

John Malek Clipping Campaign

John Malek Clipping Guide

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① WHO IS JOHN MALEK

John Malek is an entertainment creator — unfiltered, real, and unpredictable. He is not a charity guy. Charity and giveaways are one part of who he is. His actual brand is built on being funny, controversial, and authentic. Think raw storytelling, reaction moments, and the kind of content that makes people stop mid-scroll.

The audience follows him because he doesn't perform — he just exists on camera and things happen.

- **Primary pillars:** Entertainment, Humor, Controversy, Real/Unfiltered Moments
- **Secondary pillar:** Charity, Giveaways, Generosity
- **Tone:** Casual, raw, slightly chaotic, genuinely funny

Your job as a clipper is to make people feel something — laugh, be shocked, want to share it.

② CAMPAIGN RULES

Platforms

- TikTok
- Instagram Reels
- YouTube Shorts

Page Requirement

- Branded page — **dedicated to John Malek content only**

- For your clip submission approval - Only follow @johnmalek on that dedicated page.
- No multi-creator theme pages
- Page must have a profile picture and bio set up before submitting

Audience Requirement

- **Minimum 50% Tier-1 audience** (US + UK count as Tier-1)
- Lifestyle pages are acceptable if 40%+ of your audience is US

Bio Requirement

- Must tag @johnmalek on TikTok
- Must tag @johnmalek on Instagram + include link to his Instagram in bio
- Must tag @johnmalek in bio on YouTube

Caption Requirement

- Captions must feel native to the platform (short + punchy on TikTok, slightly longer hook on IG)
- Tag @johnmalek in every caption
- tag @johnmalek in the comments for more exposure

③ NEVER DO ANY OF THESE

- No **AI edits** (no Opus Clips, no CapCut auto-captions with AI voice)
- No **aura / glow / skull / brain rot overlays**
- No **music-only clips** with no voice or story

- No **misleading thumbnails or titles** that misrepresent what happens in the clip
 - No posting the **same clip twice** on different accounts
 - No **competitor creator branding** anywhere in the video
 - Do not post clips that **make John look bad without context** — if something looks controversial, the full context must be in the clip.
 - **Text Overlay clips cannot exceed 50% of your total account views**
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What to Look For When Clipping

- Moments where John says something surprising or unpredictable
 - Physical reactions — someone getting a gift, John doing something unexpected
 - Sus or slightly controversial moments that aren't malicious — just real
 - Any time the energy shifts fast (calm → chaos, or serious → funny)
 - Clips under 60 seconds perform best — aim for 20–45 seconds on TikTok
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④ CONTENT STYLE GUIDE

Type 1 — Talking Head / Raw Moment

- Clip John talking directly to camera — opinions, stories, reactions, confessions
- Look for moments where he's being real, funny, or unexpected
- Let his personality carry the clip — minimal text overlays needed
- Reference account (study his style here): [@malektalks on Instagram](#)

Type 2 — Giveaway / Charity / Reaction

- Clip the best reaction moments, not just "he gave money" — find the story
- Hook with the emotion: shock, disbelief, tears, laughter
- Do not clip the setup. Clip the reaction and work backward if needed
- Giveaway reel example: [Giveaway Reel](#)

- Giveaway reference account: [@winwithmalek on Instagram](#)

Type 3 — Viral B-Roll Clipping

- Short atmospheric or action cuts from his vlogs — no talking, just visual moments
- Use as hooks at the start or cutaways within a longer clip
- Works best paired with a strong text overlay or audio
- Raw footage drive (uncut vlogs + B-roll): [Raw Drive](#)

Content Mix

- Text Overlay (meme style)
 - Talking Head / Raw
 - Giveaway / Charity
 - Viral B-Roll
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⑤ JOHN MALEK'S TOP PERFORMING VIDEOS

Study these before you start clipping. Know what got views and why.

- Top Video 1: <https://www.youtube.com/shorts/ft5i8eiM2aQ>
 - Top Video 2: <https://www.instagram.com/reel/DOpBBuTku8g/>
 - Top Video 3: <https://www.youtube.com/shorts/bEEH8ZDZQh0>
 - Top Video 4: https://www.youtube.com/shorts/simkMJ_hj80?feature=share
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⑥ COMPETITOR REFERENCE VIDEOS

Study how creators in the same niche get views. These clips show the formats and hooks that work.

MrBeast — Giveaway / Reaction

- [Browse MrBeast Shorts](#) — look for giveaway and reaction clips
- Long-form ref: [I Gave People \\$1,000,000 But ONLY 1 Minute To Spend It! \(241M views\)](#)

ThatWasEpic — Reaction / Street Content

- [Browse ThatWasEpic Shorts](#) — look for street giving and reaction clips
- Search on their channel: "Giving People \$2021 To Start Off The Year" and "Paying Strangers Rent"

Josh Paler Lin — Charity / Social Experiment

- [Browse Josh Paler Lin Shorts](#) — look for homeless and giving experiment clips
- Long-form ref: [How Does A Homeless Man Spend \\$100? \(52M views\)](#)

Ryan Trahan — Storytelling + Challenge Format

- [Browse Ryan Trahan Shorts](#) — look for penny challenge moments
- Long-form ref: [I Survived On \\$0.01 For 30 Days \(30M views\)](#)

ZHC — Large-Scale Giveaway / Customization Reaction

- [Browse ZHC Shorts](#) — look for reaction moments when giving away custom items
- Long-form ref: [I Surprised Charli D'Amelio With 20 Custom iPhones! \(113M views\)](#)

Steven Schapiro — Giving Back / Real Moments

- [Browse Steven Schapiro Shorts](#) — look for \$500 ticket and giving clips
- Long-form ref: [Giving Strangers \\$500 Tickets.. \(734K views\)](#)

Mr. Thank You — Emotional Reaction Content

- [Browse Mr. Thank You Shorts](#) — look for street giveaway reaction clips
- Long-form ref: [Gives Away \\$20,000 To Random People On The Street](#)

⑦ ASSETS

- Source Channel (clip from here): youtube.com/@johnmalek3
- Raw Drive (uncut vlogs + B-roll): [Open Raw Drive](#)

Additional Reference Clips (study these)

- [Text Overlay Meme Reel Example](#)
 - [Giveaway Reel Example](#)
 - [TikTok Example 1](#)
 - [TikTok Example 2](#)
 - [TikTok Example 3](#)
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⑧ PAY RATE & BUDGET

YouTube and TikTok:

- **CPM Rate:** \$1.00 per 1,000 views
- **Minimum Payout:** \$5.00
- **Maximum Payout per Video:** \$300.00

Instagram:

- **CPM Rate:** \$2.00 per 1,000 views
- **Minimum Payout:** \$10.00
- **Maximum Payout per Video:** \$300.00

Total Campaign Budget: \$30,000

⑨ REGISTER & PAYOUTS

- Submit all clips through **Content Rewards**
 - Campaign link: ([Click Here](#))
 - Payouts are processed through Content Rewards on their standard schedule
 - Do not DM asking about payment status — check Content Rewards dashboard first
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⑩ NEED HELP?

- Post in the campaign chat with your question
- For payout issues: submit a support ticket through Content Rewards
- For clip approval issues: tag a campaign manager on whop