CREATOR BRIEF · SHORT-FORM VIDEO

Takallam

What Takallam is

Takallam is an AI app that gets you speaking Arabic from day one, not just memorising words. You practise real conversations out loud with Hudhud, our AI teacher, and it helps you when you get stuck. Most of our users learn Arabic to understand the Qur'an and their own salah.

How we work together

Test period

We start with a fixed fee per video, as in your agreement. If it works for both sides, we talk about something longer.

One deadline per video

Every video has a date. You send it by that date, and it goes live the week after. We send a reminder midweek.

Feedback, not meetings

No weekly calls. You get feedback on each video in your channel, and a short summary each week.

Getting started

1. **Sign your agreement**
   It sets your fee, your videos and your dates.

2. **Join Slack**
   You get a private channel with the team. Everything about your videos happens there.

3. **Use the app first**
   You get a free creator access link to Takallam Pro. Open it on your phone and practise for a few days before you film. It shows on camera.

4. **Film your video**
   Pick one of the two formats below.

5. **Send it before you post**
   Upload the finished video in your channel by the deadline. We reply within 24 hours.

6. **Post it**
   Add @takallamai as collaborator.

7. **Send us the link**
   The same day you post. Keep your Takallam videos up.

Formats

Tap a format to open it.

1

FIXED FORMAT · COPY IT EXACTLY

Day 1 vs Day 7



Film yourself speaking Arabic on day 1, then again on day 7 after using Takallam. Let the progress do the talking.

1. Day 1: short and basic
2. Day 7: clearly better
3. Day 1 and Day 7 in a different place and different clothes
4. Captions: English small, Arabic large
5. The app on screen at the end

The example is another language app (French). Copy the structure, not the app or the language. Same place and same clothes on both days looks staged, and people notice.

2

OPEN FORMAT · YOUR IDEA, YOUR STYLE

Make it yours

Sketch, story, trip, reaction: anything works. Swipe through how other creators did it.



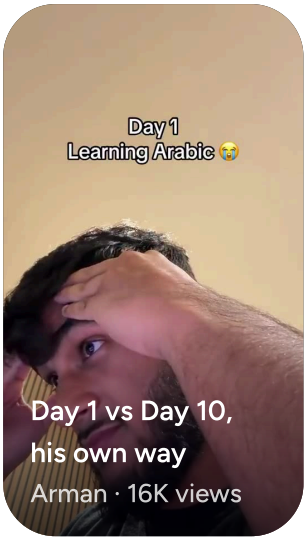
Bro was struggling
@takallamai · 633K views



First day in Arabic class be like
@takallamai · 15K views



When the non-Arab uses the lingo
@takallamai · 21K views



Day 1 vs Day 10, his own way
Arman · 16K views



Asking for the masjid
DeenTour · 16K views

Three rules

1. Mention Takallam
2. Within the first 15–20 seconds
3. Show the app

Aa

FOR EVERY VIDEO

Captions & brand kit





Captions

Poppins Bold, ALL CAPS, white with a black outline. TikTok's



DO One short line, the spoken word highlighted, below the face.



DON'T Several colours at once, glass cards, glow, italics, white boxes.

default captions work too.

Arabic

Above the English, in Noto Naskh Arabic with full vowel marks, about 1.7× bigger. Qur'an verses in Uthmanic Hafs.

Highlight

The spoken word lights up, one at a time. Pick one colour and keep it all video:

- Orange
- Yellow
- Teal

Placement

2–5 words per line, centred just below your face. Keep the top 12% and bottom 25% clear.

End card

Teal #35605A with the app icon and "LEARN ARABIC BY SPEAKING IT", 1.5–2 seconds. The logo goes there and nowhere else.

تكلم

Download the Takallam logo

The app icon (PNG), for your end card. ↓

Videos that miss the rules aren't posted. If something's unclear, ask before you film. It saves you a reshoot.

✅ Do's & don'ts

DO

- Add Takallam AI as a collaborator when you post 🤝
- Send us your video for a quick review before it goes live 👀
- Mention Takallam in the first 15–20 seconds
- Film Day 1 and Day 7 in a different place and different clothes

DON'T

- Use background music 🎵
- Use AI-generated Qur'an recitation
- Promise things like "fluent in 7 days"
- Buy views or boost the post

Posting

End every video with one of these.

DM AUTOMATION

“Comment ‘Arabic’ and I'll send you the link.”

LINK IN BIO

“Just click the link in bio.”

GENERAL

“Download Takallam AI on the App Store or Google Play.”

Caption (use as inspiration)

Learning Arabic is HARD... but a lot easier with the right tools

It took me years to become fluent, alhamdulillah

But now you can start speaking Arabic in ONE day

The brothers at Takallam have built an amazing app, powered by AI, that gets you speaking from day one, not just memorising words

Comment "Arabic" and I'll send you the link 👇

When you post

- Post the same video on **TikTok and YouTube Shorts** too
- Send us the links the same day

💚 Got a question?

We're here whenever you need us! Ask in your Slack channel, or drop Simon a WhatsApp message and we'll get right back to you.

We're genuinely so excited to see what you create. Have fun with it! 🎬✨

The Takallam AI team 💚