OZ ALI

CAMPAIGN GUIDELINES

A simple set of standards for campaign participants turning one approved Oz Ali podcast episode into high-quality short-form content for a Tier 1 audience.

SOURCE One approved YouTube episode	**ACCOUNT TYPE** Dedicated accounts only
PRIMARY GOAL Create clips people want to watch and grow Oz Ali's personal brand.	**PLATFORMS** TikTok • Instagram Reels • YouTube Shorts

AUDIENCE

60% TIER 1 AUDIENCE (US, UK, CANADA)

At least 60% of views/audience must come from Tier 1 countries to qualify.

30% UK AUDIENCE REQUIRED

Within that 60% Tier 1 audience, at least 30% must be UK audience to qualify for approval.

01 / CAMPAIGN RULES

- Approved source — Only this episode may be used.
- Clips from any other Oz Ali content will not qualify unless approved.
- Dedicated accounts only — Use a dedicated Oz Ali-themed account rather than a personal account.
- Do not use the word 'clipping' in the account name.
- Do not impersonate Oz Ali or make the page look like an official account.
- 60% Tier 1 audience only — At least 60% of views/audience must come from Tier 1 countries.
- Submit to Whop within 30 minutes — Every video must be submitted within 30 minutes of being posted.

PLATFORM ELIGIBILITY

TikTok • Instagram Reels • YouTube Shorts • Facebook Reels*

*Where enabled in the Whop campaign.

MANDATORY PLATFORM TAGGING

Platform	Required tag
TikTok	@Ozaliofficial
Instagram	@Ozaliofficial
YouTube	@ozali1332

CONTENT STANDARD

- Vertical 9:16 format
- Ideally 15–60 seconds
- Strong hook in the first 1–3 seconds
- Show Oz Ali clearly near the opening
- Clear, accurate subtitles
- Clean cuts and clear audio
- Remove unnecessary pauses and filler
- Focus on the strongest moments

Relevant B-roll, images, zooms, transitions, sound effects and background music are allowed where they improve the edit.

02 / CREATIVE DIRECTION

Business — Entrepreneurship, e-commerce, making money, business lessons

Story — Success, failure, personal experiences, lessons learned

Mindset — Discipline, motivation, resilience, personal development

Opinion — Strong takes, surprising statements, interesting or controversial moments

TIER 1 AUDIENCE DIRECTION

- **60% TIER 1 AUDIENCE REQUIRED. 30% UK (UNITED KINGDOM) AUDIENCE IS REQUIRED WITHIN THIS 60% FOR APPROVAL.**
- Use natural English-language captions, hooks and context that make sense to a Tier 1 audience.
- Do not deliberately optimise or distribute the content for audiences outside Tier 1 countries.

CAPTION & CTA REQUIREMENTS

Captions should relate directly to the clip and help viewers discover more from Oz Ali. The correct platform tag is mandatory.

Suggested CTAs

- Follow @Ozaliofficial for more.
- Watch the full conversation on YouTube @ozali1332.
- More business and e-commerce content from @Ozaliofficial.
- Follow Oz Ali for more business, mindset and entrepreneurship content.

03 / ASSETS

APPROVED SOURCE

Only this episode may be used:

youtube.com/watch?v=x5JwJRco9jk&t=2s

Clips from any other Oz Ali content will not qualify unless approved.

04 / APPROVAL STANDARDS

The campaign rewards strong, genuine content aimed at a Tier 1 audience. Low-effort, misleading, manipulated or late submissions will not be approved.

CONTENT INTEGRITY

- Do not change the meaning of what Oz Ali says.
- Do not create fake quotes, fake claims or false financial statements.
- No AI voice cloning or deceptive synthetic content.
- Do not use misleading edits that misrepresent Oz Ali.
- Do not repost another creator's finished edit.
- Do not use content from an unapproved source.

⚠ IMPORTANT — ZERO-TOLERANCE ENGAGEMENT RULES

BOTTED VIEWS / FAKE ENGAGEMENT WILL BE REJECTED.
No purchased views, bots or view manipulation. No fake followers, bought likes or bought comments. All traffic and engagement must be genuine.

ENGAGEMENT, AUDIENCE & SUBMISSION RULES

- **60% TIER 1 AUDIENCE REQUIRED. 30% UK (UNITED KINGDOM) AUDIENCE IS REQUIRED WITHIN THIS 60% FOR APPROVAL.**
- Content must be aimed at viewers in Tier 1 countries.
- Submissions with less than 60% Tier 1 audience may be rejected.
- Every video must be submitted to the Whop campaign within 30 minutes of being posted.
- No purchased views, bots or view manipulation.
- No fake followers, bought likes or bought comments.
- All traffic and engagement must be genuine.
- Posts must remain public and accessible for verification.

COMMON REJECTION REASONS

Late Whop submission — Submitted more than 30 minutes after posting.

Below Tier 1 threshold — Submission reaches less than 60% Tier 1 audience, or less than 30% UK audience within the 60% Tier 1 audience.

Incorrect tag — Oz Ali's platform-specific account is missing or tagged incorrectly.

Wrong account type — Submission comes from a personal or unrelated-content account.

Account naming — Uses 'clipping' or is presented as an official Oz Ali account.

Wrong source — Clip uses footage outside the approved YouTube episode.

Low-quality edit — Weak opening, sloppy cuts, poor audio or inaccurate subtitles.

Stolen / duplicated edit — Another creator's completed edit has been copied or reposted.

Artificial engagement — Views or engagement appear purchased or manipulated.

Misleading content — Edit changes the meaning of the original conversation.

QUALITY OVER QUANTITY

The goal is to create clips that make Tier 1 audiences want to discover more about Oz Ali and watch more of his content.