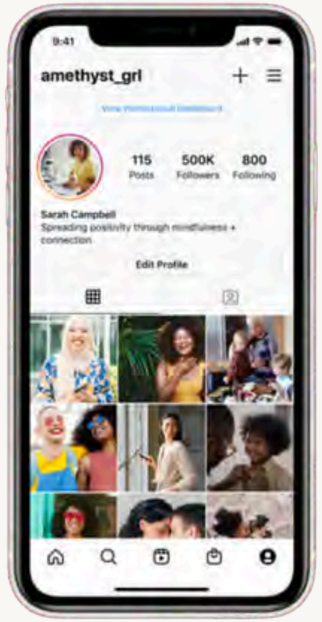
- The beauty industry is growing rapidly
- Instagram is a primary discovery platform
- Video is the #1 content format for reach

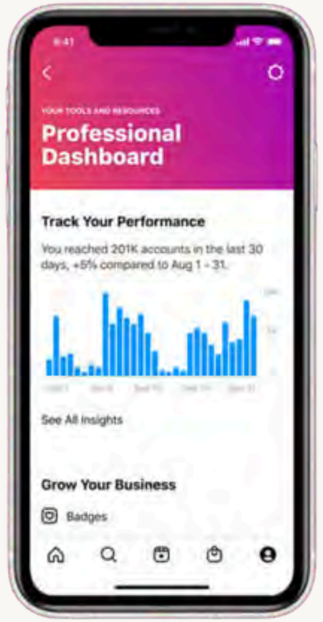
"If you're not on the internet you don't exist"

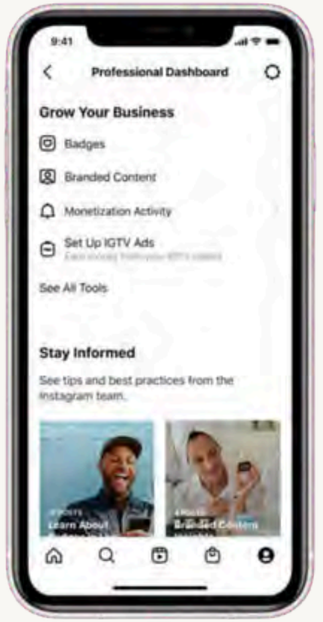
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Instagram = A Business Tool

1. Most users follow businesses
2. People actively discover services on Instagram
3. Your content is often a first impression





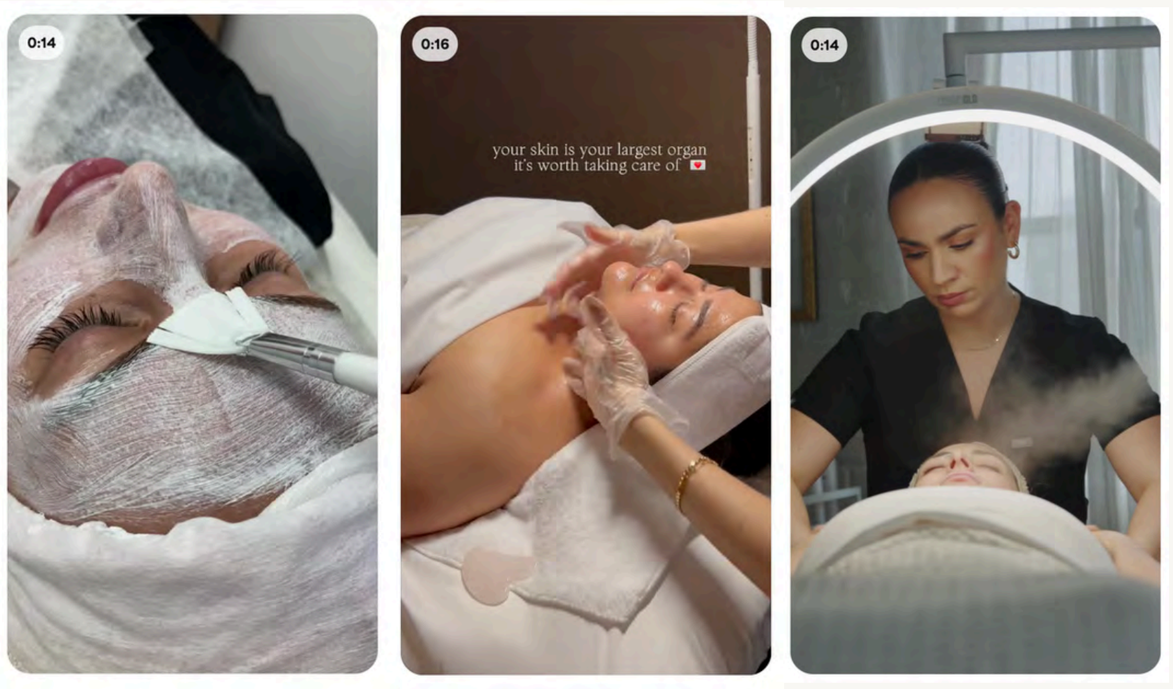


Instagram isn't just a social app anymore — it's a search engine and portfolio. Clients are deciding who to book before they ever DM you, based on what they see.

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Why Video Wins on Instagram

1. Reels are prioritized by the algorithm
2. Video reaches beyond your followers
3. Video builds trust faster than photos



Video allows clients to see your hands, your technique, your process, and your results.
That's something a single photo can't fully communicate.

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How People Actually Scroll

& How To Stand Out As A Le Mieux Professional

—

- Viewers decide in seconds
- Attention span is short
- Structure matters more than length
- Standing out ≠ posting more
- Standing out = posting better



Your viewers decide whether to keep watching in just a few seconds. That's why video structure and quality matter so much.

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CapCut FOUNDATIONS

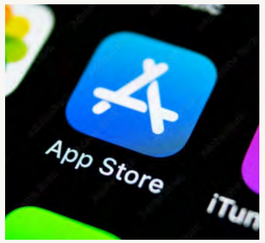
- 📱 *CapCut Application*
- 🎥 *Clip selection & Prep*
- ✂️ *Trimming & Cutting Clips*
- ⏱️ *Rhythm & Watch Time*
- 🔊 *Audio, Music & Sound*
- 🔤 *Adding Text & Formatting*
- 💬 *Generating captions & Formatting*
- 💾 *Exporting & Saving*
- 📸 *Reel Cover Photo/Thumbnail*



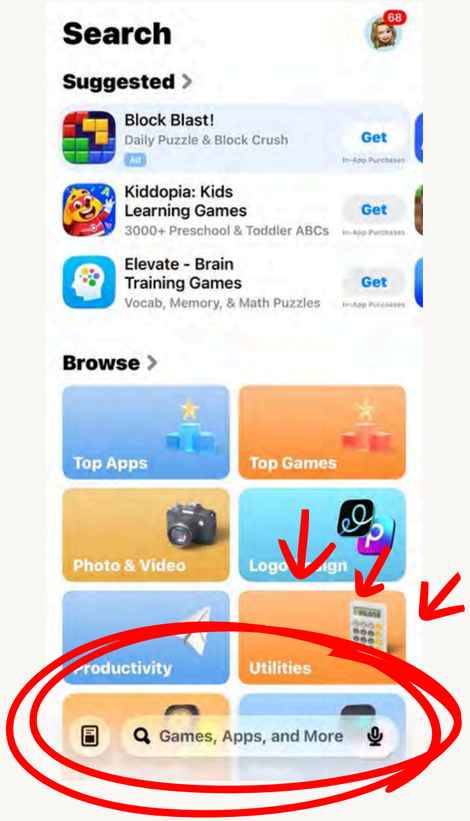
Download CapCut App

Download CapCut App

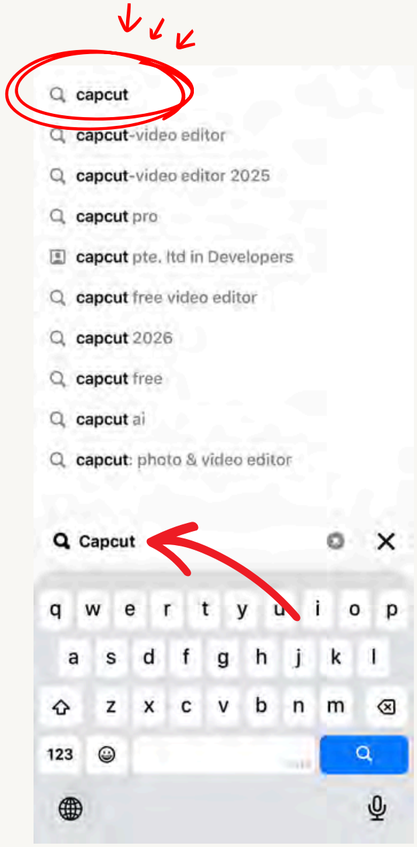
Click App Store



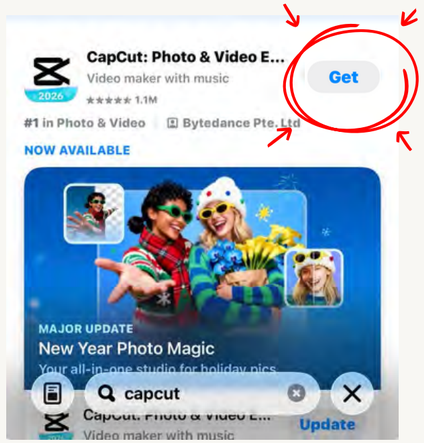
Click Searchbar



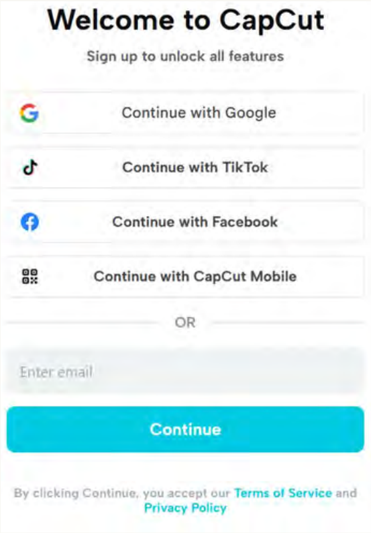
Type CapCut & Click



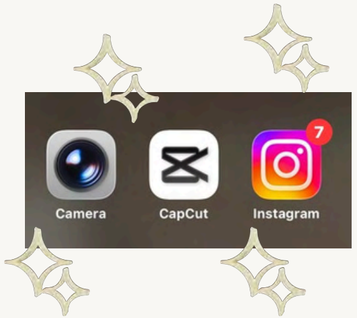
Click Get to Download



Create CapCut Account



Ready for Course 3



https://www.capcut.com/help/log-in-to-capcut

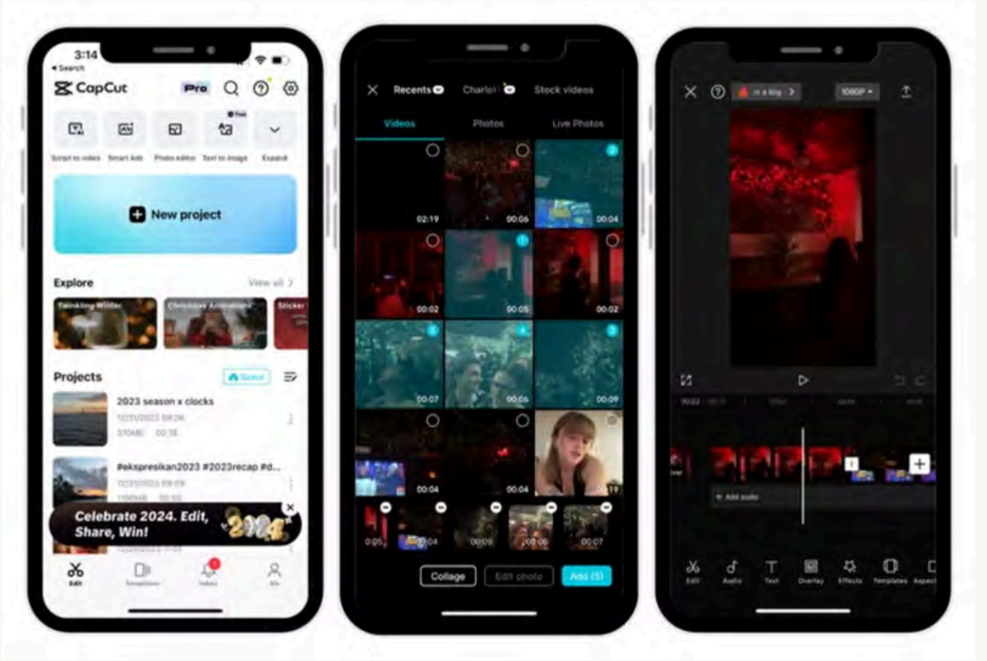
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CapCut Application

What is CapCut?

What is CapCut?

CapCut is a free, mobile- and desktop-based video editing app designed for short-form social media content.



Why CapCut is a strong editing tool:

- Easy to learn, beginner-friendly interface
- Powerful editing features without complexity
- Built for vertical video/reels
- Works on phone, tablet, and desktop
- Fast exporting with high video quality

Why content creators use CapCut:

- Makes editing feel approachable, not overwhelming
- Allows clean, professional edits without advanced software
- Supports captions, text, music, and formatting in one place
- Helps creators build a repeatable editing workflow

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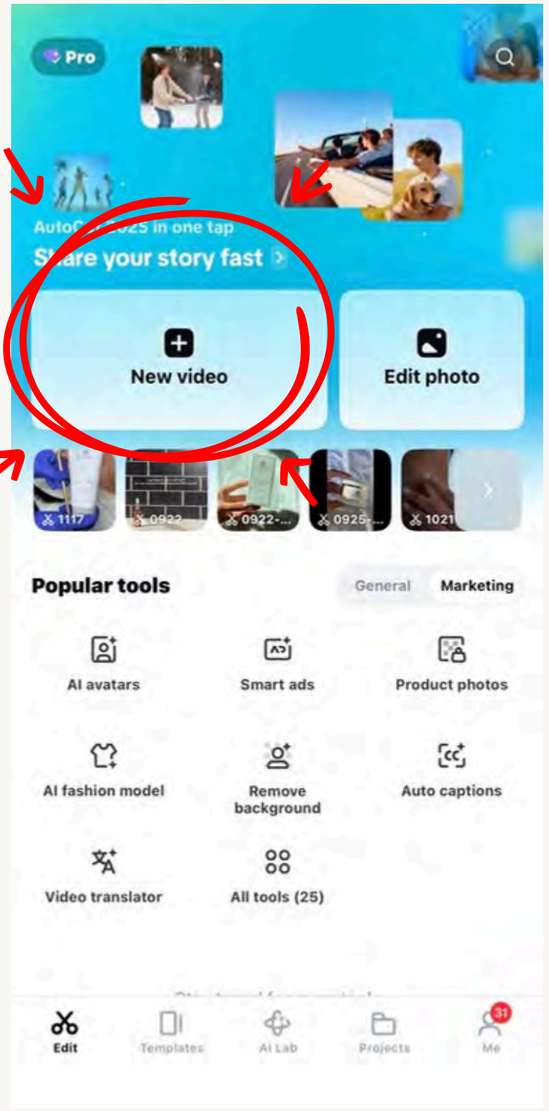
CapCut Application

How to Set Up a New Project

STEP 1

1. **Upload media**

- Launch the app
- Tap "New video" and select the videos you want to upload for editing.

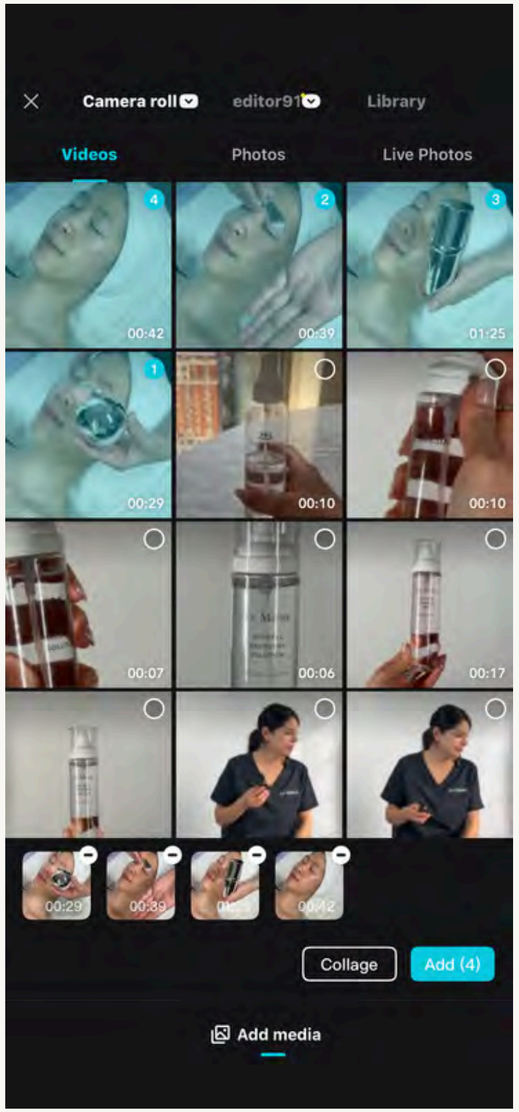


STEP 2

2. **Select your clips**

Each clip you select will label a number on the top right corner, that is the order of how CapCut will collage your videos together

Once all clips are selected, **click “Add (#)”**



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CapCut Application

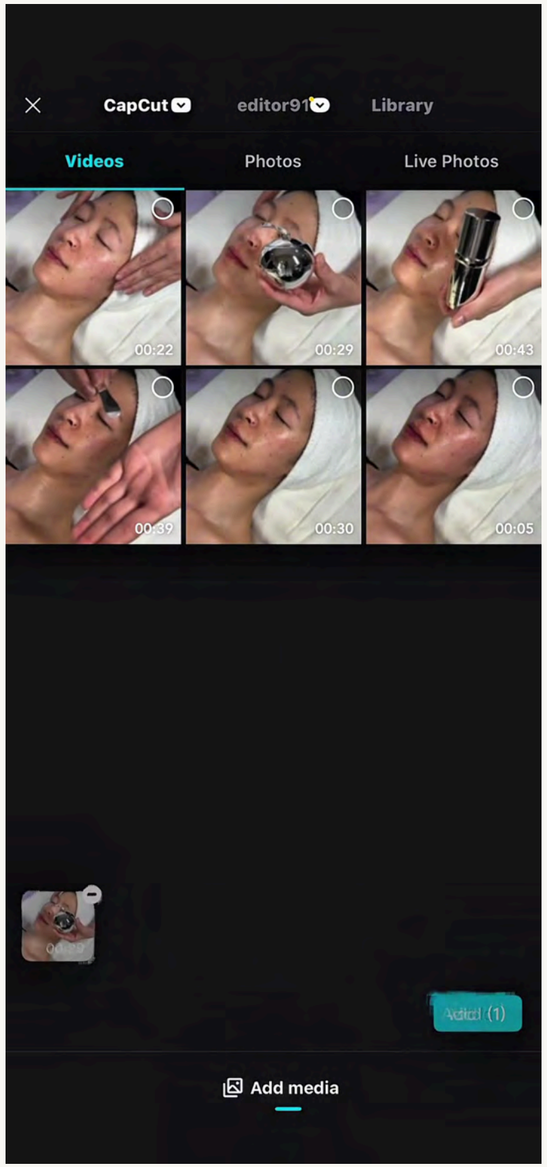
How to Set Up a New Project

STEP 2 (Video)

2. **Select your clips**

Each clip you select will label a number on the top right corner, that is the order of how CapCut will collage your videos together

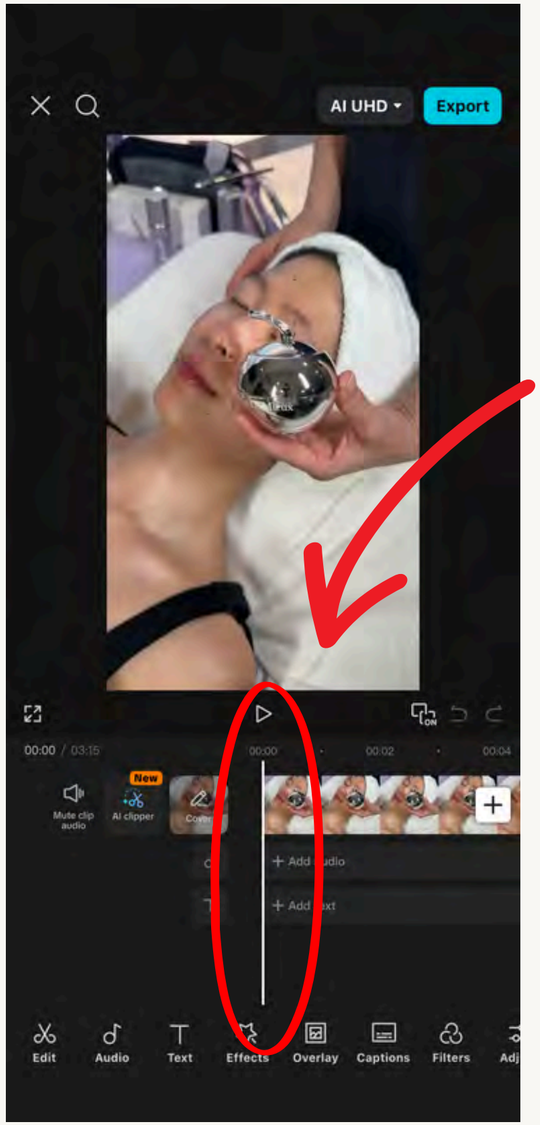
Once all clips are selected, **click “Add (#)”**



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Clip selection & Prep

Timeline: Marker Point & Toolbar

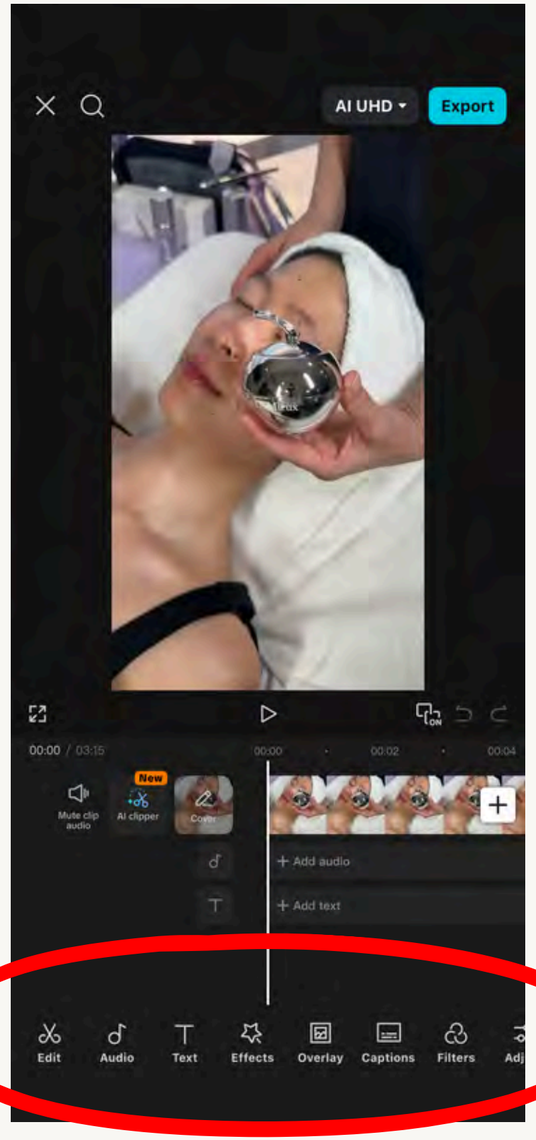


Market Point:

A reference point placed on the timeline to mark important moments

Why it's useful:

Helps you cut, align, and edit

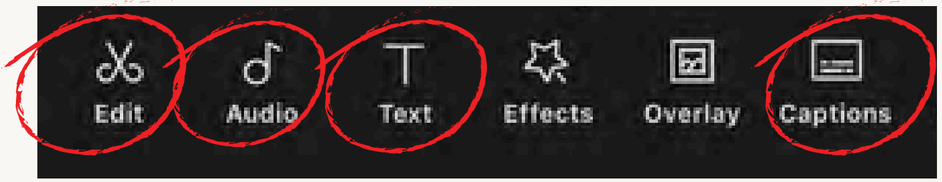


Edit: trim, split, and clean up clips

Audio: add music and adjust sound levels

Text: add clear, readable on-screen text

Captions: improve clarity, retention, and accessibility

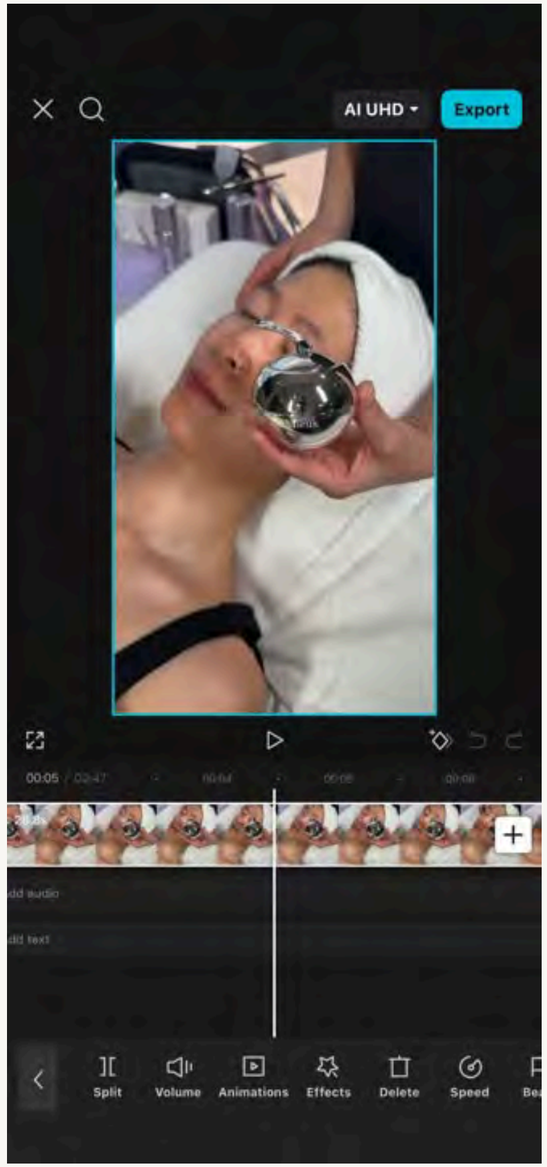


Toolbar: The main editing menu used to adjust and enhance your video.

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✂️ *Trimming & Cutting Clips*

Moving Through Timeline



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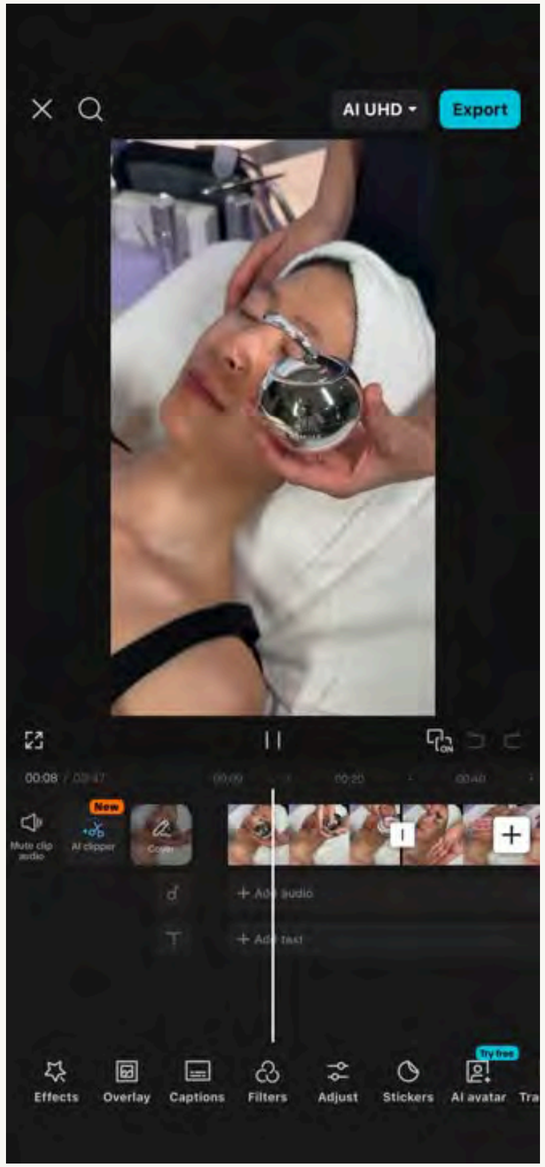
✂️ *Trimming & Cutting Clips*

Raw Footage & Shot List Pop Question!

A shot list = a checklist of clips. Plan your beginning, middle, and end before you film.

Treatment Shot List

1. **?**
2. **?**
3. **?**
4. **?**
5. **?**
6. **?**

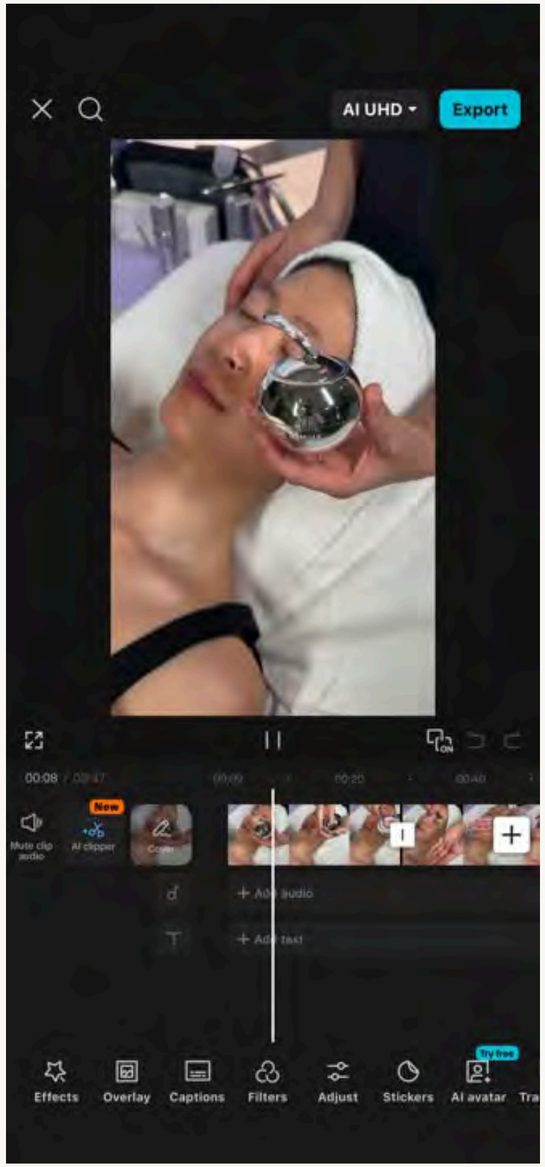


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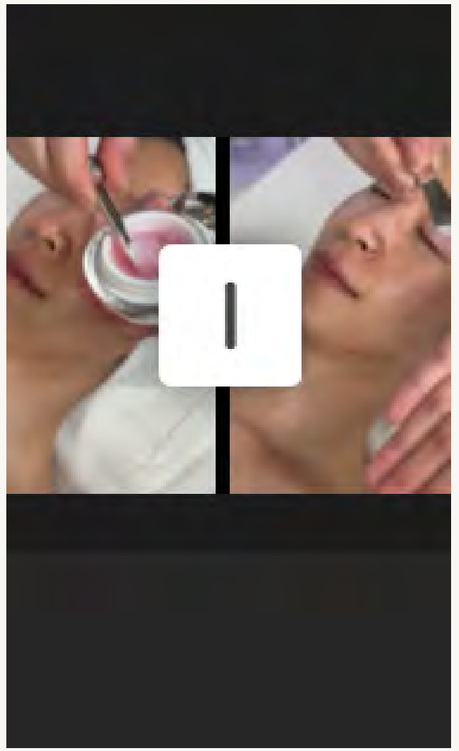
Raw Footage & Shot List Answer

Treatment Shot List

1. **Midnight Balm Product Intro**
2. **Midnight Balm Facial Product Application**
3. **Eye Revive Firming Cream Product Intro**
4. **Eye Revive Firming Cream Facial Product Application**
5. **Massage Movement on Client Skin**
6. **Skin Close-Up Finished Result**



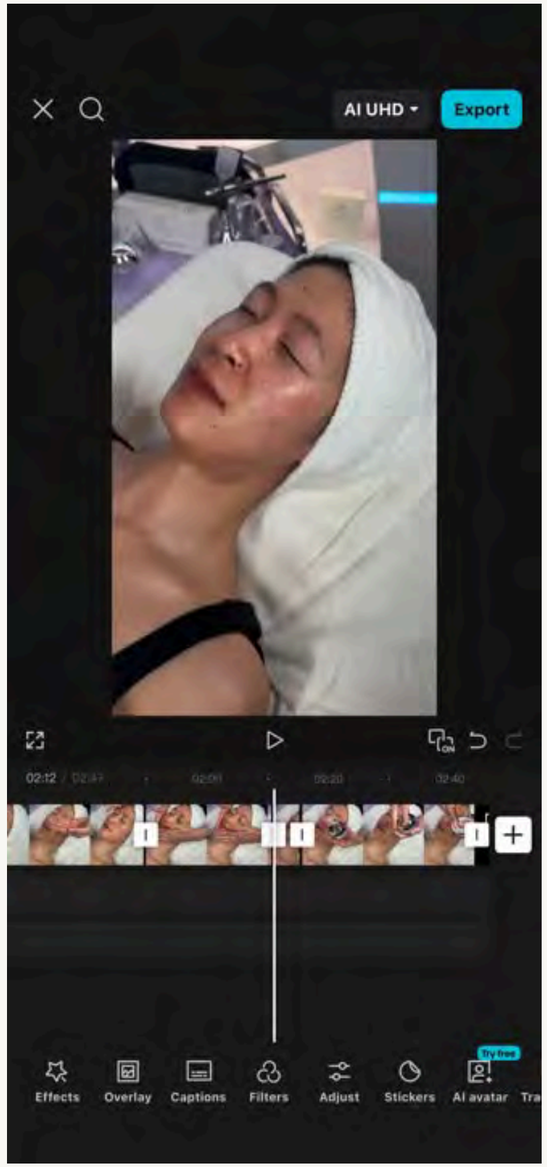
Split Screen Marker



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✂️ *Trimming & Cutting Clips*

Correcting Order on Timeline



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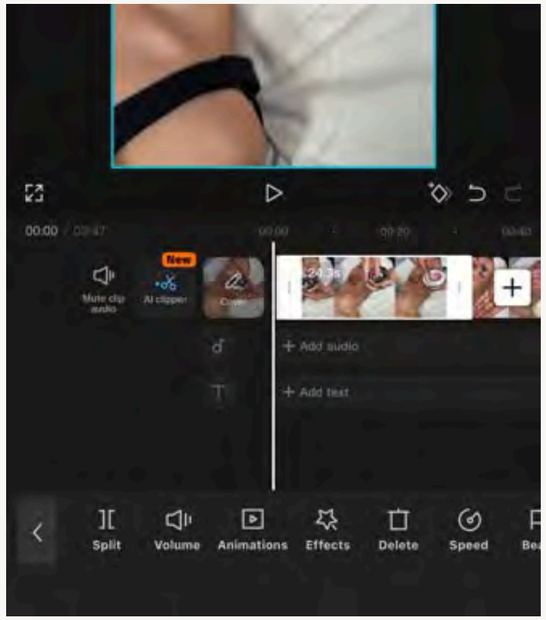
✂️ *Trimming & Cutting Clips*

Trimming, Cutting & Split

Trim (Shorten the beginning or end)

1. **Tap the clip on the timeline**
2. **Drag the white handles on the left/right edge**
3. **Preview to confirm timing**

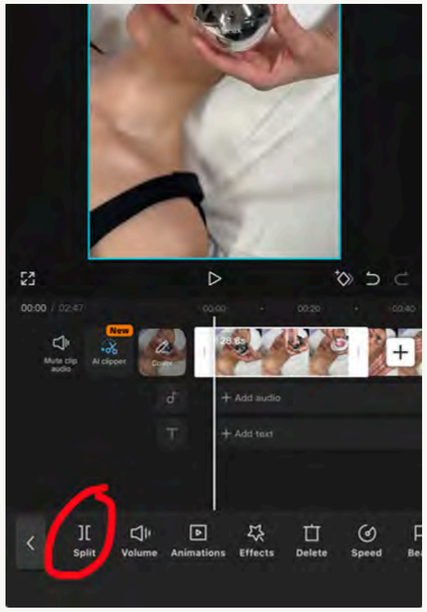
Use Trim when: the clip is good, just too long.



Split (Cut one clip into two parts)

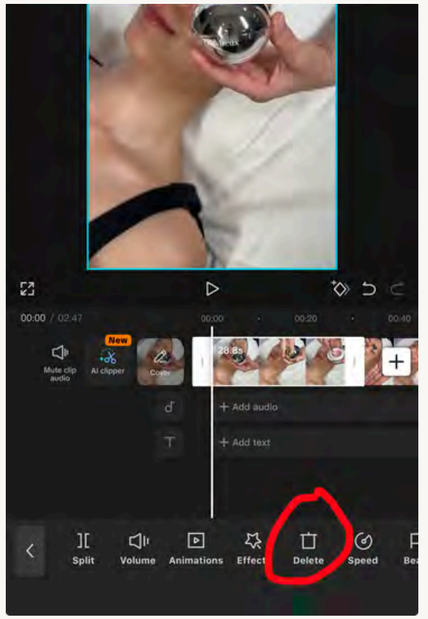
1. **Move the playhead to the exact moment you want to cut**
2. **Tap the clip to select it**
3. **Tap Split (or scissors icon)**

Use Split when: you want to remove a section in the middle.



Delete (Remove a clip or section)

1. **Tap Delete / trash icon**
2. **The timeline automatically closes the gap**

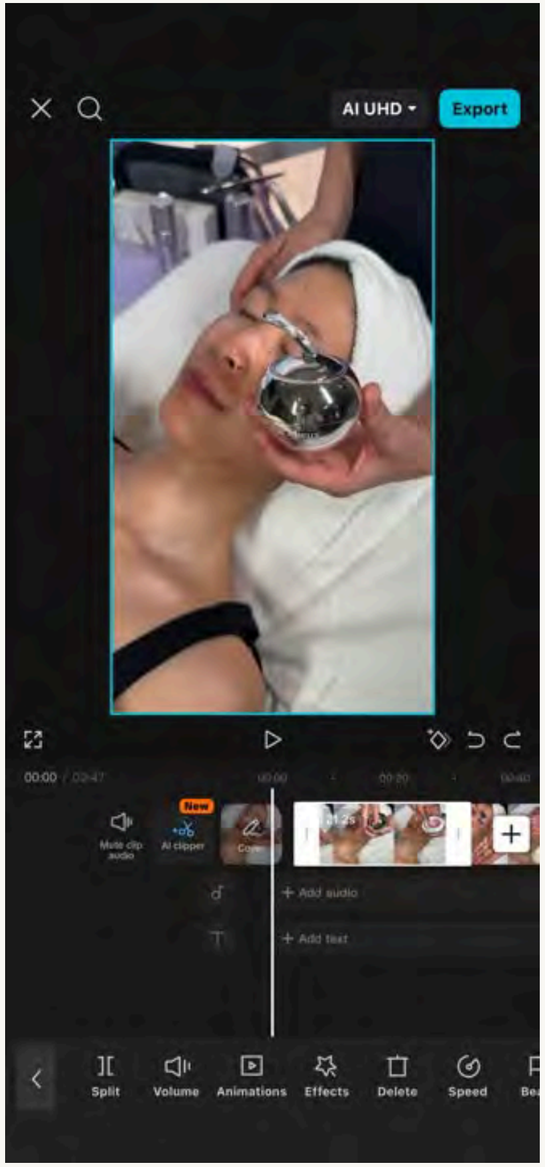


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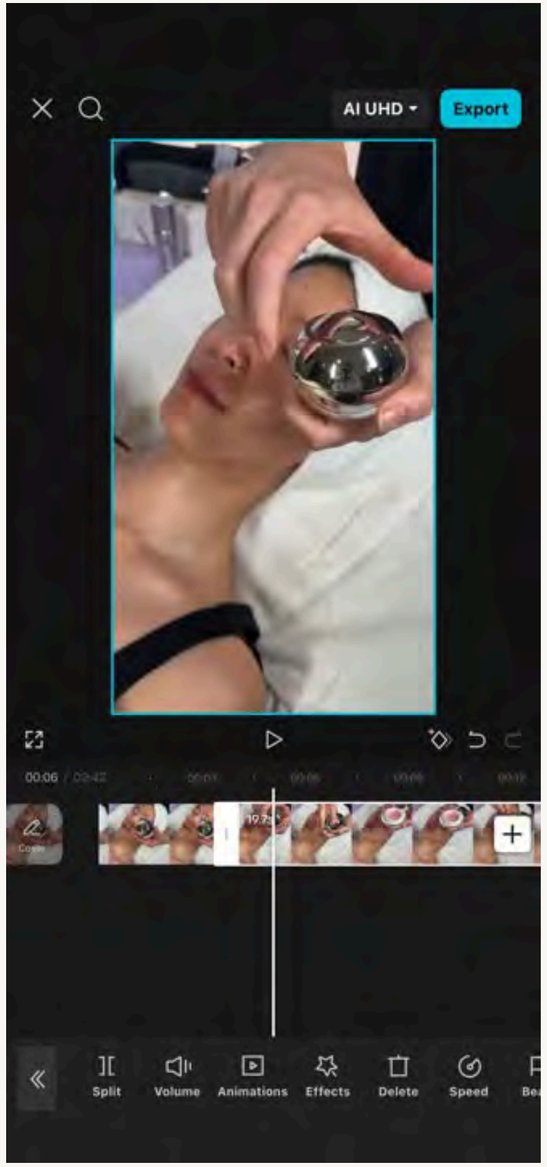
✂️ *Trimming & Cutting Clips*

Trimming & Splittling & Delete

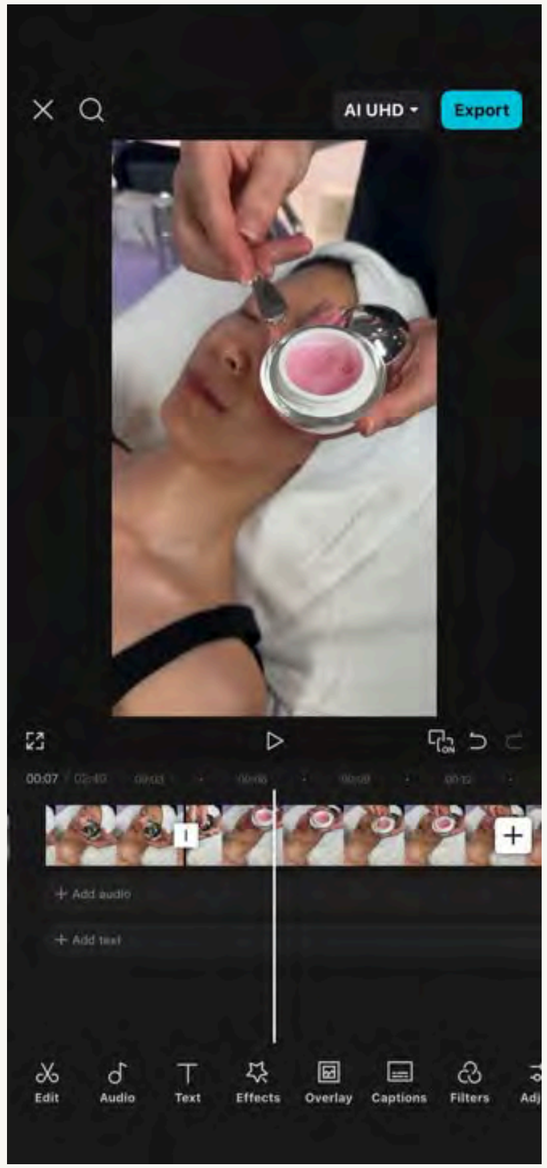
Trimming:



Splitting & Delete:



When to Cut Necessary Footage

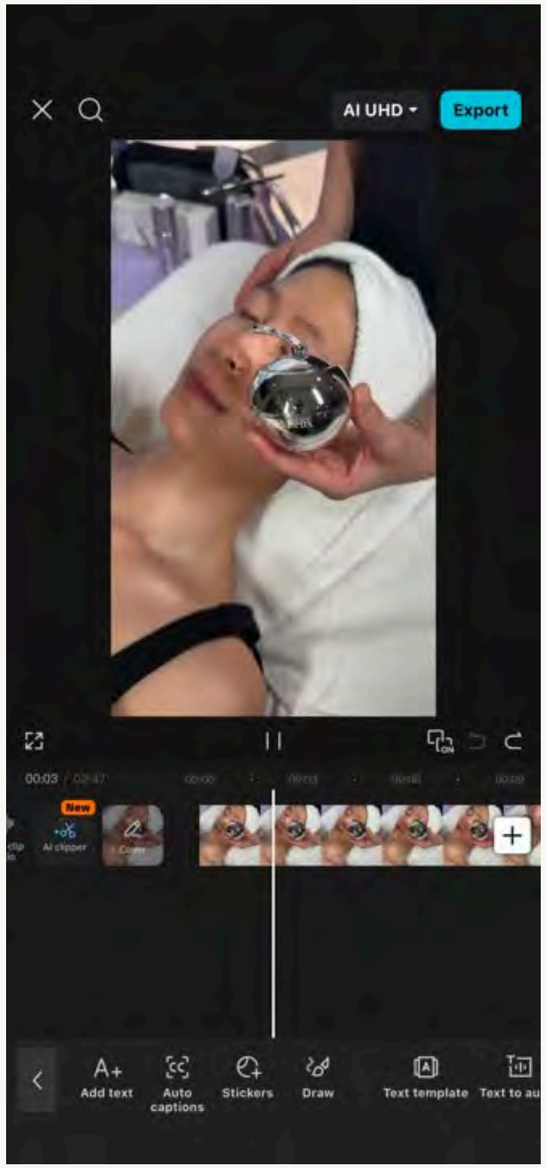


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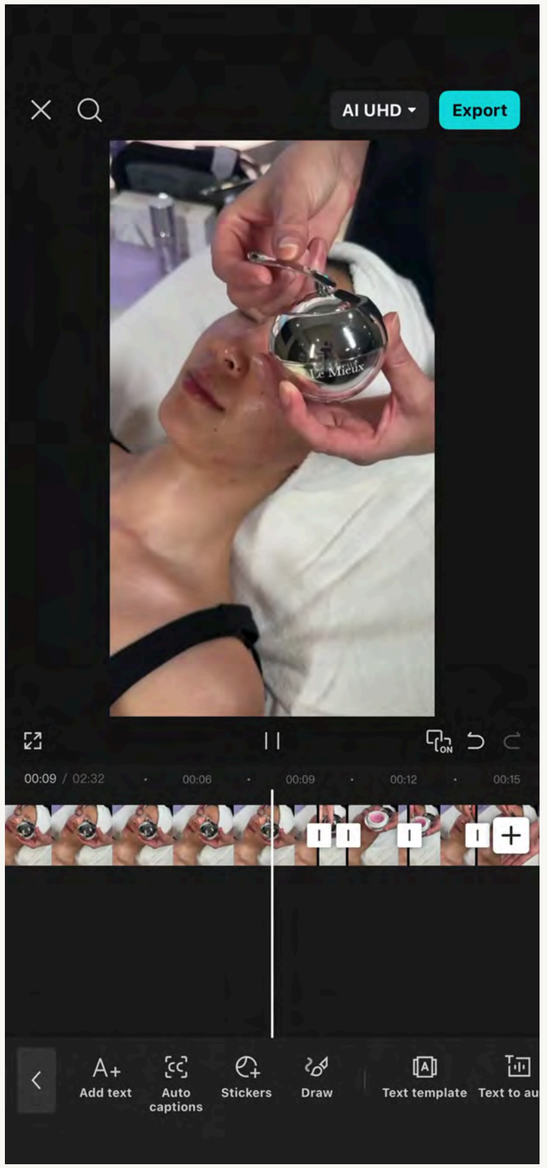
⏱ *Rhythm & Watch Time*

Trimming, Splitting & Deleting

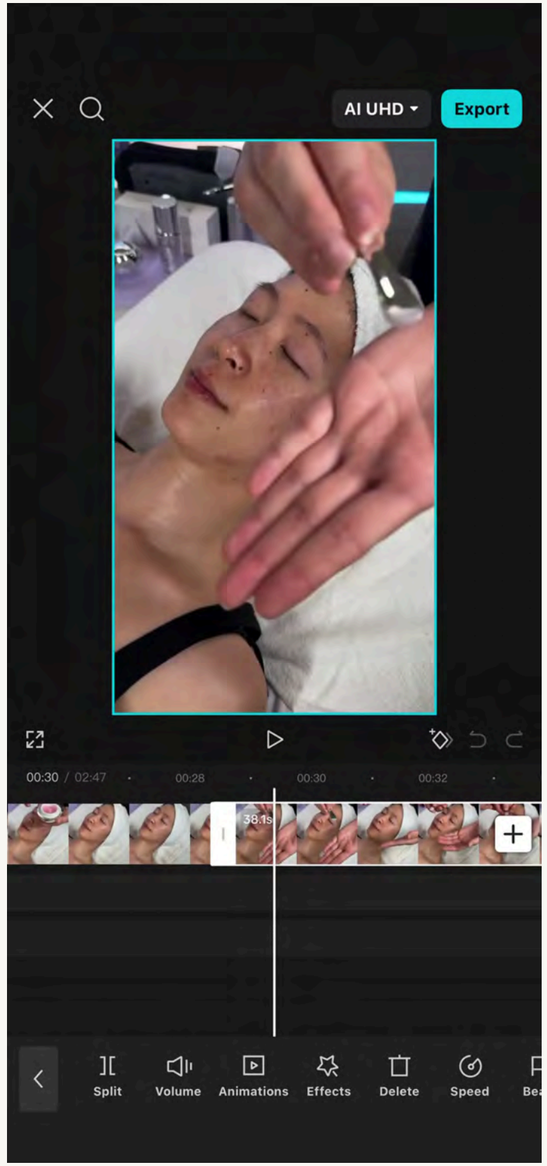
Before:
28.5 seconds



After:
6.1 seconds



When to Cut Necessary Footage

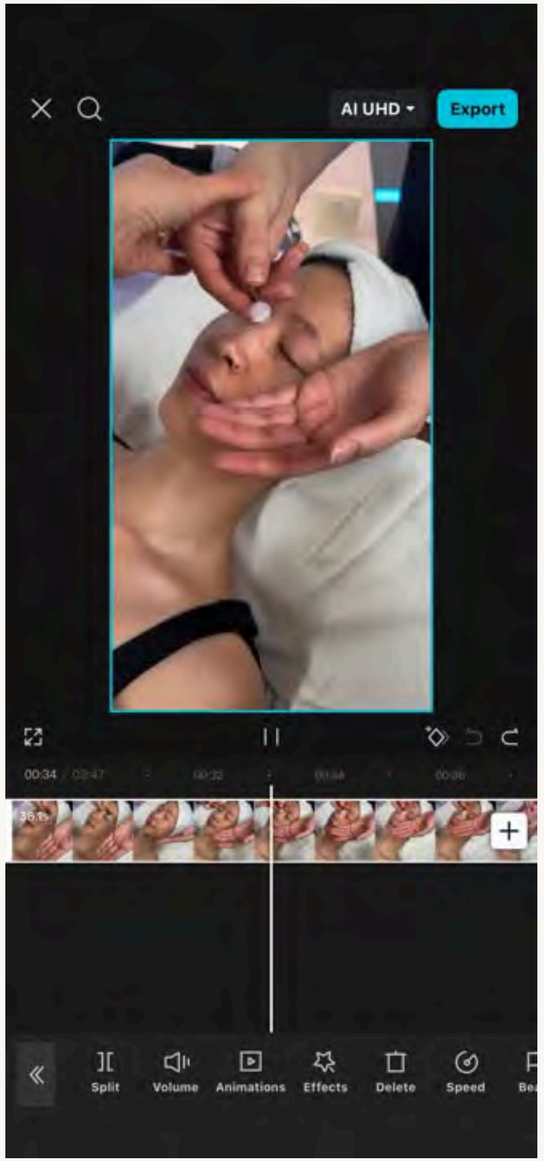


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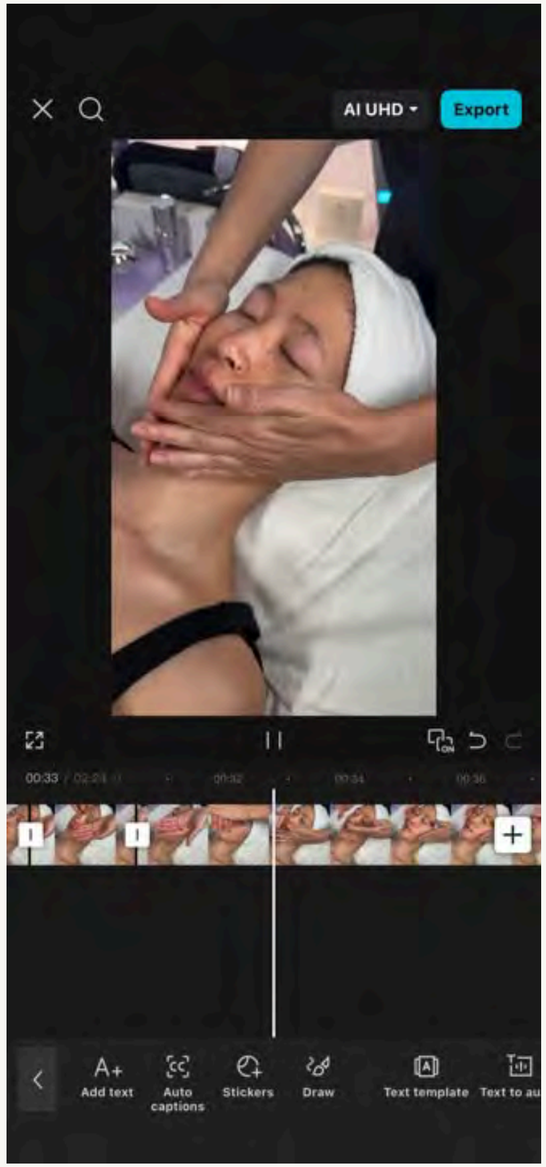
Rhythm & Watch Time

Trimming, Splitting & Deleting

Before:
37.3 seconds



After:
15.5 seconds

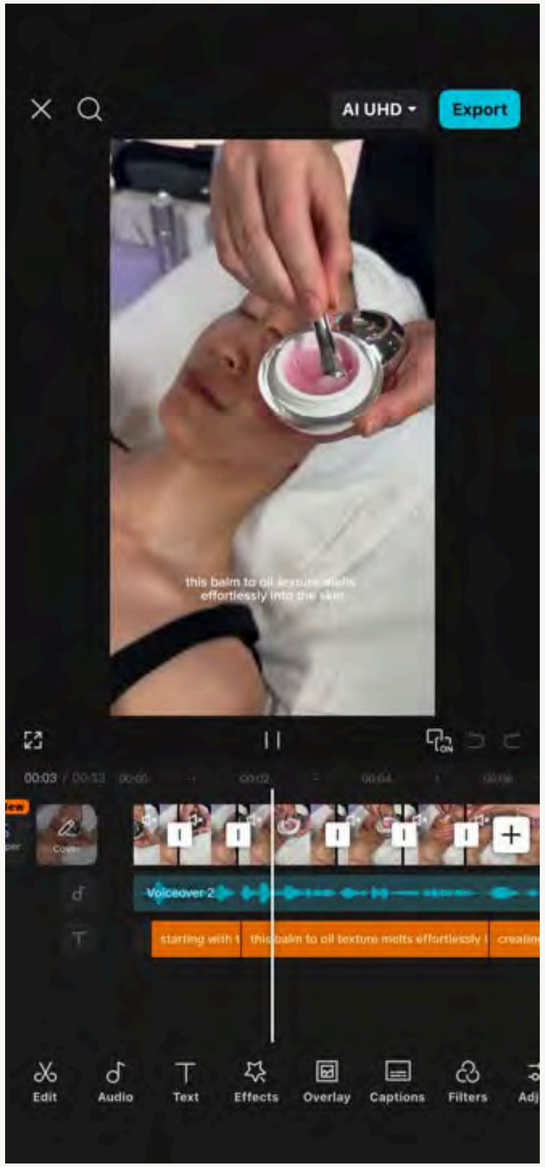


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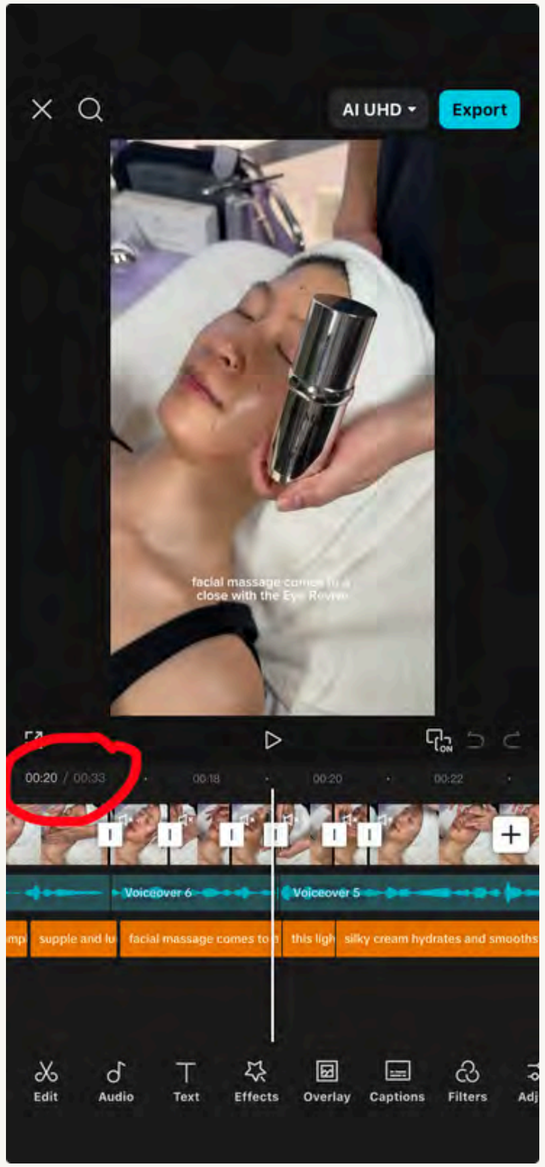
Rhythm & Watch Time

Trimming With Your Script

Final Video With Script:



Time Stamp:



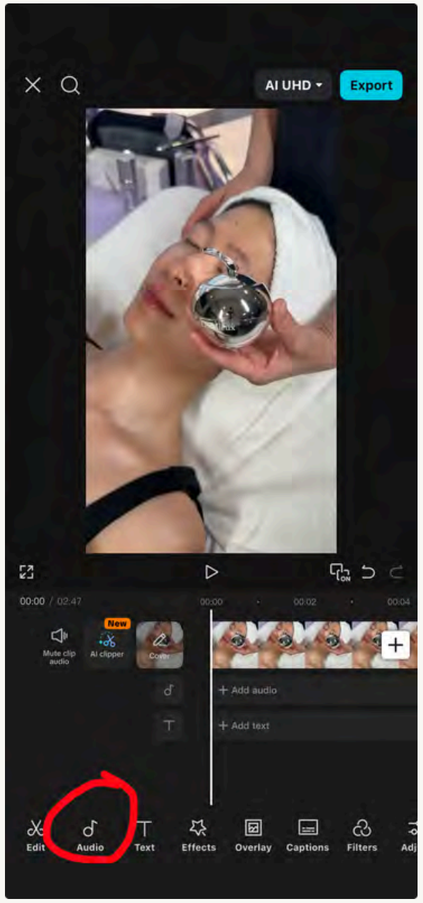
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Audio, Music & Sound

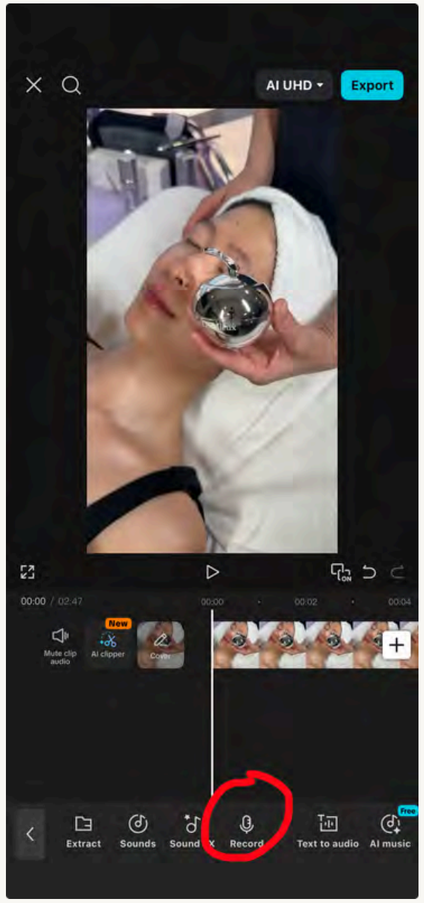
Voiceover: Script

1. Write a script **2.** Preferred: 20-30 sec. long **3.** Time yourself

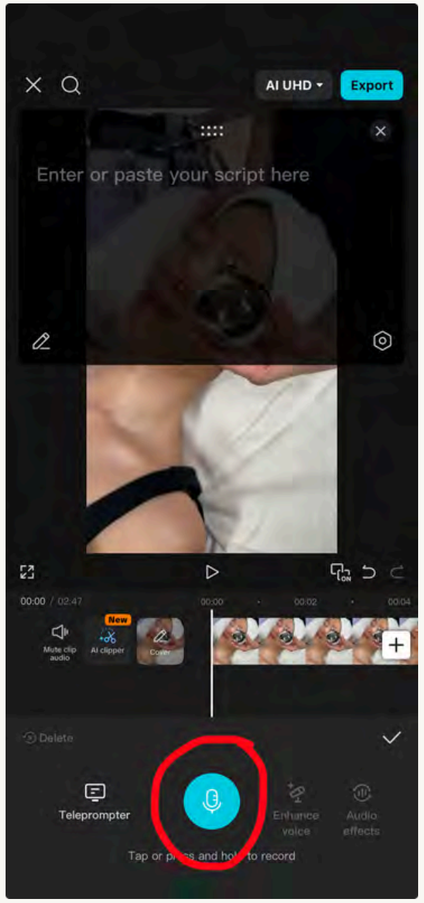
Select Audio



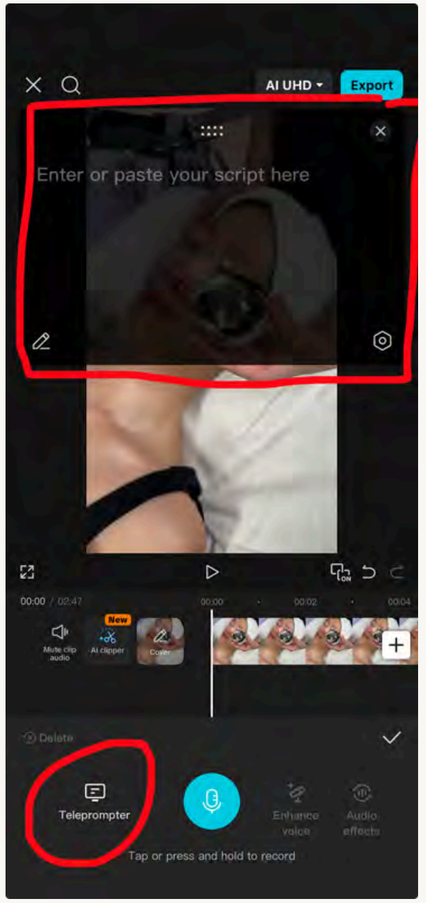
Select Record



Select Blue Mic Button



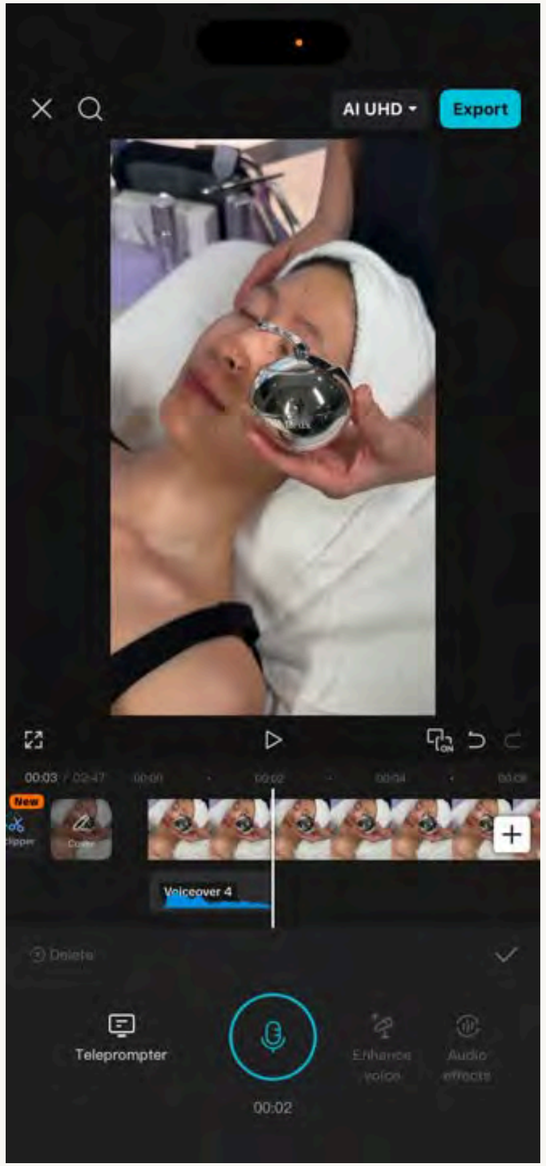
Option for Teleprompter



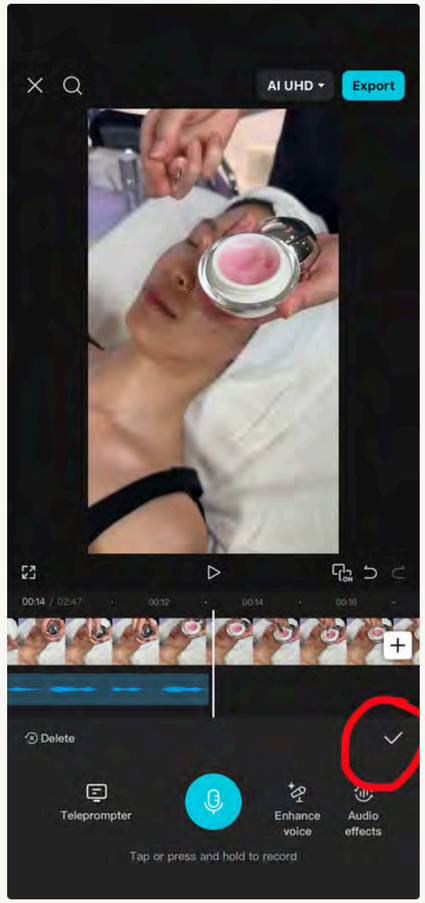
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Voice Recording

Voice Recording:



Click checkmark after voice recording is finished



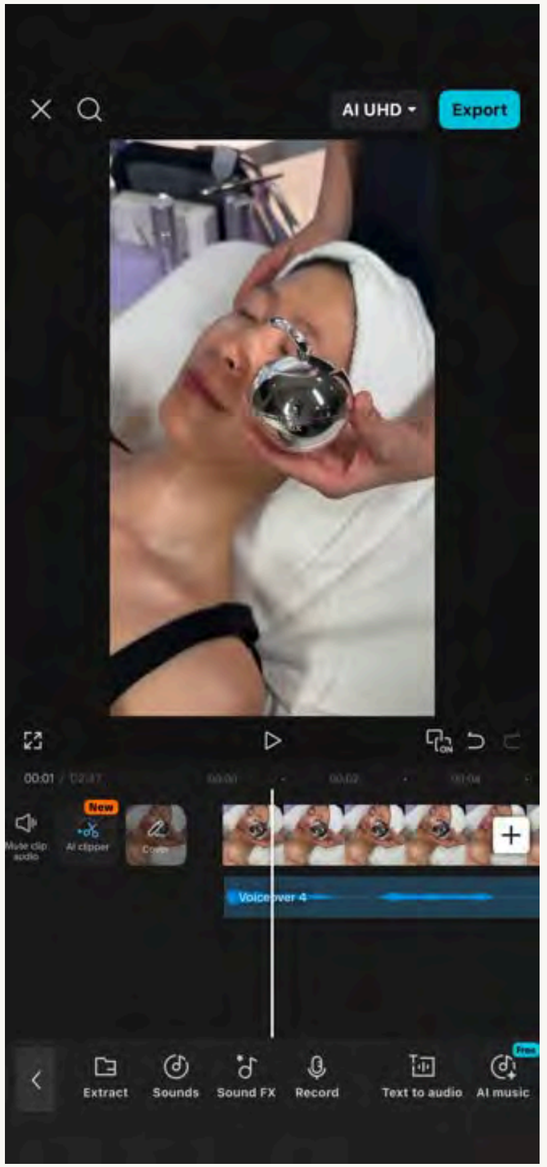
Trimming Your Voice Recording

When To Trim Audio:

- **Awkward pauses**
- **Empty Space**

When to move audio clips around:

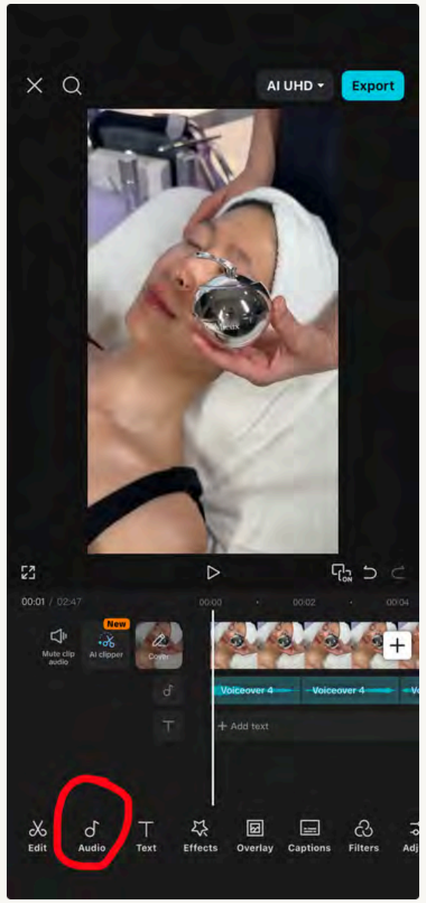
- **To align script with your footage**



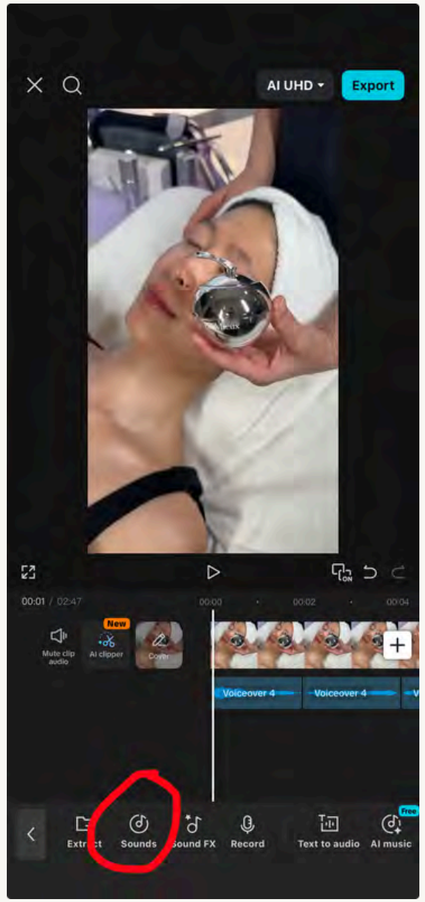
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Music

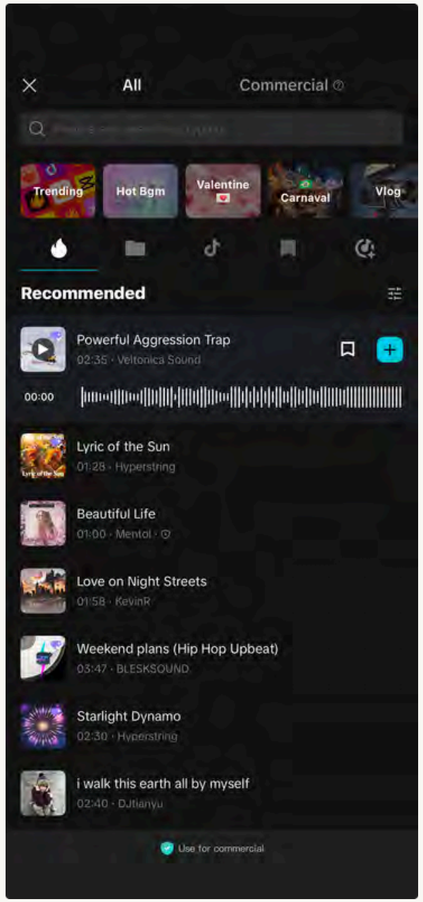
Select Audio



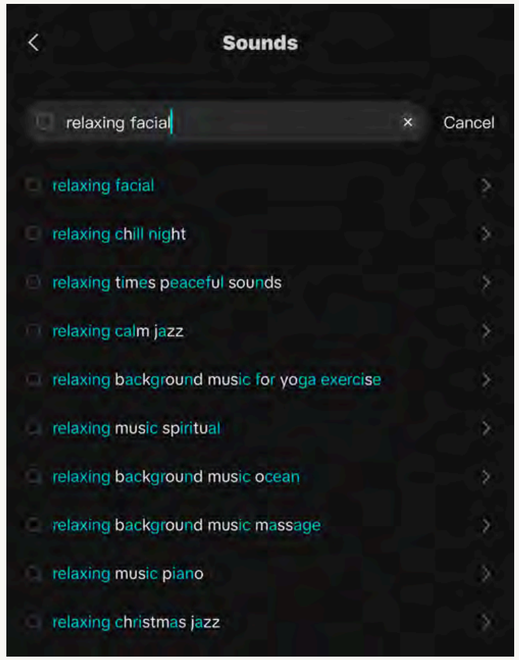
Select Sounds



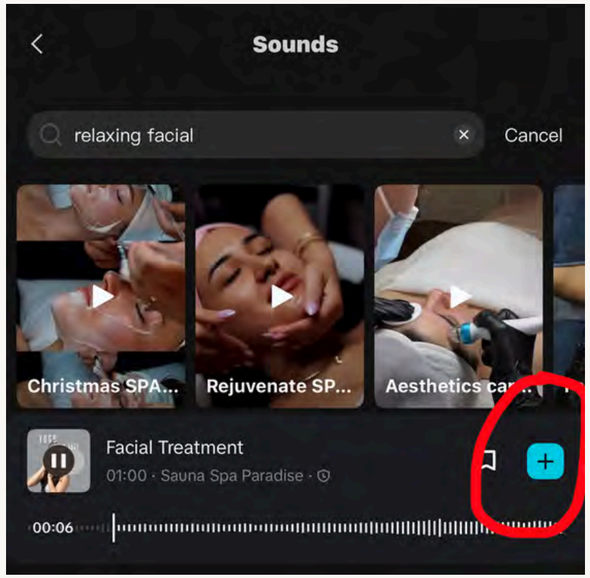
Sounds Screen



Search Sounds



Select Blue Box

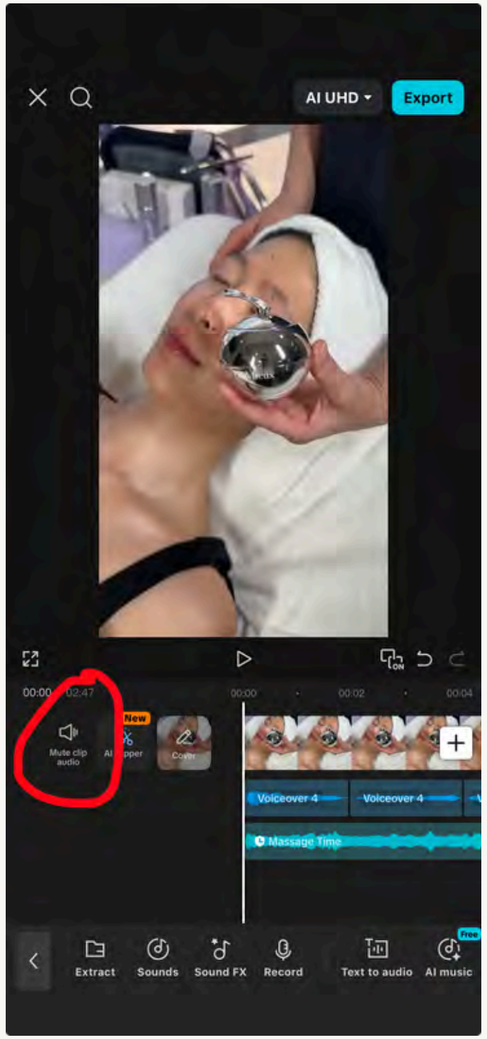


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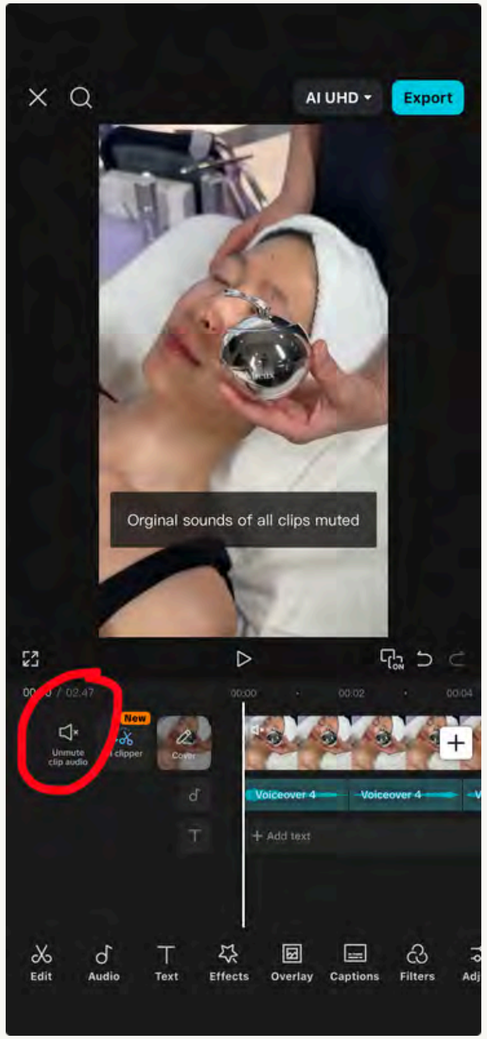
Audio, Music & Sound

Mute Original Audio

Make sure to mute original audio if you are going to add Audio of Voiceover or Music



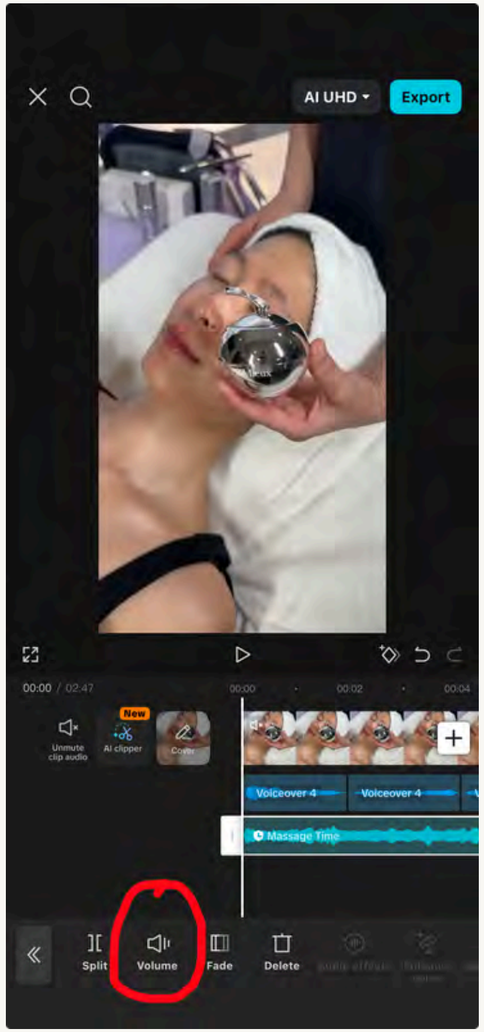
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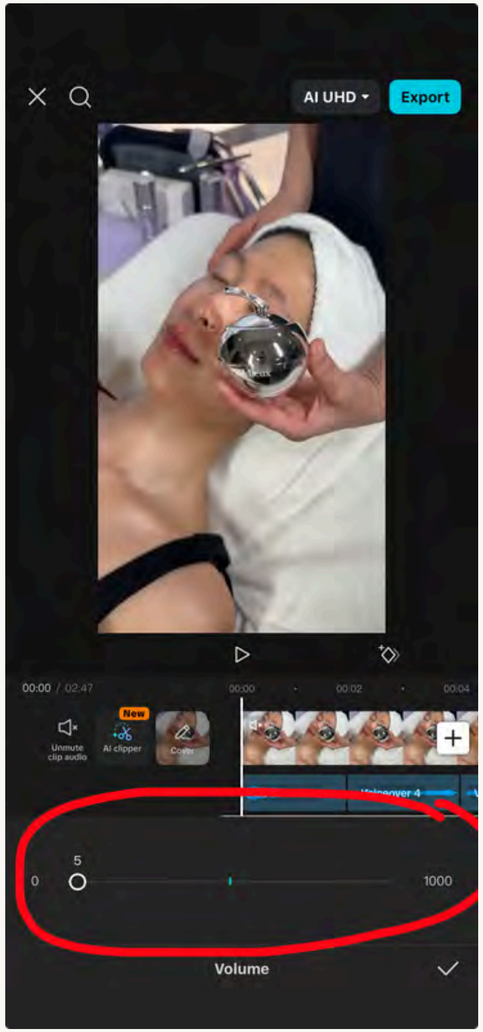
Balancing Audio Levels: Music

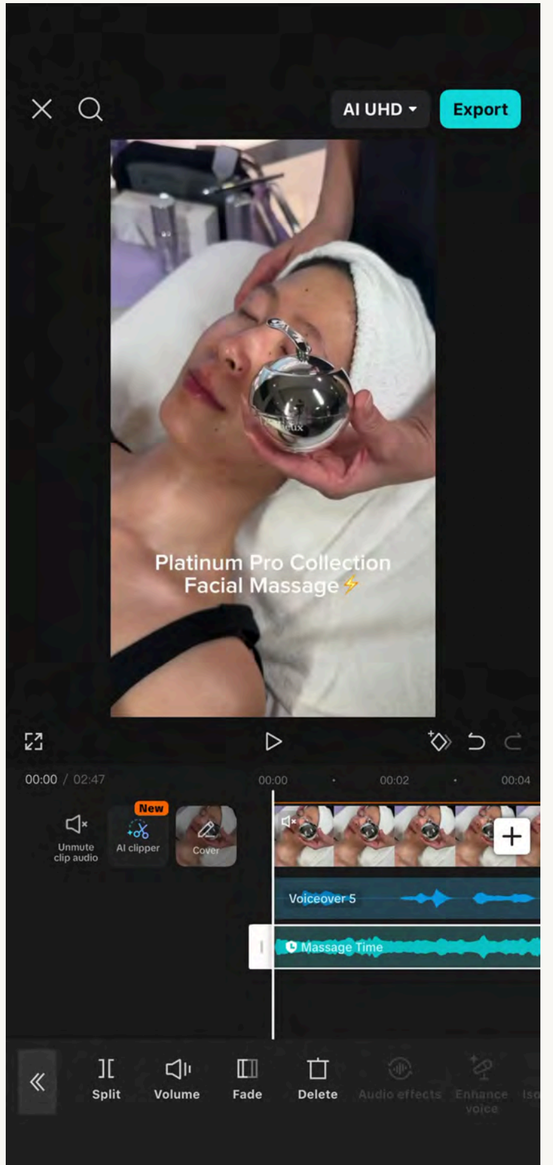
Balance audio levels between voice, music, and ambient sound

1. **Select Turquoise Music Tab on Timeline**
2. **Select “Volume”**



1. **Toggle Volume DOWN**
2. **If you have voiceover, volume should be <5**
3. **If you do not have voiceover, make sure it is not too loud… 100 is the sweet spot**



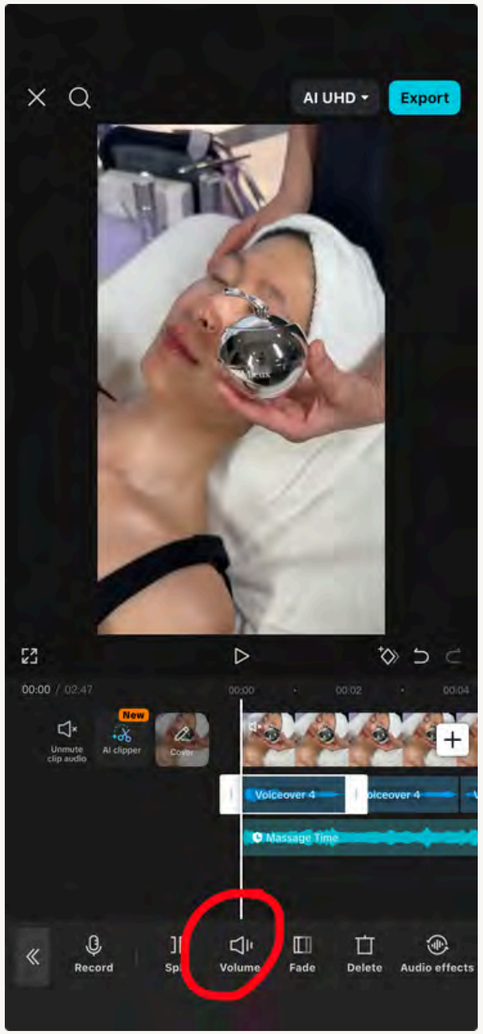


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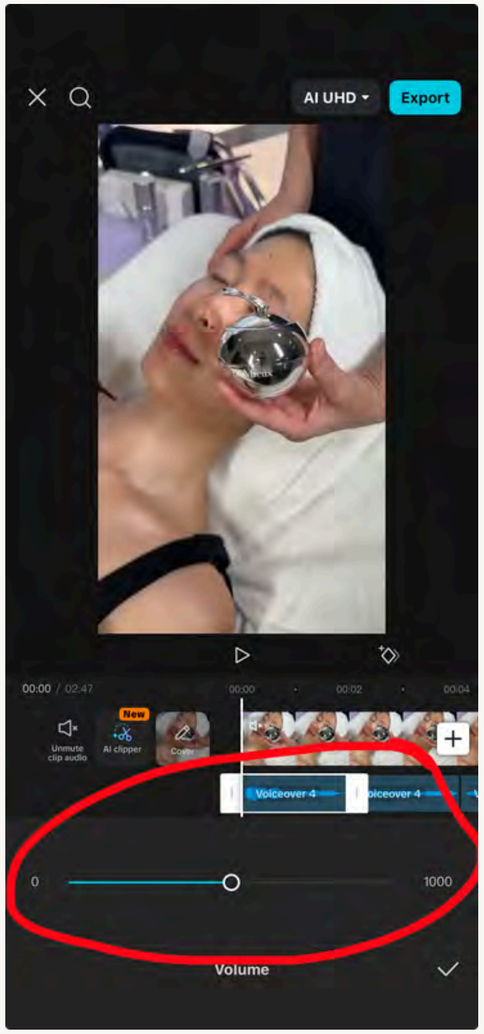
Balancing Audio Levels: Voiceover

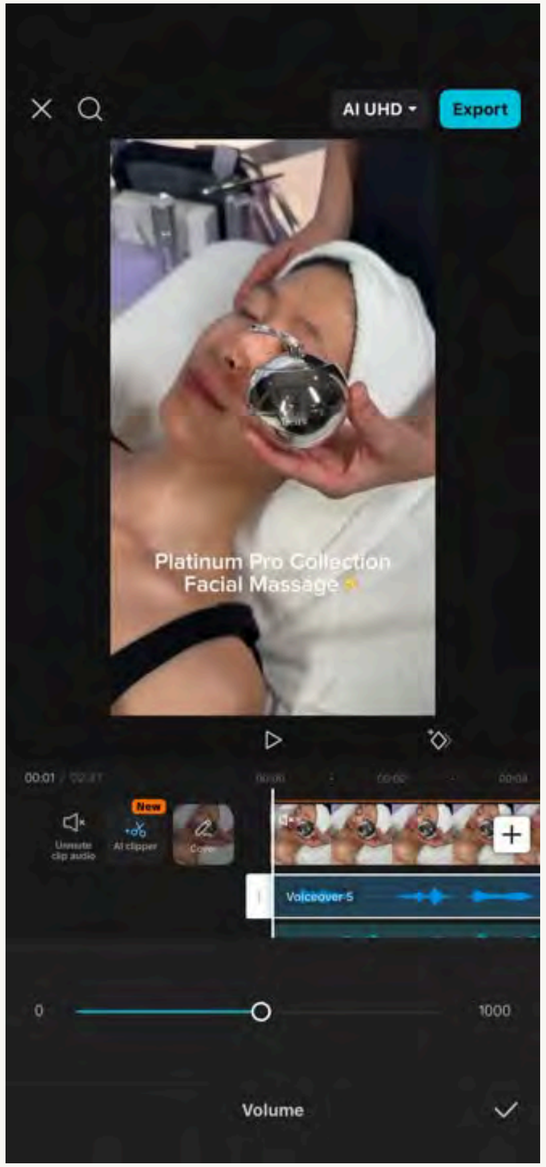
Balance audio levels between voice, music, and ambient sound

1. **Select Blue Music Tab on Timeline**
2. **Select “Volume”**



1. **Toggle volume based on how your voice sounds in your recording**
2. **Press checkmark on lower right**
3. **Replay video with your audio to double check if your voice sounds appropriate**

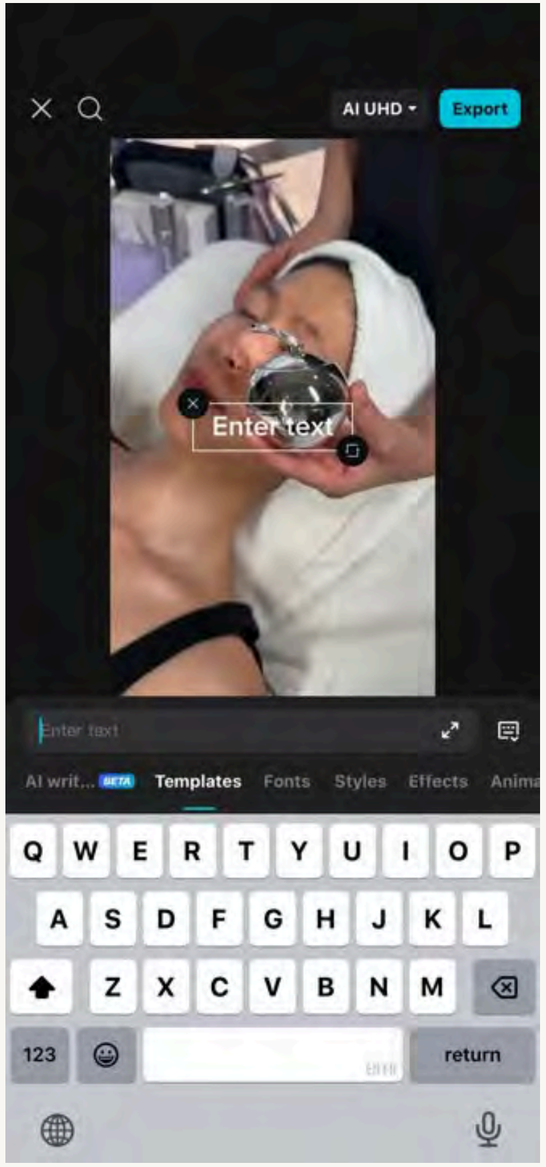




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Adding Text & Formatting

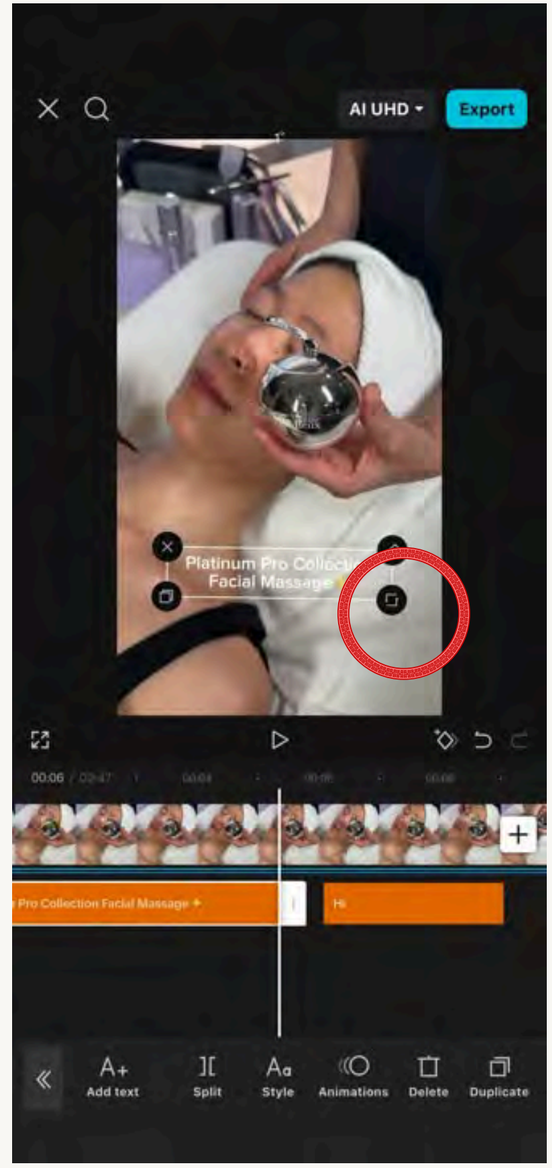
Text Visuals



Adding on-screen text:

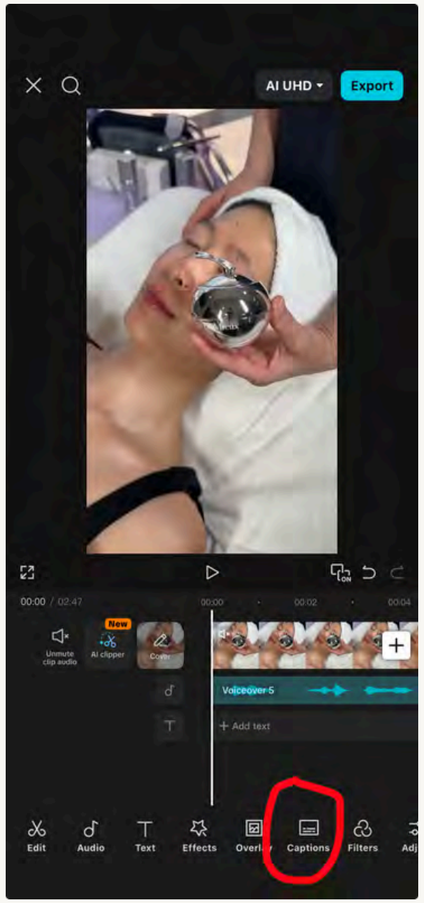
1. **Select “Text” on toolbar**
2. **Select “Add Text” on toolbar**
3. **Enter your text**
4. **Click on your screen to exit out**
5. **Option to use templates, fonts, styles, effects…**
6. **Click checkmark to exit out**

7. **Resize your text by toggling the lower right square inward and outward**

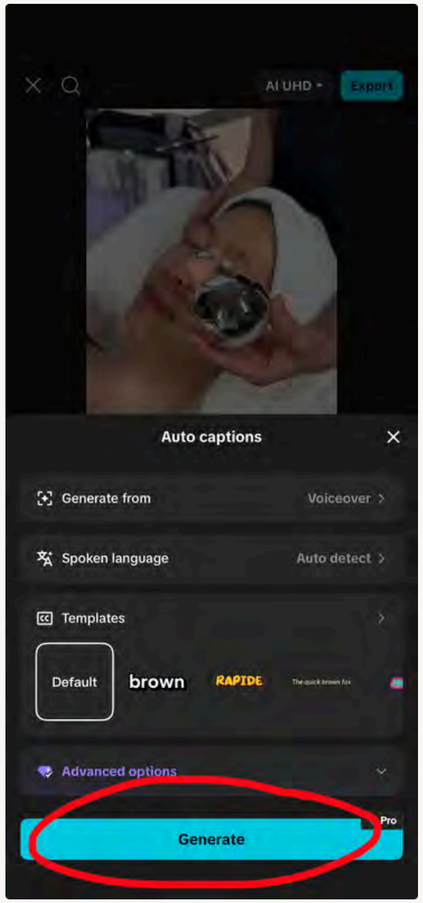


Captions

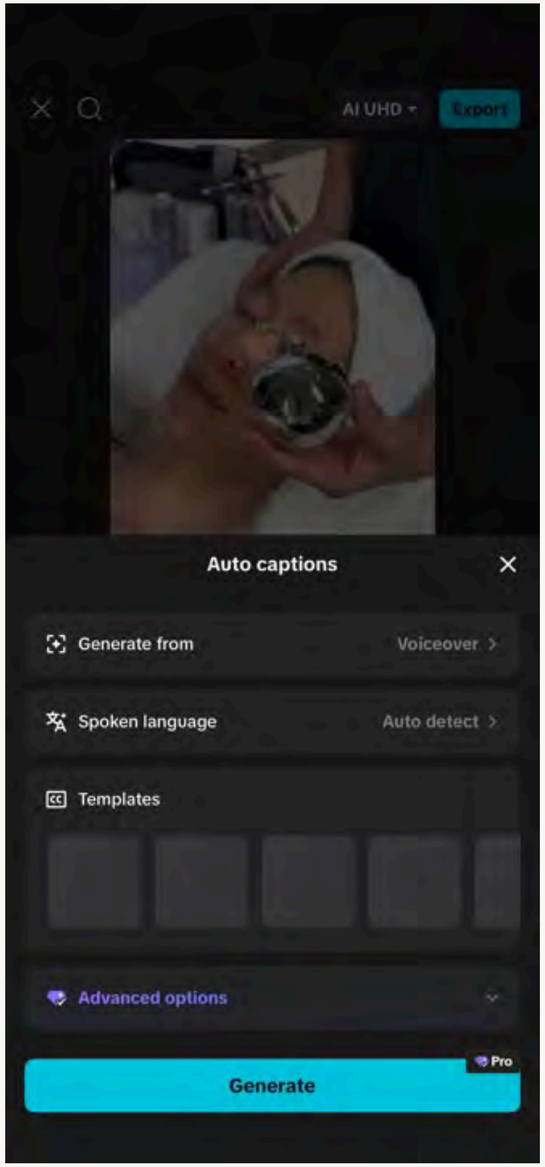
Select Captions



Select Generate



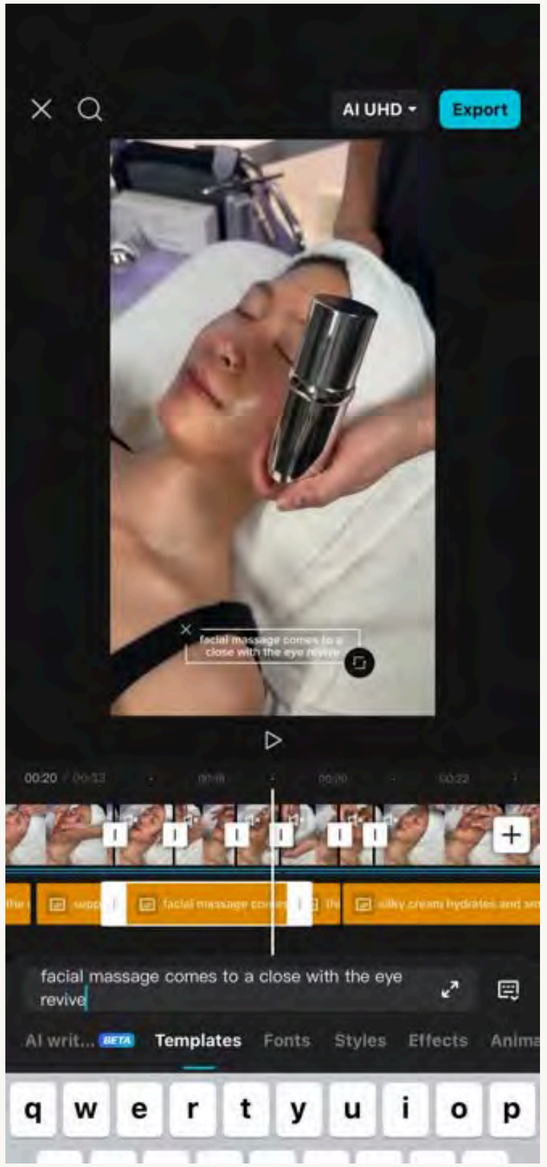
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Spell Checking Captions

Make sure:

1. **Text is written correct in line with your script**
2. **Product names are spell checked correctly**
3. **Le Mieux product names are capitalized**



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💾 *Exporting & Saving*

Ready to Export? Don’t Forget!!

Final Checklist:

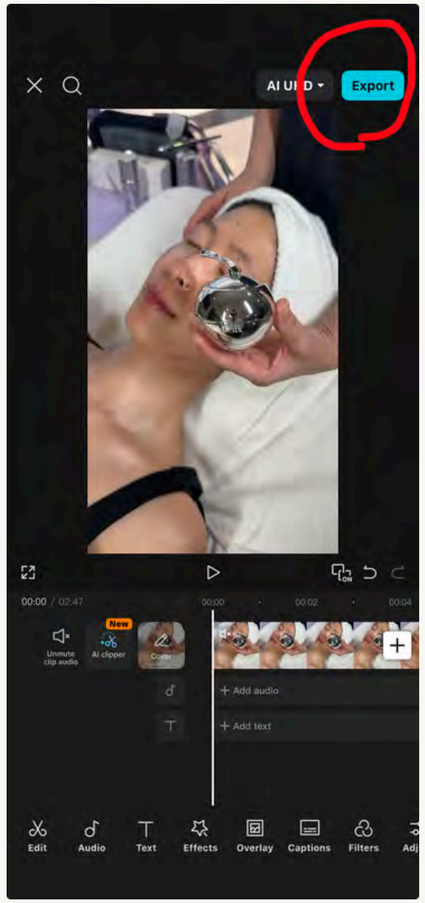
- ✓ Clips are trimmed properly
- ✓ Original audio is muted
- ✓ Voiceover is aligned with video clips
- ✓ Voiceover volume is clear (100)
- ✓ Music is aligned with video clips
- ✓ Music volume is clear (<5 with voiceover or 100 without voiceover)
- ✓ On-screen text is properly sized and properly timed with video clips
- ✓ Captions are generated and spelled correctly
- ✓ Captions are properly sized (smaller and placed below screen)

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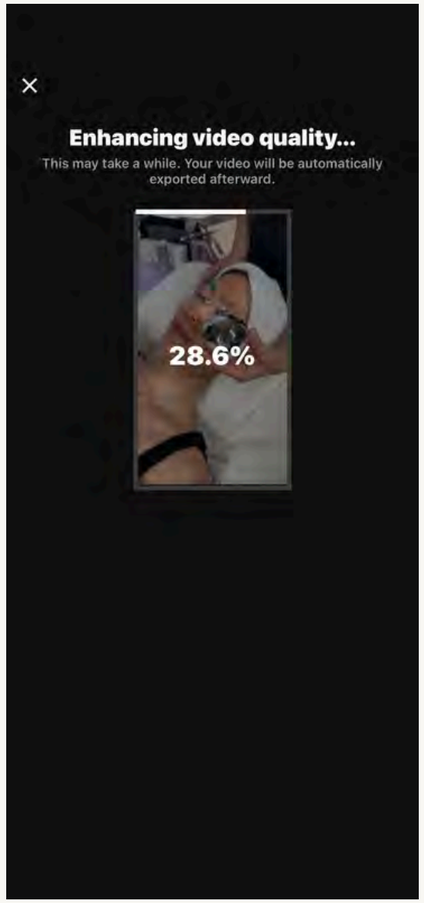
Exporting & Saving

Ready to Export? Don’t Forget!!

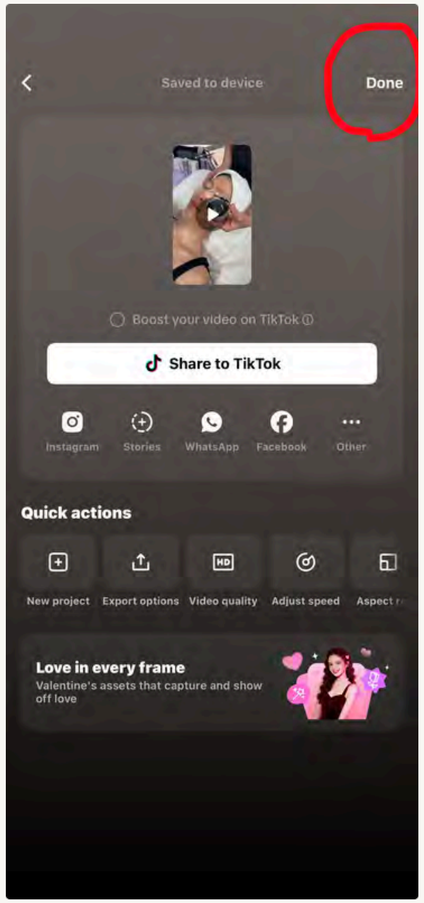
Select Export



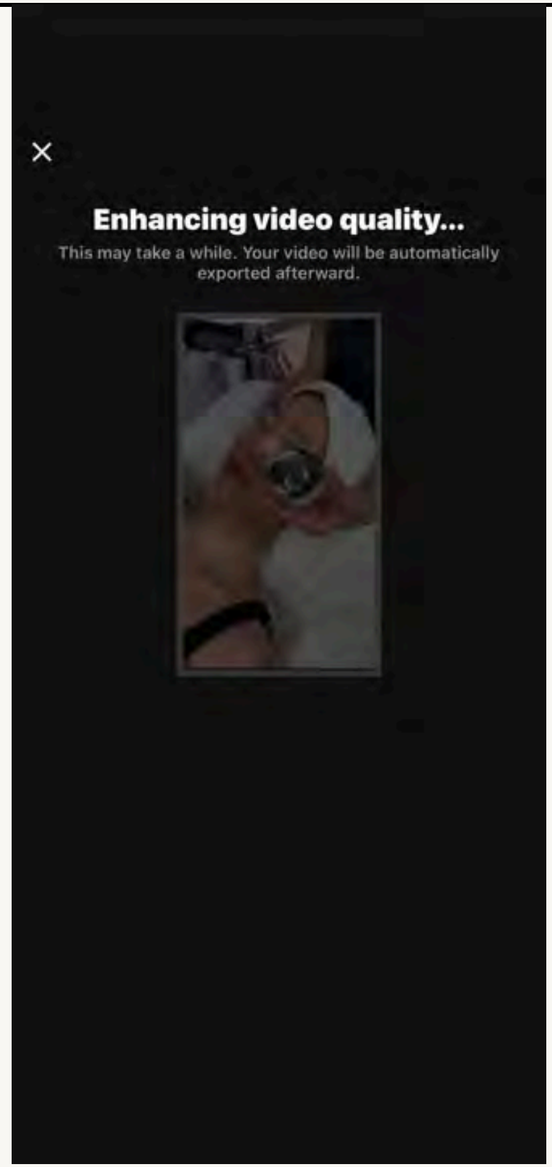
Wait...



Select Done!



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📸 *Reel Cover Photo/Thumbnail*

Don’t Forget Reel Cover/Thumbnail

What is a Reel Cover?

The still image shown on your grid before someone clicks your Reel.

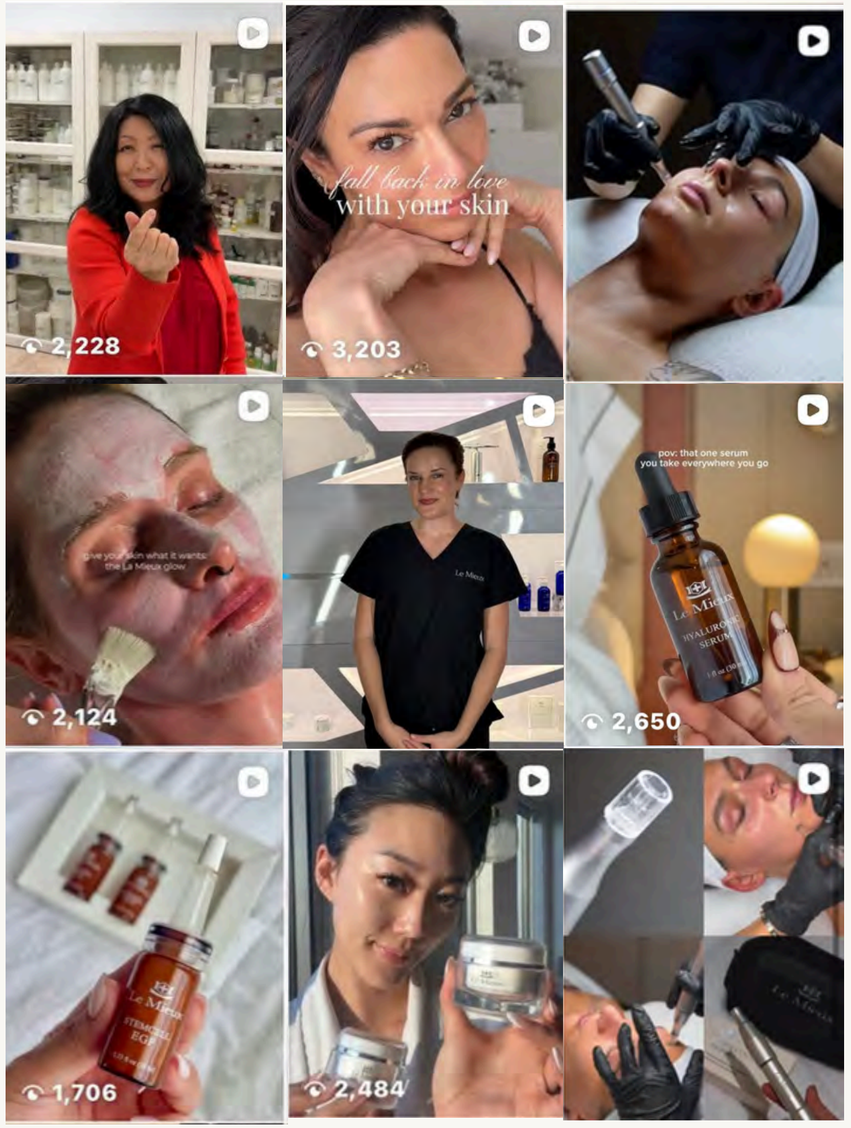
Why it matters

- It’s the first impression on your feed
- It highlights the focal point / hero
- It makes posting faster and easier

Best practice

- Plan your cover before or after filming
- Use a clear, still image
- For facial treatments, choose a clean, intentional frame that highlights a clear shot of facial or end result

A strong cover = more clicks

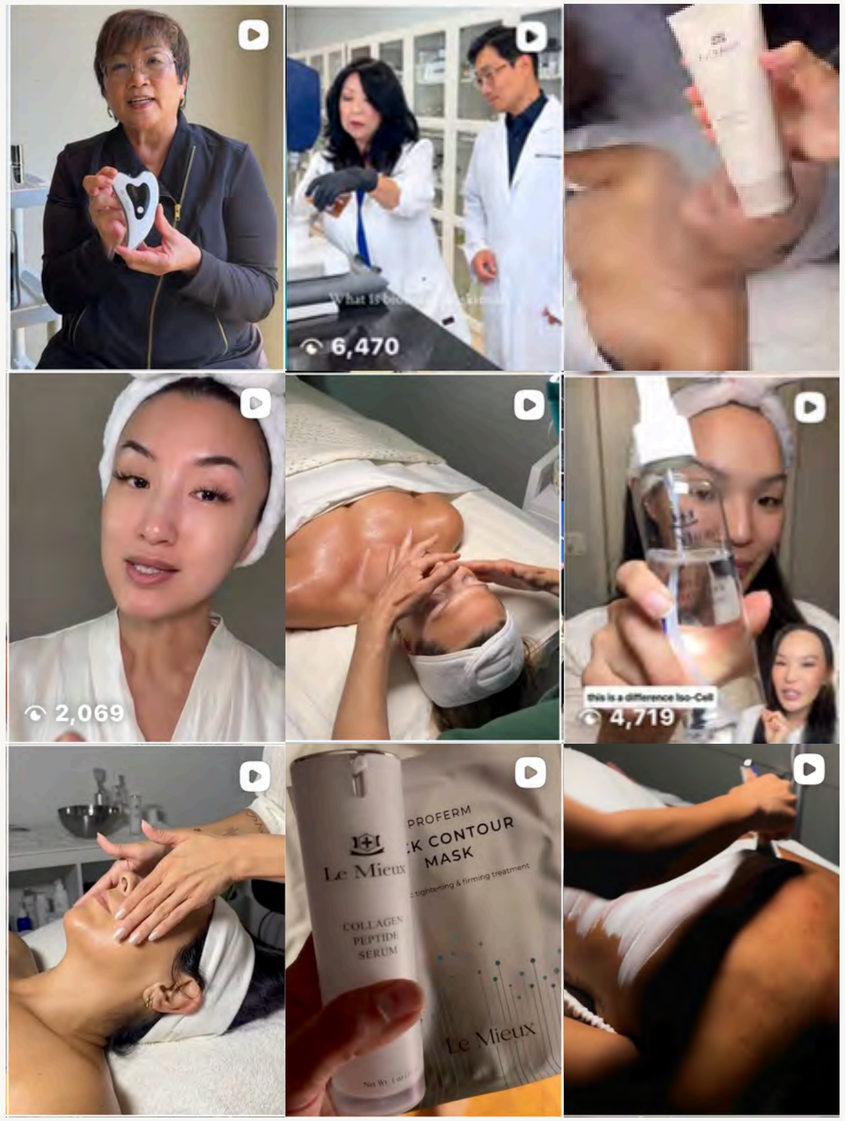


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Step 4: Don’t Forget Reel Cover/Thumbnail

⚠️ WHAT IT LOOKS LIKE WITHOUT A PLANNED COVER

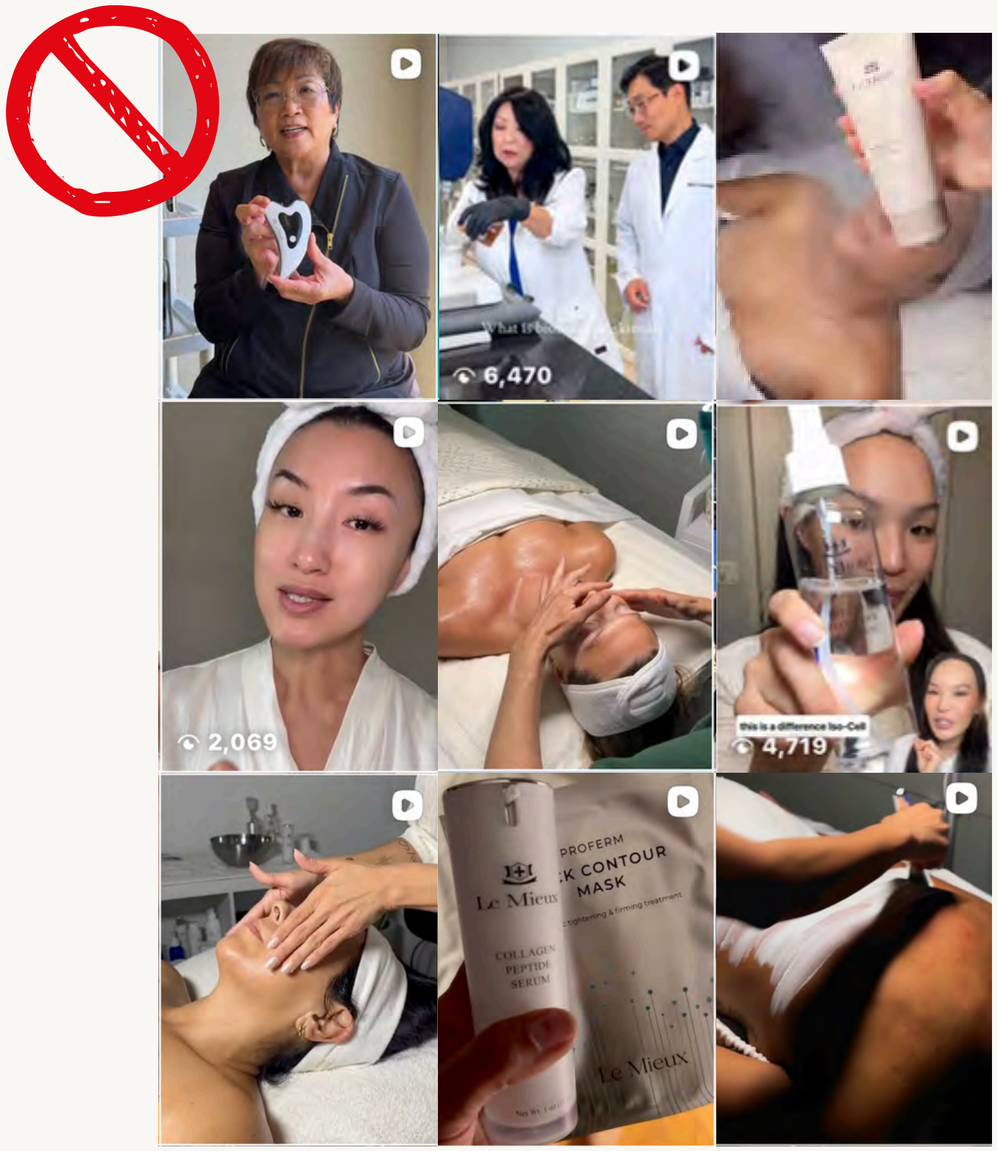
- Blurry screenshot
- Awkward facial expression
- Hands blocking the face
- Mid-application messiness
- Inconsistent grid appearance

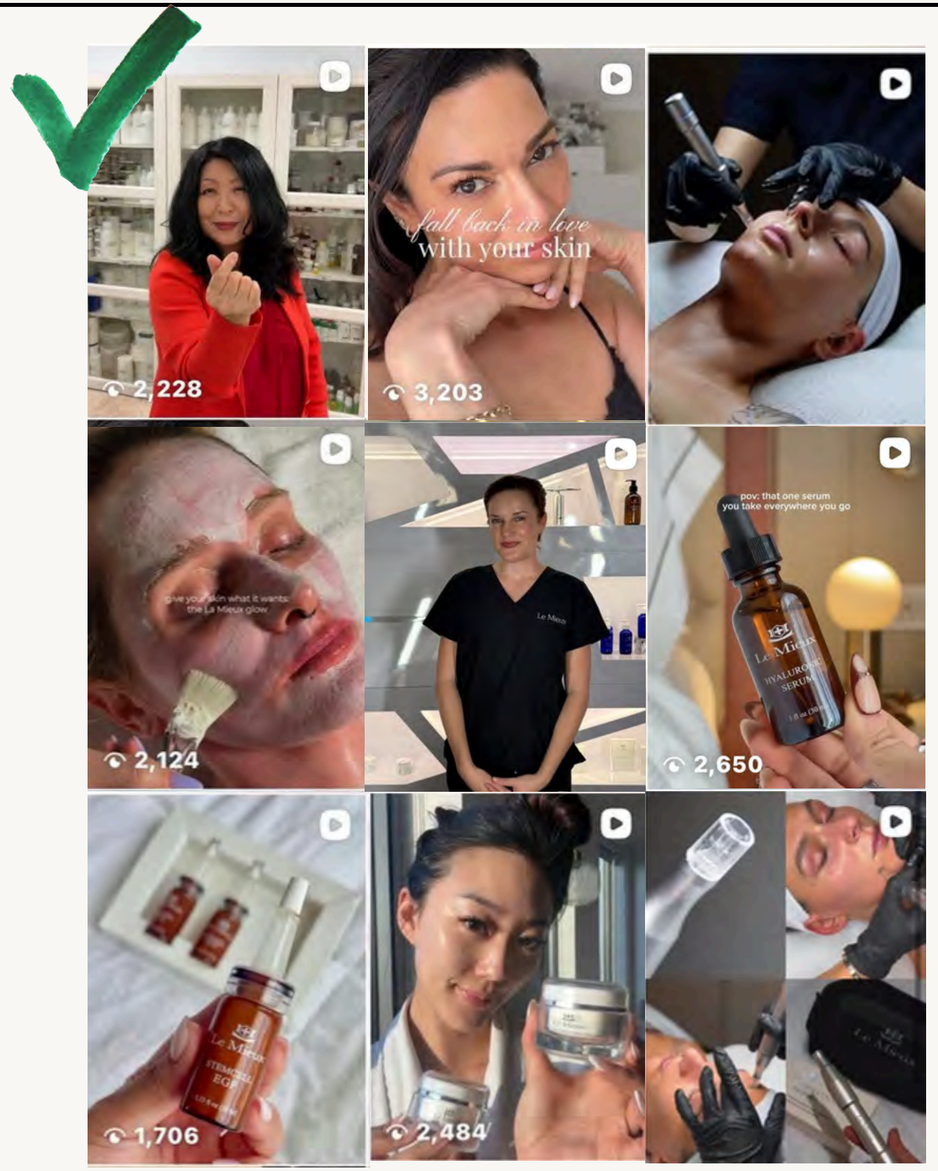


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📸 *Reel Cover Photo/Thumbnail*

Step 4: Don’t Forget Reel Cover/Thumbnail





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📸 *Reel Cover Photo/Thumbnail*

Step 4: How to: Cover Photo By Content Type

UGC / Educational Head-On Video

- Clean your camera lense
- Use vertical framing (9:16)
- Take a still photo of yourself before or after filming
- Neutral background, good lighting
- Calm facial expression (not mid-talk)

Product Content

- Clean your camera lense
- Use vertical framing (9:16)
- Take a clean still photo of the product
- Good lighting, no motion
- Product centered and sharp

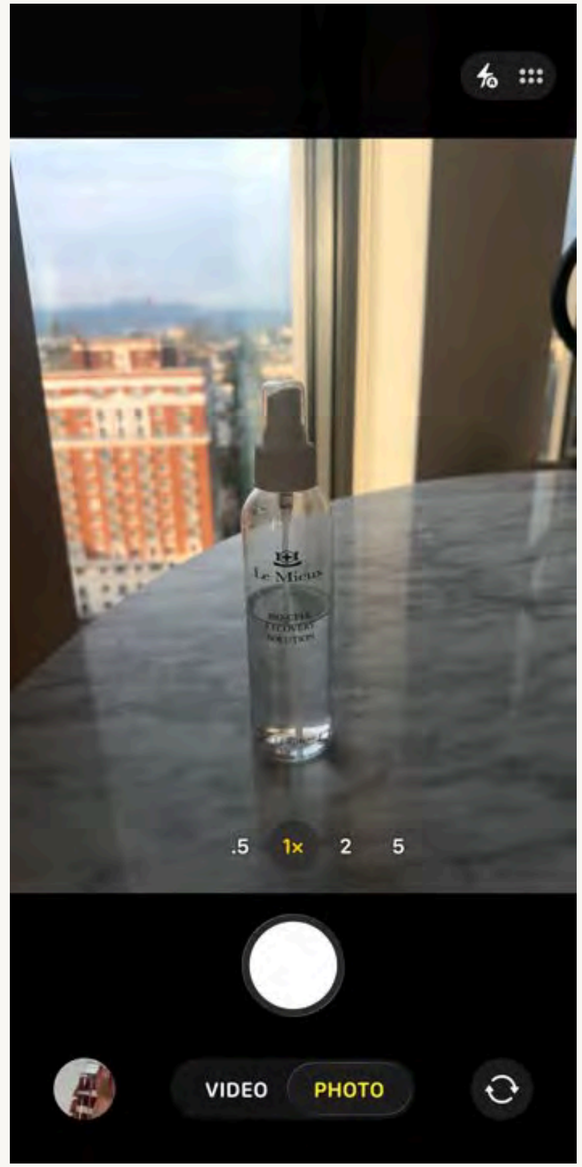
Facial / Treatment Room Content

- Clean your camera lense
- Use vertical framing (9:16)
- Take a still after-treatment photo
- Or option to use a screenshot from video (avoid blurry shot)
- Focus on glow, skin finish, results
- This creates curiosity: “How did they get that result?”

Step 4: How to: Cover Photo By Content Type

How to do this on your phone:

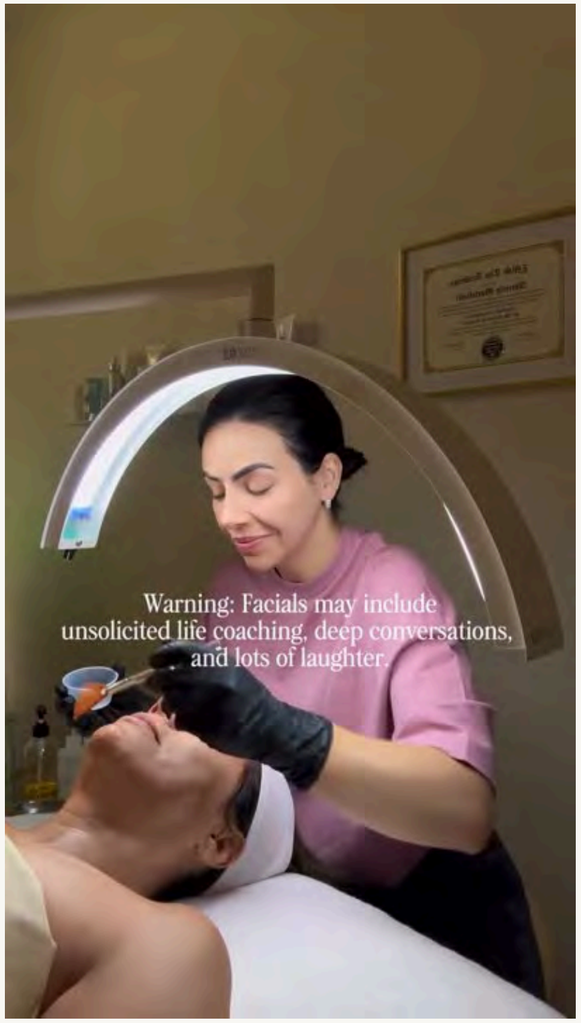
1. Clean your front/back camera lenses
2. Open the Camera app
2. Switch to Photo mode
3. Use vertical framing (9:16)
3. Turn the phone vertical
4. Make sure focal shot is the hero shot
5. Click screen to focus
6. Adjust lighting on Camera
5. Take 1–2 clear photos before recording video

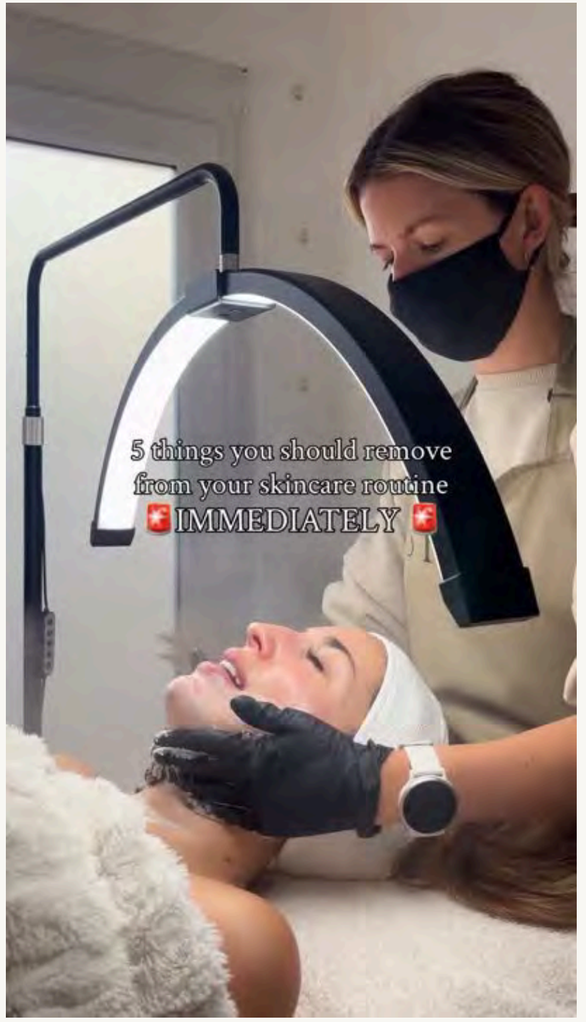


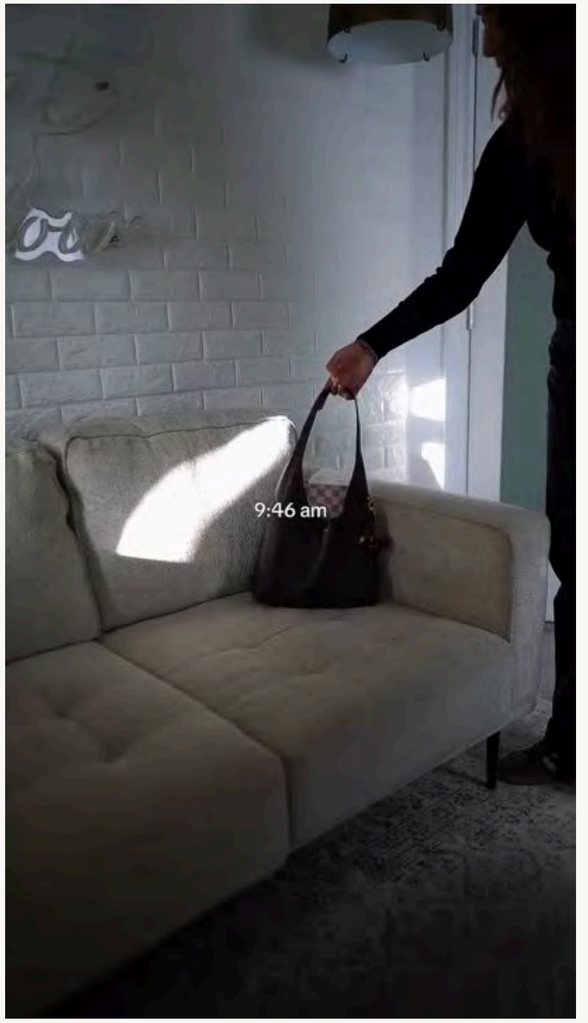
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Most Importantly: **Be Authentic**









100+
Content Ideas

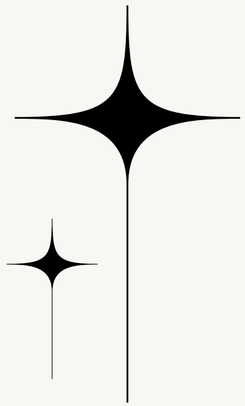
... drumroll please



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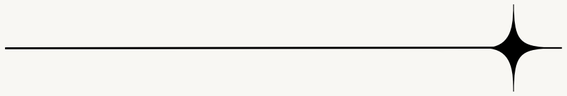
EDUCATIONAL CONTENT

- Skincare basics:
  - What does an esthetician do?
  - What is the role of the skin?
  - How to layer products?
- Ingredient spotlight:
  - GREAT chance to retail
- Seasonal skincare tips
  - How to adjust routines sell services (peels for fall) or products (stronger cleanser for summertime)
- Skin types explained
  - Tip: keep your audience in mind (are they younger or older?, what skin types to THEY have)



- Anti-aging advice
- Acne prevention strategies
- Sensitive skin solutions
- How to brighten skin
- Myth busting
  - Show your expertise
- How to series
  - How to exfoliate at home
  - How to prep your skin for a party
  - How to fix your skin's barrier
- FAQ – questions you commonly receive
- Skincare conferences
  - Take them along to any events or conferences you attend
- Skincare classes and certification
  - Show your dedication to your craft

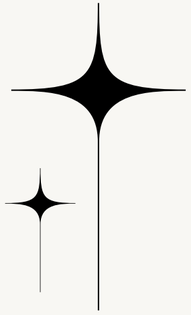




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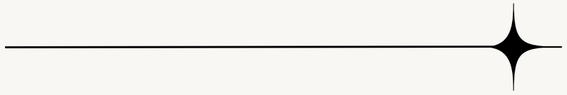
BEHIND THE SCENES CONTENT

- Day in the life
  - Get ready with me for work
  - Get unready with me after work
  - How I set up my treatment room
- Treatment demonstrations
  - Showcase different treatments you provide
- Product selection process
  - Highlight the ingredients and products you retail
- Clinic tour
  - Give a tour of your check in desk, waiting area, treatment room
- Meet the team
  - Introduce your team (even if it’s just yourself, a team of 1 is still a team!)



- Explain equipment and tools
  - Walk through what different tools do
  - Explain who is a good candidate for different tools
- Training or tutorials
  - Show how to use various tools
  - How to Gua Sha at home
  - How to perform extractions
  - How to Dermaplane
- Unboxing videos
  - Do a haul of your Le Mieux products and showcase how you stock your shelves
  - This will show your clients what sells in retail

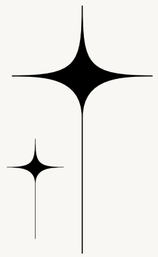




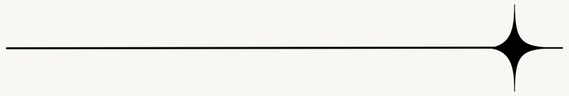
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INTERRACTIVE CONTENT

- Q&A
  - Ask me anything!
  - What's your favorite product?
  - What's some skincare advice?
  - What's your skincare secret?
  - Tip: you can answer your own questions
- Polls
  - Do you prefer gel or cream cleansers
  - How often do you exfoliate? Daily, weekly, monthly,
  - Have you ever tried red light therapy? Yes or no!
- Go Live!
  - Review products
  - Give tutorials
  - Share your story



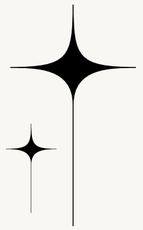
- Contests and Giveaways
  - Offer free treatments, add ons, or free gifts and goodies in exchange for people interacting with your page
  - Ask them to follow, share, tag friends and comment
- User Generated Content
  - Ask your clients to provide testimonials or reviews - have them take a post facial selfie!
- Skincare challenges
  - Showcase a before and after of 2 weeks regular usage of TGF-B Booster
- Offer virtual consultations
- Ask for feedback in your captions
  - Ask people to share in the comment section



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INSPIRATIONAL CONTENT

- Skincare quotes
  - Motivational quotes
  - Quotes about beauty
  - Quotes about confidence
  - Quotes about self-love
- Behind the success
  - Share your achievements
- Your vision and mission for your practice
- Community involvement—how do you engage with your community

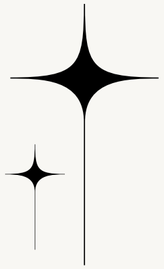


- Highlight causes you support whether that be sustainability, the environment, helping other people and groups, mental health
- Share your personal journey as an esthetician
  - Why did you sign up for school?
  - Who inspired you to become an esthetician
- Your favorite book, podcast, fellow esthetician
- Celebrating skin positivity/inclusivity
  - Make sure your space is safe and welcome to everybody!

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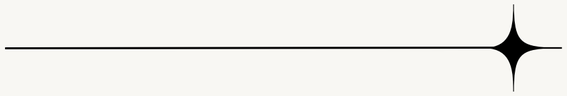
FUN & ENGAGING CONTENT

- This or That?
  - Create interactive stories asking people what they prefer
  - Daytime or nighttime skincare?
  - Clay mask or sheet mask?
  - Red light or radio frequency?
- Guess the product
  - Show a super close-up of a product and have your audience guess what it is!
- Skincare routine bingo
  - Create a bingo card and ask your audience to participate
- Memes!
- Starter Packs
- Skincare Horoscopes
- Quick and Easy Beauty Hacks



- Monday Motivation (inspirational quote, y our goals for the week)
- Tuesday Tips (skincare tips)
- Wednesday Check Ins (show what you're working on this week)
- Throwback Thursdays (old skincare trends)
- Fun Fact Fridays (ingredients, skin science)
- Self-Care Sundays (at home skincare)





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LIFESTYLE & WELLNESS CONTENT

- What to eat and drink for healthier skin
  - Fish for fatty acids
  - Dark leafy greens for anti-oxidants
  - Avocados for vitamin C and E
  - Walnuts for essential fatty acids and zinc, which helps reduce inflammation and wound healing
- How exercise can help you have better skin
  - How exercise can boost circulation
  - Sweating out toxins in your skin
- How stress and skin health are related
  - How stress can impact your skin barrier
  - Is stress related to skin aging?
- What sleep does to our skin
  - Skin cell regeneration happens at night!
  - Reasons to sleep for 8 hours a night
  - How sleeps boosts hydration
- Drinking water and hydration
  - Water and improved skin tone
  - Water and skin elasticity
  - Water and reduced puffiness
- Non skincare related beauty products that improve skin health
  - Supplements
  - Silk pillow cases
  - Buying a nail brush

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TRENDS & INNOVATION CONTENT

- Trendspotting
  - New ingredients
  - Innovative applicators and devices
  - New practices like massage techniques
- Skincare technology
  - Apps Think Dirty, INCI, Yuka app
  - AI Technology
- Skincare tools
  - Booster wands, red light therapy, cooling eye wands
- Global wellness trends
  - K Beauty, A Beauty, French Beauty
- Celebrity skincare routines
  - Rate them, debate them!

- What's new?
  - New brands being launched, new acquisitions, new founders
- Clinical study summaries
  - Read up on medical journals
  - Recap news articles of skincare findings
- Brands doing cool things
  - Le Mieux launching new serums!

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HOLIDAY CONTENT

January
- 1/1 New Years Resolutions
- 1/8 National Winter Skin Relief Day

February
- 2/13 Galentine's Day
- 2/14 Valentine's Day

March
- 3/7 International Women's Day
- 3/29 Eid

April – Stress Awareness Month
- 4/20 Easter
- 4/22 Earth Day

May
- 5/11 Mother's Day
- 5/12 Women's Health Week
- 5/26 National Safe Sun Week

June – Acne Awareness Month
- 6/15 Father's Day
- 6/20 International Selfie Day
- 6/23 National Hydration Day

July
- 7/4 Fourth of July
- 7/8 National Love Your Skin Day
- 7/24 Self Care Day

August
- 8/15 Men's Grooming Day

September- Skincare Awareness Month
- Back to School

October
- 10/15 National Esthetician Day
- 10/20 Diwali
- 10/31 Halloween

November
- 11/11 Veteran's Day
- 11/25 Thanksgiving

December
- 12/25 Christmas
- 12/25-1/2 Chanukkah
- 1/26-1/1 Kwanza

Le Mieux
PROFESSIONAL

Thank *You*

SCAN FOR SURVEY
& CERTIFICATE