

# Creator Handbook

Everything you need to create useful, accurate, and authentically Lemon content.



**Start here.** Learn how the program works, what great Lemon content looks like, and what to check before you publish.

 START HERE

# Welcome to Lemon

- Your job is not to make an ad.  
Your job is to make something useful.

Teach a practical workflow, show the product honestly, and let the value of the result do the selling.

 **EDUCATE**

Give the audience an idea, workflow, or shortcut they can use.

 **DEMONSTRATE**

Show Lemon working in a real app, not just as a logo or talking point.

 **SOUND LIKE YOU**

Use your own voice and perspective. Natural beats over-scripted.

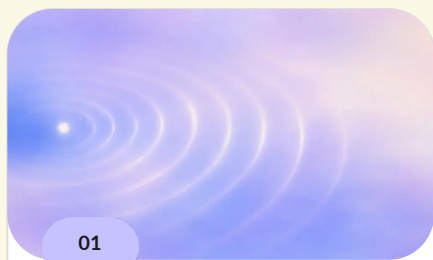
PRODUCT

# Lemon in one minute

Use this product description as the baseline for all creator content.

APPROVED ONE-LINER

Lemon is the voice-to-prompt AI that turns messy spoken thoughts into clear, powerful prompts and polished writing - right where your cursor is.

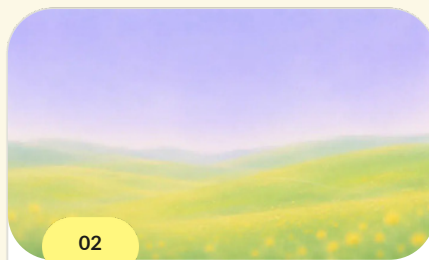


01

PRESS

## Hold fn anywhere

Open ChatGPT, Claude, Cursor, Gmail, or any place you can type.

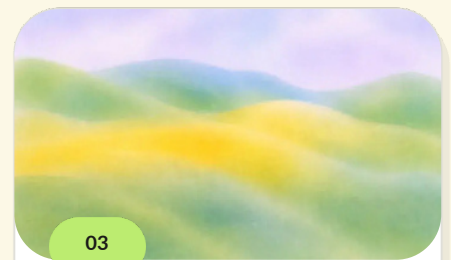


02

TALK

## Say it messy

Ramble, backtrack, and think out loud. You do not need a perfect script.



03

PROMPT

## Get what you meant

Lemon shapes your thought into a structured prompt or clean piece of writing.

YOUR ROLE

# Help people see the result

People do not need another feature list. They need to see how Lemon changes a familiar moment in their day.

The strongest creator content starts with a relatable friction point and ends with a visible outcome.

## What your audience feels

Start from the problem they already recognize.

- ✓ Typing a long prompt feels slow.
- ✓ Their idea is clear in their head but messy on screen.
- ✓ They lose momentum switching between apps.
- ✓ They edit AI output again and again.

## What your content should prove

End with a concrete change they can see.

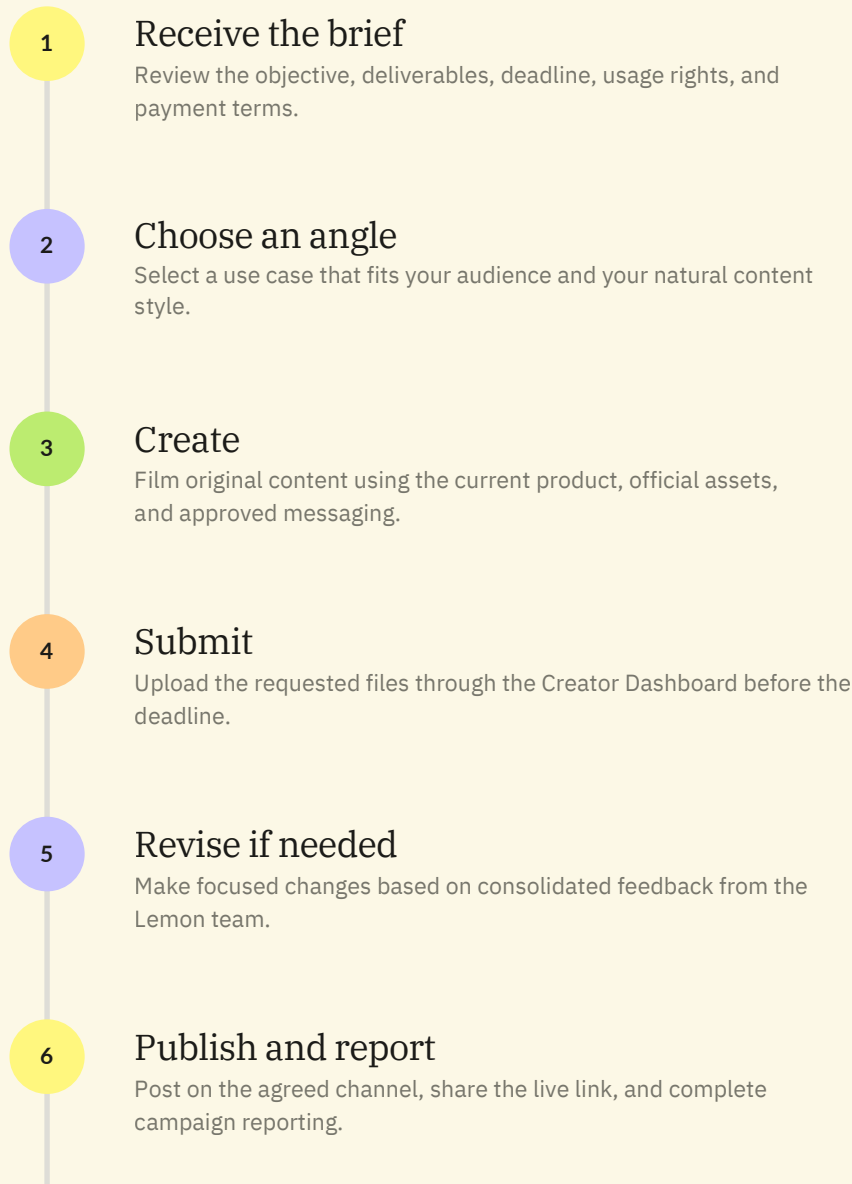
- ✓ The thought became a structured prompt.
- ✓ The message sounds polished and natural.
- ✓ The workflow stayed inside the current app.
- ✓ The result arrived faster with less friction.

### CREATOR TEST

Could someone understand the benefit with the sound off and the brand name hidden?

# How the creator program works

Campaign details may change, but the core workflow stays simple.



## THE BRIEF WINS

When a campaign brief is more specific than this handbook, follow the brief.

## CHECK BEFORE FILMING

- ✓ Format and length
- ✓ Key message
- ✓ Mandatory CTA
- ✓ Approval required?
- ✓ Posting date
- ✓ Usage rights

 CREATIVE STANDARD

# 6 principles for great Lemon content

Use these principles to judge an idea before you spend time filming it.



## Strong Hook

Hook your audience instantly by leading with a relatable problem instead of a corporate intro.



## Show the product

Let viewers see the voice input, the transformation, and the final result.



## Teach first

Give the audience a usable workflow, prompt, or perspective in every post.



## Sound natural

Keep your cadence, humor, and point of view. Do not imitate a brand commercial.



## Be precise

Describe what Lemon actually did. Avoid vague superlatives and unsupported claims.



## Respect attention

Cut repetition, remove setup that does not help, and make every second earn its place.

STANDARDS

# Content expectations

Creators are trusted to be original, accurate, and professional while keeping their own style.

## Always

- ✓ Create original footage, voiceover, and commentary.
- ✓ Use the current version of Lemon and official assets.
- ✓ Follow the campaign brief and agreed deadline.
- ✓ Show a real or clearly labeled example workflow.
- ✓ Disclose sponsored or affiliate content where required.
- ✓ Protect private information visible on your screen.

## Never

- ✗ Copy another creator or reuse unlicensed footage.
- ✗ Promise results Lemon cannot guarantee.
- ✗ Present future or unreleased features as available.
- ✗ Use fake testimonials, fake UI, or misleading demos.
- ✗ Expose customer, employer, or personal data.
- ✗ Publish content that has not received required approval.

### ORIGINAL MEANS ORIGINAL

Trend formats are fine. Recreating someone else's script, edit, or concept too closely is not.

## ● STORYTELLING

# Show, do not tell

Replace broad feature language with a visible problem, action, and result.

**WEAK**

"Lemon is an amazing AI voice assistant."

**STRONGER**

"I talked through a messy pricing idea and Lemon turned it into a structured prompt in Claude."

**WEAK**

"This tool will change your life."

**STRONGER**

"Instead of typing for five minutes, I held one key, explained the task, and got a clean draft at my cursor."

**WEAK**

"Lemon works everywhere."

**STRONGER**

"Here is the same voice workflow in ChatGPT, Gmail, and Notion without leaving the app I was already using."

**WEAK**

"You need this productivity hack."

**STRONGER**

"Use this when your thought is clear but you cannot be bothered to turn it into a perfect prompt."

MESSAGING

# How Lemon should sound

Lemon is confident and useful without feeling corporate, technical, or overhyped.

HELPFUL

CLEAR

HUMAN

OPTIMISTIC

PRACTICAL

## APPROVED DESCRIPTIONS

### One line

Lemon turns spoken thoughts into clear prompts and polished writing in any app.

### Short description

Hold your Hot-Key, think out loud, and Lemon writes what you meant where your cursor is.

### Simple CTA

Download Lemon through Heylemon.ai now!

## MESSAGING GUARDRAILS

- Do not overpromise**  
 Avoid "perfect," "guaranteed," or claims that Lemon will do every task for everyone.
- Do not invent features**  
 Only describe capabilities you can demonstrate in the current product.
- Keep AI language simple**  
 Talk about the workflow and result before technical details.
- Use numbers carefully**  
 Only use performance claims supplied in the campaign brief or official materials.

"Lemon should sound like a smart friend showing you a better way to work - not a sci-fi commercial."

BRAND FEEL

# Creative direction

Your content should still look like you, but the way Lemon appears should feel calm, clear, and intentional.

## A WORLD OF EASE

Warm, human,  
optimistic.

### CALM

Give the screen room to breathe. Avoid cluttered overlays and aggressive effects.

### HUMAN

Use real voice, natural reactions, and everyday work moments.

### USEFUL

Make the product demo readable and the takeaway easy to repeat.

### BRIGHT

Use soft cream, black, and Lemon accents rather than generic neon AI visuals.

INK

CREAM

LEMON

LILAC

LIME

PEACH

# Make the content easy to watch

A strong idea can still fail if the audience cannot hear the voice, read the screen, or follow the edit.

**9:16****Vertical  
first****1080p****Clear  
export**

Keep product text sharp enough  
to read on a phone.

**Captions****Always readable**

Use accurate on-screen  
captions and keep them out of  
UI controls.

**ON CAMERA**

- ✓ Hook the viewer in the first few seconds.
- ✓ Show the workflow before a long explanation.
- ✓ Speak naturally; remove long pauses and repeats.
- ✓ Keep the product visible long enough to understand.
- ✓ End with one clear takeaway or CTA.

**SCREEN RECORDING**

- ✓ Hide notifications and private information.
- ✓ Increase zoom so prompt and output text are readable.
- ✓ Move the cursor deliberately and avoid frantic motion.
- ✓ Record the full transformation, not only the final result.
- ✓ Use the real interface; do not recreate product UI.

 BRAND ASSETS

# Use the Lemon logo correctly

Use only the official files in the Media Kit. Do not redraw, recolor, or modify the mark.

**LIGHT BACKGROUND**

Use the black logo on light or cream backgrounds with enough contrast.

**LEMON YELLOW**

Use the yellow-background asset when the campaign calls for it.

**DO**

Keep the logo proportions unchanged.

**DO**

Leave clear space around the mark.

**DO NOT**

Stretch, rotate, outline, or add effects.

**DO NOT**

Place it on a busy background where it disappears.



GET THE OFFICIAL FILES

[Download Here](#)

● TRUST

# Accuracy, disclosure, and privacy

Trust is part of the creative. Protect it by being transparent about the partnership and precise about the product.

## ● Disclose the relationship

Use the platform's paid partnership tools and clear language such as "ad," "sponsored," or an appropriate affiliate disclosure.

## ● Use supported claims

Only use numerical or comparative claims found in the campaign brief or current official materials.

## ● Protect private data

Use demo accounts or blur names, messages, tabs, notifications, and any confidential information.

## ● Respect third-party rights

Use music, footage, screenshots, fonts, and graphics you are allowed to publish commercially.

## ● Do not leak future features

Do not show beta, internal, or unreleased experiences unless the brief explicitly permits it.

## ● Ask before guessing

When a capability, claim, or disclosure is unclear, pause and check with the Lemon team.

**WHEN IN DOUBT, ASK BEFORE POSTING.**

DELIVERY

# Submit, review, publish

A clean handoff keeps campaigns moving and makes feedback easier to act on.



## SUBMISSION CHECKLIST

- ✓ Final video file
- ✓ Clean version without captions, if requested
- ✓ Thumbnail or cover image
- ✓ Caption and disclosure copy
- ✓ Live post link after publishing

## FILE NAME EXAMPLE

creatorname\_campaign\_platform\_v01.mp4

## REVISION ETIQUETTE

Apply the consolidated notes, upload a clearly numbered new version, and flag any request that changes the agreed scope.

- One clean submission is better than five scattered messages.

Keep files, captions, revision notes, and links together in the Creator Dashboard whenever possible.

## FINAL CHECK

# Before you publish

Run through this page every time. It catches the small mistakes that weaken otherwise strong content.

✓ The opening makes the problem or outcome clear.

✓ Private information and notifications are hidden.

✓ The content is original and fits my usual voice.

✓ Official logo and current product visuals are used.

✓ Lemon is shown clearly in a real workflow.

✓ The campaign's required message and CTA are included.

✓ The product description and claims are accurate.

✓ The correct sponsorship or affiliate link disclosure is visible.

✓ The screen is readable on a phone.

✓ Required approval has been received.

✓ Audio is clean and captions are correct.

✓ The export, caption, thumbnail, and link are ready to submit.

### THE FINAL SELF-TEST

Would this still help someone even if they never downloaded Lemon?

# Keep creating.

## ● Media Kit

Official logos, product visuals, and brand assets.

## ● Content Ideas

Weekly prompts and angles curated by Lemon.

## ● Video Templates

Ready-to-use formats for short-form videos.

## ● Captions & Hooks

Openings, captions, and calls to action.

## ● Editing Guide

Pacing, captions, screen recordings, and export tips.

## ● Thumbnail Guide

Covers and thumbnails designed to earn the click.

## ● Trending Topics

Current AI stories, formats, and opportunities.

## Make something useful.

For questions, use the Creator Dashboard or contact our team.