SellReel

The complete SellReel guide

Every feature, step by step: from a few photos or clips to a finished ad for WhatsApp Status, TikTok, Reels and Marketplace.

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1. One page: the editor

SellReel opens straight into the editor. Everything happens on this one page, and you see your video as it will look.



The editor: clips on top, tools below

- **At the top left:** the ⋮ menu and the folder for My videos. **At the top right:** **Make video**, which makes the finished video file.
- **Clips across the top:** **Add** first, then **Photo 1**, **Video 2**… and **End** for the end card. Tap a clip to work on it. Each text belongs to the clip it's on.
- **On the video:** with no texts yet, tap the video to write one. Drag a text to move it, pinch to resize, twist two fingers (or drag the blue dot) to turn it, and tap a selected text to change the words. The red cross deletes it, and **Undo** brings it back.
- **Zoom in:** pinch on empty space to zoom the canvas, for careful placing.
- **Tools along the bottom:** swipe the row to see them all. Tap a tool to open it; tap it again to close it.

The tools, in order

The ones you use every time come first:

- **Play** plays the whole video right there, with music. A progress line shows while it's being prepared.
- **AI ad**, **Text**, **Price**, **Music** and **Templates**.
- **Trim** for the video on screen, or **Studio** for the photo on screen: only the one that fits the clip shows.
- **Captions**, **Look**, **Sticker** and **React**.
- Further along: **Link**, **New stock**, **Voice**, **Frame**, **Video** (shape and size), **Picture** and **Brand**.

Your work is saved as you go.

2. Add your clips

Every video starts with your photos and short videos of the product.

1. Tap **Add**, the orange chip at the start of the clips along the top.

2. Choose **Videos from my phone** or **Photos from my phone** (you can pick several at once), **Record a video** or **Take a photo**.
3. They play in the order along the top. To move or remove one, tap it, then tap it again: choose **Move earlier**, **Move later** or **Remove**. A removed clip goes with its texts; **Undo** brings them back.

Free videos hold 2 videos and 2 photos; Pro holds 10 of each.

Tip: photos get a slow zoom, so a few good photos already make a lively video. Shoot in daylight, close to the product. A messy background? Make it a studio photo.

3. AI ad

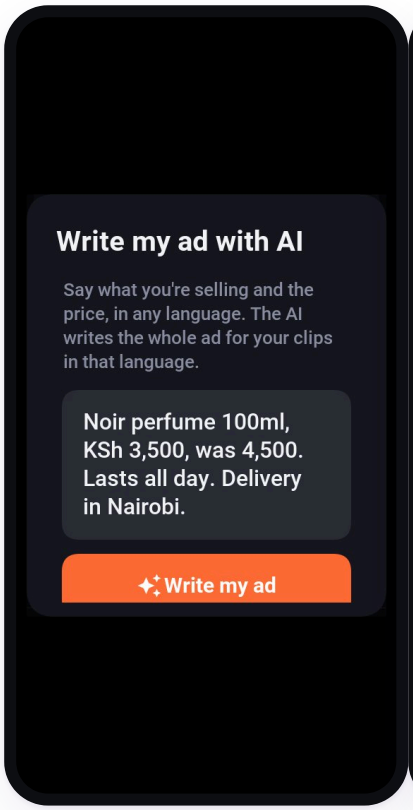
Say what you sell. The AI looks at your clips and writes the whole ad.

1. Add your clips, then tap **AI ad** along the bottom.
2. Say what you're selling, the price, and anything buyers should know, for example *"Noir perfume 100ml, KSh 3,500, was 4,500. Delivery in Nairobi."*
3. Tap **Write my ad** and wait a few seconds.

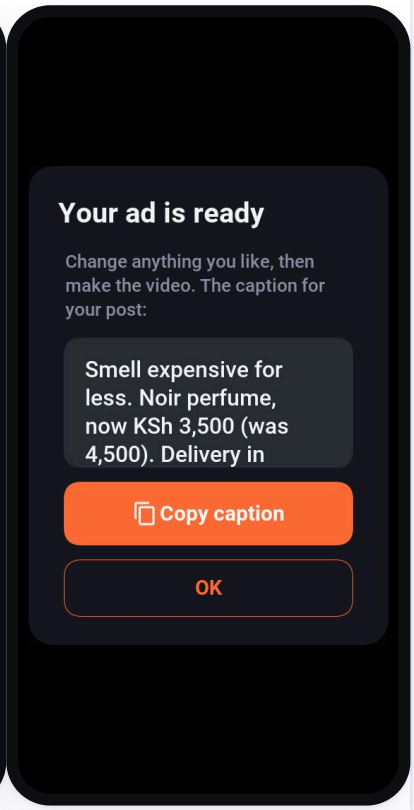
The AI writes:

- a **hook** on the first clip that stops the scroll,
- **words for each clip**, about what that clip shows,
- the **price tag**, with the old price crossed out when you give one,
- **reactions** and pointers where they fit, and a news **ticker** with Pro,
- the **voice-over**, and the **end card's** headline and call to action,
- a **caption with hashtags** for your post, and the music.

It all appears on your video. Change anything you like, then make the video.



Say what you're selling



Ready, with the caption for your post

Three versions

The AI also writes two other openings: one that leads with the price, one with the problem it solves, one with proof. Tap **Make 3 versions** Pro to make a video of each, post them, and see which one sells.

Any language

Write in English, Swahili, Sheng, French or any language: the ad comes back in the same language, the same way you write it.

The caption: tap **Copy caption**, or just share the video later: the caption is copied for you, ready to paste in your post.

Your first 3 AI ads are free; Pro writes up to 30 a day. It needs the internet. If your video already has texts, the AI's ad replaces them (it asks first).

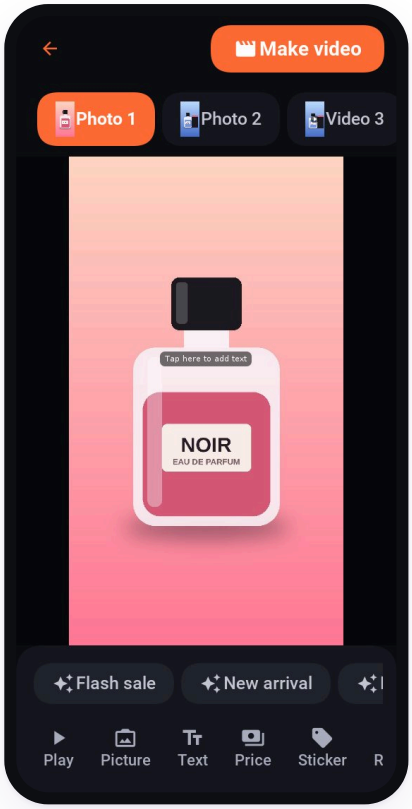
4. Templates

A finished design in one tap, or your own, saved for next time.

1. In the editor, tap **Templates**.
2. Tap a ready-made one (*Flash sale*, *New arrival*…) to put its texts, look and music on your video. It asks first if your video already has texts.
3. Made a design you like? Tap **Save current**, give it a name, and it appears in the row for your next videos. Tap one of your own to use it or delete it.

Two ready-made templates are free; all 11 come with Pro. Some also set how long each clip plays and how it moves, an effect, or beat zoom: *Fast cuts*, *Unboxing*, *Before and after*, *Luxury*, *Customer favourite* and *3 reasons to buy*.

Tip: save one template per kind of post (new stock, sale, delivery day) and every video takes seconds.



Templates along the bottom

5. New stock video

Selling several products? One video shows them all, each with its name and price.

1. Add a photo or video of each product, in the order you want them.
2. Tap **New stock** along the bottom.
3. Type a headline (*New stock* to start), and under each product its **name** and **price**. Leave a box empty to show nothing there.
4. Choose how long each product shows: 2, 3 or 4 seconds. Tap **Put them on my video**.

The headline goes at the top of the first product, and each product gets its name and a price tag. Open it again next week to change the prices: the names and prices you typed are filled in. It's all made on your phone.

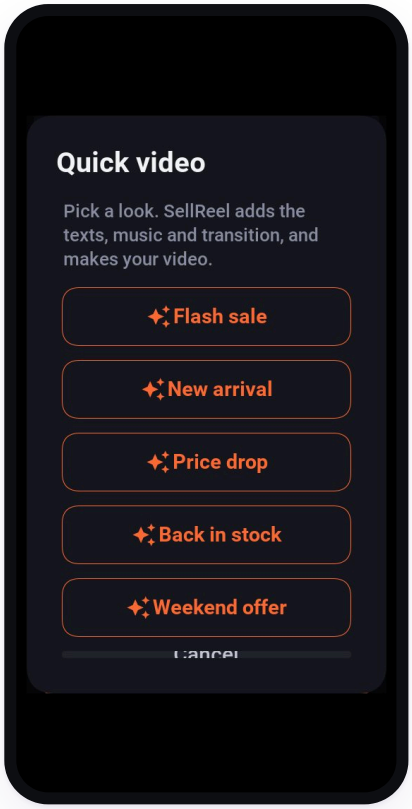
Tip: make each product a studio photo first, and your stock list looks like a catalogue.

6. Quick video

Short on time? Pick a look and the video is made for you.

1. Add your clips, then open the ⋮ menu and tap **Quick video**.
2. Pick a look: *Flash sale*, *New arrival*, *Price drop*, *Back in stock* or *Weekend offer*.
3. Type the price when asked. SellReel adds the texts, music and transition, and makes the video.

The first two looks are free; the others come with Pro.



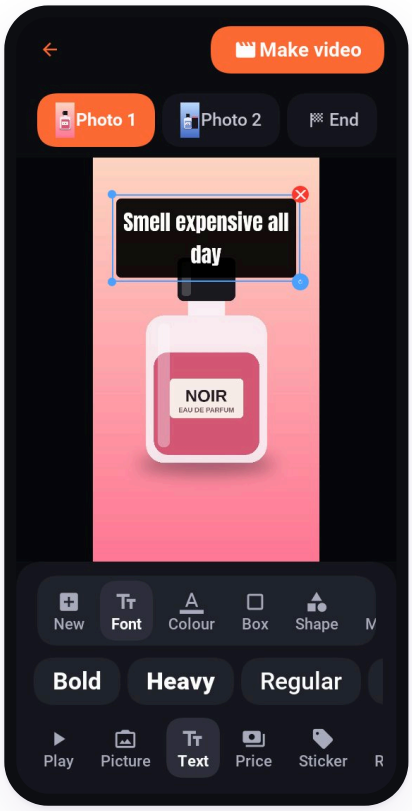
Pick a look

7. Texts and their style

Everything for texts is under **Text**.

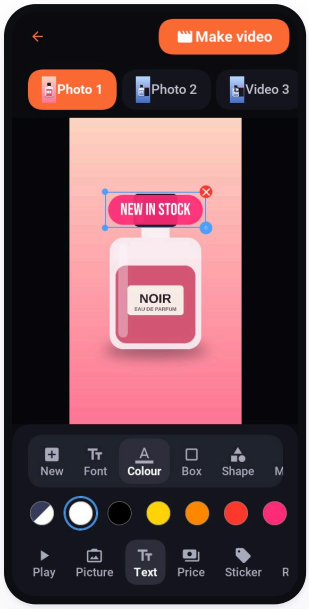
1. Tap **Text**. With no text on the video yet, it asks for your words straight away. Tap a suggestion to use your shop's name or contact.
2. Tap a text on the video to select it. The tray above the tools has **New** (another text), **Font**, **Colour**, **Box**, **Shape**, **Motion**, **Timing** and **Size**.
3. Pick a tool and its choices appear under it. The text changes as you tap.

- **Font:** 14 fonts, from bold display fonts like Bebas and Anton to handwriting like Pacifico.
- **Colour:** the text's colour. *Auto* picks one that stands out on your picture.
- **Box:** a box behind the text in any colour, or none. *Fit* makes the box snug or roomy.
- **Shape:** the box's shape: rounded, pill, square, oval, circle, speech bubble, price tag, starburst, ribbon, slanted, outline or highlight.
- **Size:** a slider, the same as pinching. **Reset** puts it back.

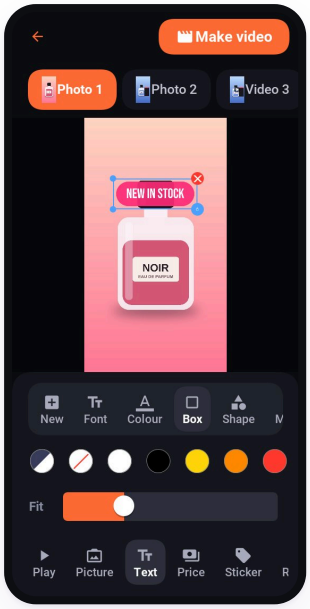


The text tools, with Font open

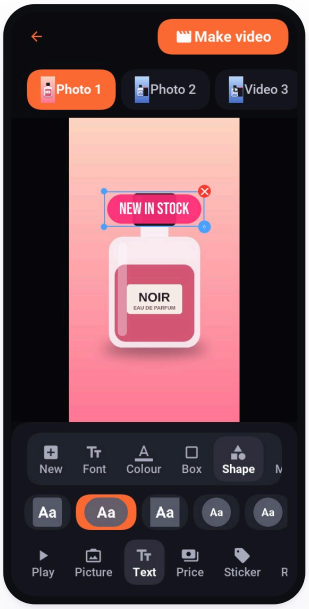
Your brand kit sets the colours and font new texts start with.



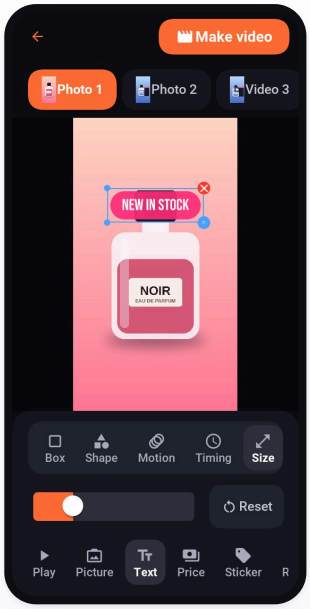
Colour



Box, and how snug it fits



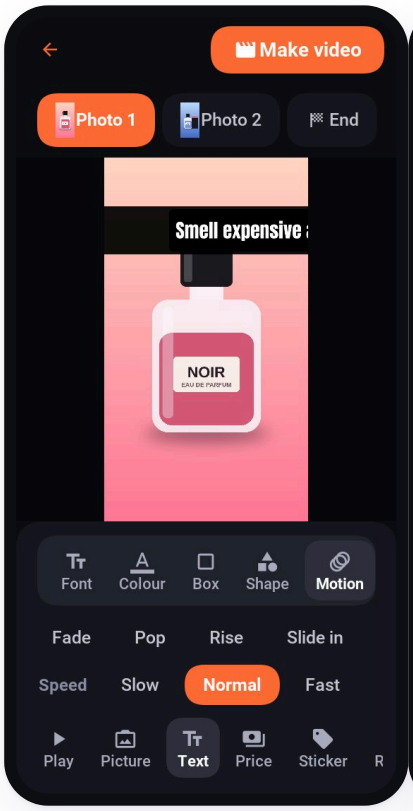
Shape



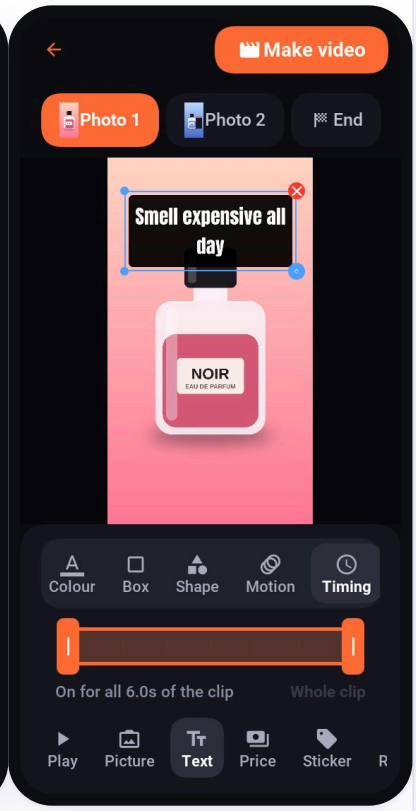
Size

8. Motion and timing

Make texts move, and choose exactly when they show.



Ticker, with its speed



Timing: drag the ends

Motion

Under **Text** › **Motion**, pick how the text comes on: *Fade*, *Pop*, *Rise* or *Slide in*. Picking one plays it on the video. Two keep moving the whole time:

- **Roll up** Pro scrolls the text up the screen like film credits.
- **Ticker** Pro slides the text across a band, like TV news, again and again. It stays on one line however long.

For these two, a **Speed** row appears: Slow, Normal, Fast or Very fast.

Timing

Every text and reaction shows for its whole clip, unless you choose. Under **Text** ›

Timing, drag the two ends of the bar to set when it appears and goes, for example *"Shows 1.0s to 2.5s of 6.0s"*. **Whole clip** puts it back.

Tip: show the price a moment after the product, and a heart right when it appears. A video that changes every second or two keeps people watching.

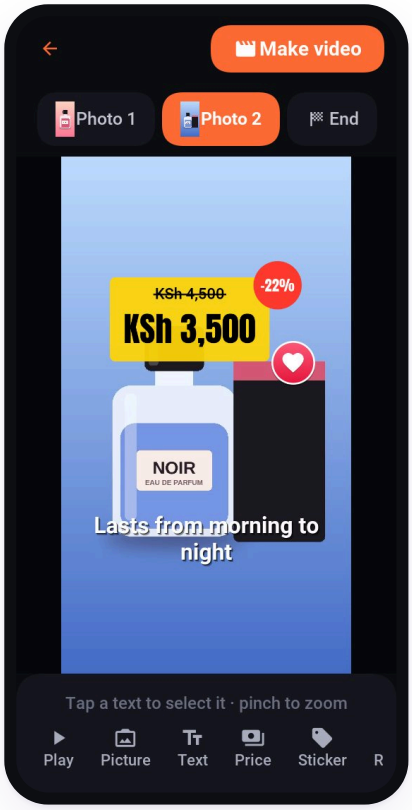
9. Price tags

Show the price, and the deal.

1. Pick the clip, then tap **Price**.
2. Type the price with its currency, for example *KSh 3,500*. If it's on offer, add the old price too.

The old price is crossed out and the saving shows as a badge, like *−22%*. The tag pops in. Drag it, resize it, and style it with the text tools. Tap it to change the price.

Tip: SellReel remembers your currency, so the next price starts with it.



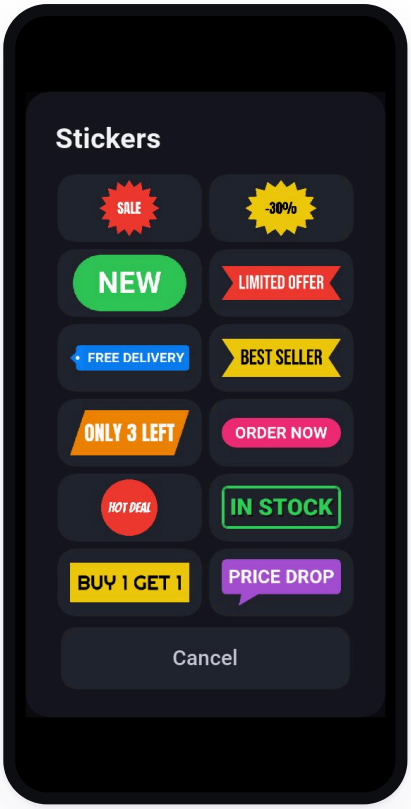
Price tag, old price and saving

10. Stickers

Ready-made labels that sell.

Tap **Sticker** and pick one: *SALE*, *−30%*, *NEW*, *LIMITED OFFER*, *FREE DELIVERY*, *BEST SELLER*, *ONLY 3 LEFT*, *ORDER NOW*, *HOT DEAL*, *IN STOCK*, *BUY 1 GET 1* or *PRICE DROP*.

Each comes in its own colours and shape, and pops in. It's a text like any other: drag it, resize it, tap it to change the words, or restyle it.



The stickers

11. Reactions and pointers

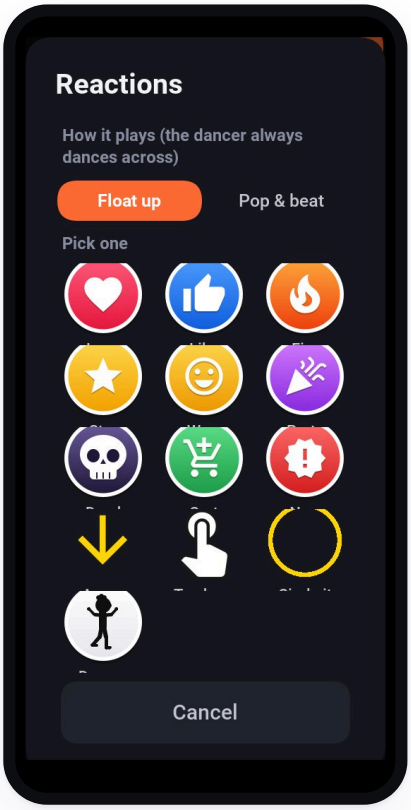
Add life, and show buyers where to look.

1. Tap **React**.
2. Choose how it plays: *Float up* (a stream rising like live reactions) or *Pop & beat* (pops in and pulses).
3. Pick one: Love, Like, Fire, Star, Wow, Party, Dead (the laughing skull 💀), Cart or New.

- **Pointers** point at the product: an *Arrow*, a tapping hand (*Tap here*), or a ring (*Circle it*). They pulse to catch the eye.
- **The dancer** Pro dances across the screen. Drag it up or down to choose its height.

Reactions move and resize like texts, and take Timing: put a heart exactly on the moment the product appears. Tap one to change it.

Love, Like, Star and Arrow are free; the others come with Pro.



Reactions, pointers and the dancer

12. Captions of what's said

Someone talking in your video? SellReel writes what they say on screen, in time with the words.

1. Tap **Captions** along the bottom.
2. Tick **Show what's said in my videos**, and **Keep the videos' own sound** so buyers hear it too. Tap **Done**.
3. The phone listens to each video, then the captions show as it plays. Tap **Play** to see them.

Heard a word wrong? Open **Captions** again and tap **Fix** beside that video. **Listen again** starts over.

Your videos are listened to **on your phone**: nothing is uploaded. It works on iPhone, and on Android 13 and later with offline speech recognition, in a language the phone understands offline. The first time, the phone asks to allow speech recognition (on Android, the microphone: only the video is heard).

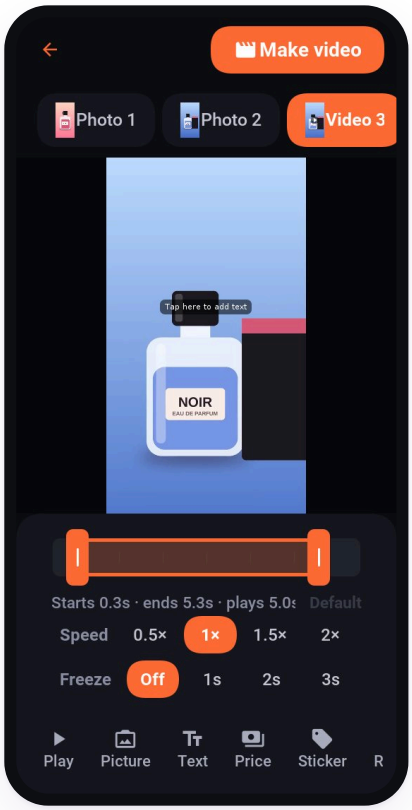
13. Trim, speed and freeze

For video clips: which part plays, and how.

1. In the editor, tap the video clip at the top, then **Trim**.
2. **Trim:** drag the two ends of the bar to choose where the clip starts and stops, or drag the middle to slide the chosen part along. The picture follows your finger.
3. **Speed:** 0.5× slow motion, 1×, 1.5× or 2×.
4. **Freeze:** hold the last frame for 1, 2 or 3 seconds, with a slow zoom: a good moment for the price.

Default undoes the trim. Photos have nothing to trim, so the tool shows only for videos.

Tip: keep each clip short, 2 to 4 seconds. With Cut clips to the beat on, clip changes land on the music's beat.



Trim, speed and freeze

14. Studio photo Pro

A product photo taken on a bed, a floor or a counter becomes a clean studio shot.

1. Tap the photo along the top, then **Studio** along the bottom.
2. Pick a background: *White*, *Studio grey*, *Warm*, *Brand colour* (your brand kit's colour) or *Blurred room*.

The phone cuts your product out of the photo, puts it big in the middle of the new background, and adds a soft shadow under it. Try the other backgrounds: after the first, they're instant. **Original** puts your photo back as it was. Its texts stay where they were.

It's done **on your phone**: your photo isn't uploaded. It needs an iPhone with iOS 17 or later, or an Android phone with Google Play services.

Tip: the product cuts out best on its own, in the middle of the photo, in good light. Save the result as a picture for Marketplace or WhatsApp with **Picture**.

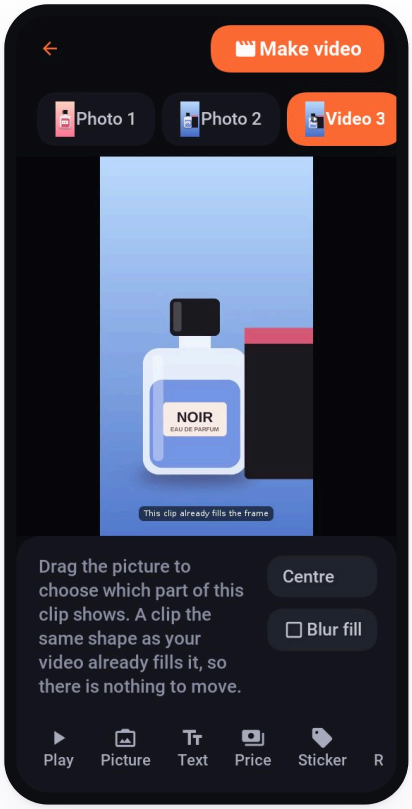
15. Frame, blur fill and moves

Choose which part of a clip shows.

When a clip isn't the same shape as your video (a wide photo in a vertical video, say), only part of it fits. Tap **Frame**, then drag the picture to choose the part that shows. **Centre** puts it back in the middle.

Blur fill shows the whole picture instead, with a soft blurred copy of it filling the space around it: nothing is cut off.

Move gives the clip its own slow zoom or pan: *Zoom in*, *Zoom out*, *Pan left*, *Pan right*, *Pan up* or *Still*. Videos can move too. Photos left on *Auto* take turns at the usual zooms. Tap **Play** to see it.



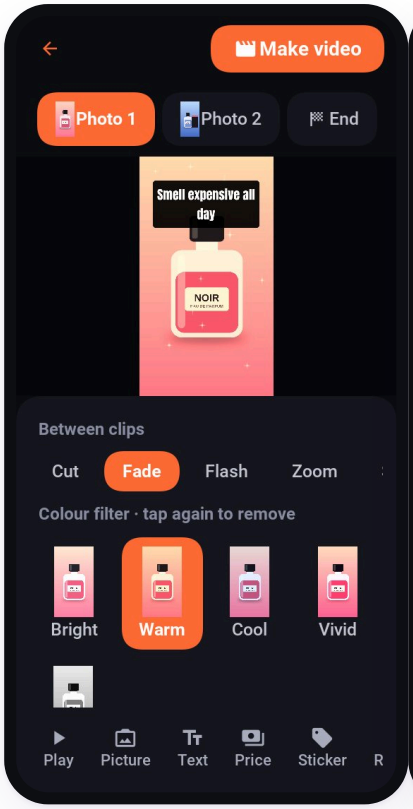
Frame: drag the picture, or blur fill

16. The look and effects

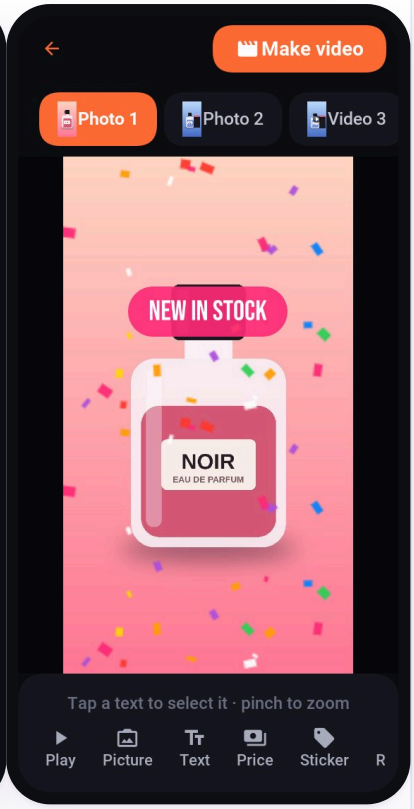
Tap **Look** to style the whole video. Scroll the panel for everything.

- **Between clips:** Cut, Fade, Flash, Zoom or Slide.
- **Colour filter:** Bright, Warm, Cool, Vivid or black and white.
- **Adjust colours:** brightness, contrast, saturation and warmth sliders, on top of the filter. **Reset** puts them back.
- **Darker edges:** Soft or Strong, to draw the eye to the middle.
- **Effects** Pro over the whole video: Cinema (film bars), Light leak, Old film, Scratches (dust and scratches like a worn film print), Retro (video tape), Sparkle, Confetti, Dreamy and Shine (a sweep of light, like a jewellery ad). Pick **All clips** to put one effect on the whole video, or **This clip** to give the clip on screen its own effect, so each clip can have a different one.
- **On the music's beat:** *Beat zoom* Pro punches the picture in on every beat; *Beat cuts* changes clips on the beat.

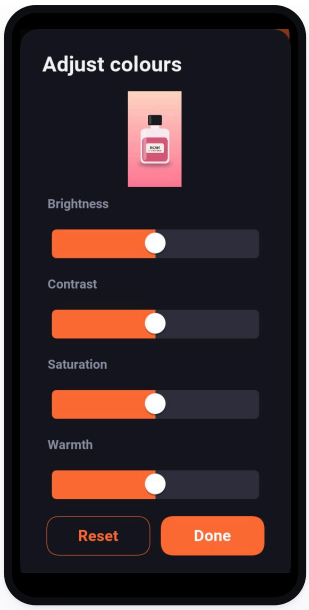
Tap a choice to turn it on; tap it again to turn it off. The video shows it at once. The effects and Beat zoom come with Pro; everything else in the Look is free.



The Look, with the Warm filter on



The Confetti effect



Adjust colours

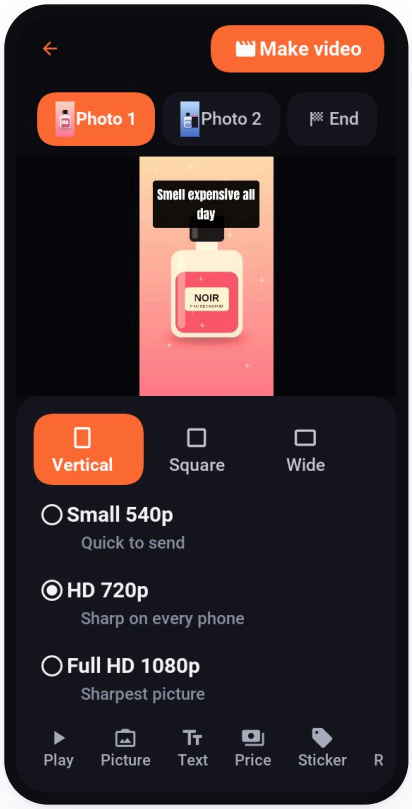
17. Shape and size

Make the video fit where you post it. Tap **Video** along the bottom.

- **Vertical 9:16:** WhatsApp Status, TikTok, Reels and Shorts.
- **Square 1:1** Pro feed posts and Marketplace.
- **Wide 16:9** Pro YouTube and Facebook.

The size: **HD 720p**, sharp on every phone; **Full HD 1080p** Pro for the sharpest picture; or **Small 540p** Pro that's quick to send.

Changing the shape changes the editor's canvas too, so you see where everything lands.

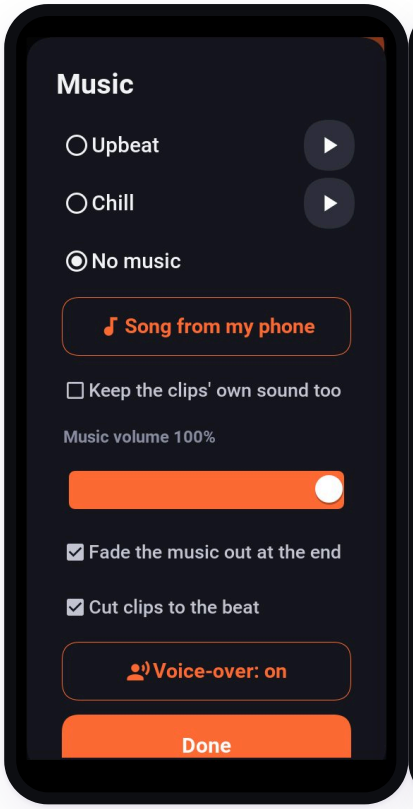


Shape and size

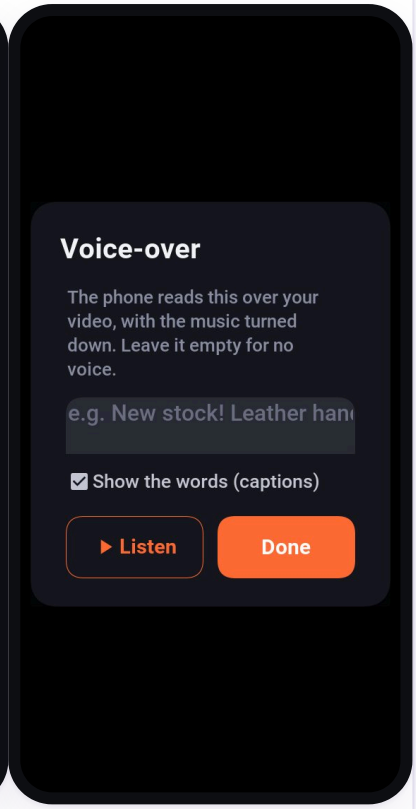
18. Music, song name and voice-over

Tap **Music** along the bottom.

- Pick a built-in track, *Upbeat* or *Chill* (tap ▶ to listen), a **song from your phone**, or no music.
- **Keep the clips' own sound too** mixes your videos' sound under the music.
- **Music volume**, and **fade the music out at the end**.
- **Cut clips to the beat** makes each clip change on a beat of the music.
- **Show the song's name on the video** puts a small ♪ credit in the bottom corner while the clips play, like on Reels and TikTok. For a song from your phone it starts with the file's name; type the artist and song as you like.



Music



Voice-over

Voice-over Pro

1. Tap **Voice** in the editor (or **Voice-over** in Music).
2. Type what to say. The phone reads it over your video, with the music turned down.
3. **Show the words (captions)** puts the spoken words on screen as they're said. **Listen** plays it first.

The AI writes a voice-over for you. Leave it empty for no voice.

Tip: showing a song's name gives credit, but doesn't give the right to use it. The built-in tracks are safe on every platform.

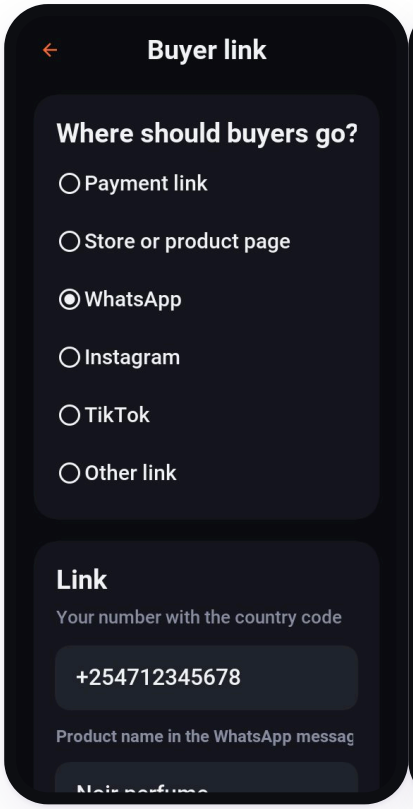
19. Buyer link and end card

Tell buyers where to go, and let them get there with one scan.

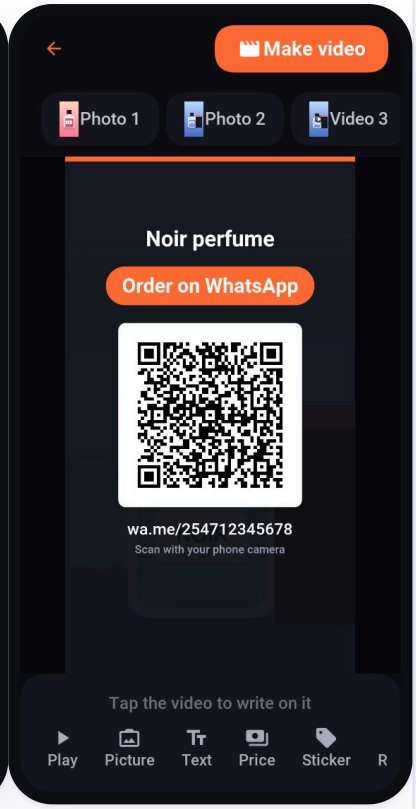
1. Tap **Link** along the bottom.
2. Choose where buyers go: *Payment link*, *Store or product page*, *WhatsApp*, *Instagram*, *TikTok* or *Other link*.
3. Type your link, number or handle. For WhatsApp, use your number with the country code; you can add the product's name for the buyer's message.
4. Set the **call to action** (like *Order on WhatsApp*) and a headline.

Your video then ends with an **end card**: the headline, the call to action, and a QR code buyers can scan with their camera, with the link written out. See it in the editor under **End**, where you can add your own texts too.

Tick **Also show a small link badge** to show the link during the video as well. **Remove link** takes it off.



Where buyers go

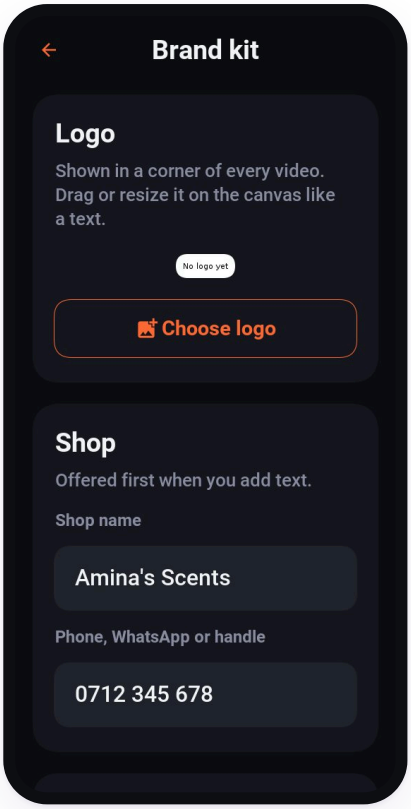


The end card, with its QR code

20. Brand kit and logo

Your shop's look, ready for every video. Tap **Brand** along the bottom.

- **Logo** Pro: tap **Choose logo**. It shows in a corner of every video; drag or resize it in the editor like a text. Untick *Show my logo on my videos* to hide it.
- **Shop:** your shop's name and phone, WhatsApp or handle. They're offered first whenever you add a text.
- **Colours and font:** the colours, font and box shape new texts start with. **Use these colours on every text in this video** restyles the texts you already have.



Brand kit

21. Make, share and pictures

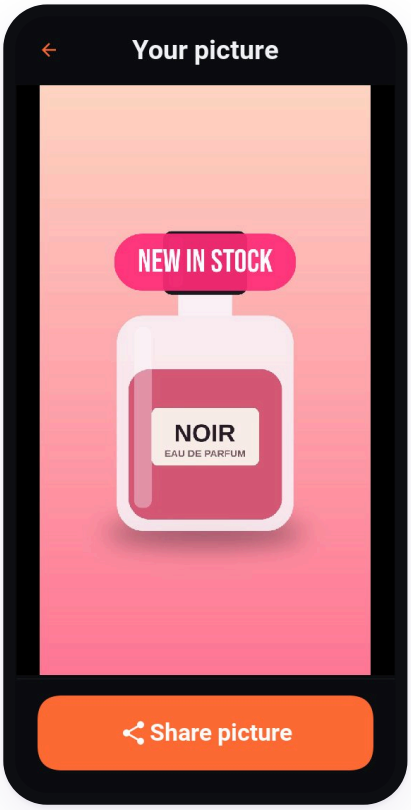
When it looks right, tap **Make video**.

1. The video is made on your phone; you see how far it has got, and can cancel. If there's a voice-over, it's recorded first.
2. Watch the finished video, then tap **Share video** to send it to WhatsApp Status, TikTok, Instagram, Facebook or anywhere else.
3. An AI ad's caption is copied as you share: paste it in your post.

Pictures

Need a photo instead, for Marketplace, a catalogue or a feed? In the editor, go to the clip you want and tap **Picture**. You get that moment as a picture, with your texts, price, effects and logo, ready to **Share picture**.

Tip: free videos carry a small "Made with SellReel" badge. Pro removes it.



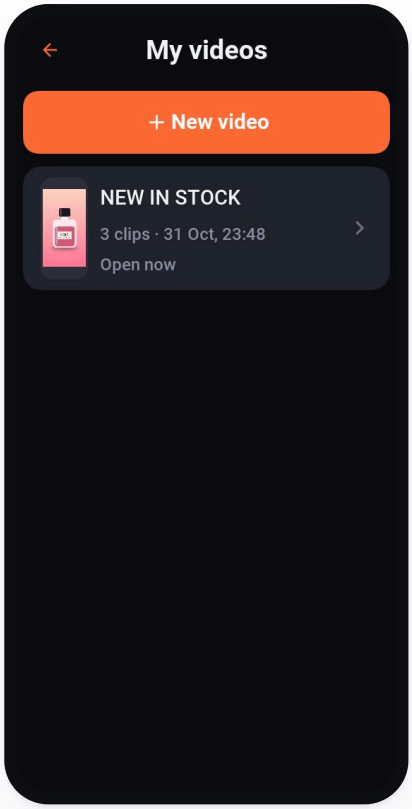
A picture of any moment

22. My videos

Everything you make is kept, to open again, change and make again.

- Tap the folder at the top left of the editor (or *My videos* in the ⋮ menu).
- Tap a video for its choices: **Open** (its clips, texts, look and music, just as you left them), **Make a copy**, **Rename** or **Delete**. Videos you already shared aren't affected by deleting.
- **New video** (here or in the ⋮ menu) starts afresh; your last one stays in the list.

Tip: for a similar video for another product, **Make a copy** and swap the clips and price. Or save the design as a template.



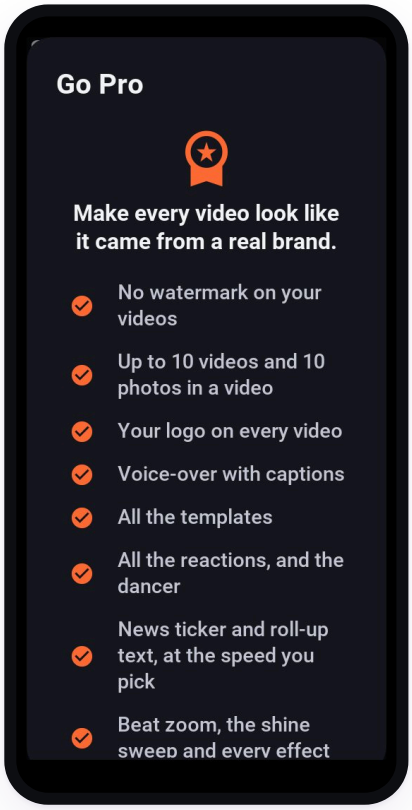
My videos

23. Free and Pro

SellReel is free to use. Pro removes the watermark and adds more of everything.

Pro features show a lock 🔒 or a **Pro** label. Tapping one shows the plans: weekly, monthly or yearly. Once you subscribe, the locks go away.

- **Go Pro** is in the ⋮ menu, or tap any locked feature.
- **Restore purchases:** on a new phone, open the Go Pro screen and tap **Restore purchases**.
- **Have a code?** Open the ⋮ menu, tap **Redeem a code** and enter it to unlock Pro on that phone.
- **Cancel anytime** from your Google Play or App Store subscriptions; **Manage subscription** in the app takes you there.



What Pro adds

FEATURE	FREE	PRO
Clips in a video	2 videos and 2 photos	10 videos and 10 photos
Watermark	Small "Made with SellReel" badge	None
AI-written ads	Your first 3	Up to 30 a day, with Pro reactions and a ticker
Shape and size	Vertical, HD 720p	Square and wide; Full HD 1080p and Small 540p
Templates and Quick video looks	2	All
Effects	No	All of them, plus Beat zoom
Reactions	Love, Like, Star, Arrow	All, and the dancer
Text motion	Fade, Pop, Rise, Slide in	Also Ticker and Roll up, at the speed you pick
Voice-over with captions	No	Yes
Your logo on every video	No	Yes
Studio photo	No	Yes
Make 3 versions of an AI ad	No	Yes
New stock video, captions of what's said, song name	Yes	Yes

24. Help and tips

The ⋮ menu at the top left of the editor has *New video*, *Quick video*, *Go Pro*, *My videos*, *How it works* (a quick 3-step tour), this *Full guide*, *Redeem a code*, and the *Privacy policy*.

Tips for videos that sell

- **Hook in the first second.** Start with your best shot and a bold line: a question, a feeling or the deal.

- **Keep it short.** 10 to 20 seconds is plenty for Status and TikTok; 2 to 4 seconds per clip.
- **Show the price.** Buyers decide faster when they see it, and an old price crossed out says "deal".
- **Few words, big words.** One short line per clip reads in a glance.
- **Tell them what to do.** End with a buyer link and a clear call to action, like "Order on WhatsApp".
- **Post often.** With a saved template, a new product's video takes under a minute.

If something isn't right

- **The AI can't write the ad:** check your internet connection and try again in a minute.
- **A video won't make:** try a smaller size or fewer clips. SellReel sends a technical report (no texts or pictures) so it can be fixed.
- **No captions after listening:** check that the phone's language is one it understands offline, and that the video has someone talking. **Listen again** tries once more.
- **Studio can't find the product:** use a photo with the product on its own, in the middle. On Android, keep the internet on the first time while the phone gets Google's cut-out tool.
- **Pro isn't showing after buying:** open the Go Pro screen and tap **Restore purchases**.