

TURN IDEAS INTO INCOME WITH AI VIDEO

THE PROMPT-TO-PROFIT DIRECTOR SYSTEM™

The Golden Prompt Formula™

+675 Production-Ready AI Video Prompts

Products • Ads • Reels • YouTube • SaaS • Real Estate
Food • Animation • Cinematic Films

*Stop Prompting
Like a User.
Start Directing
Like a Filmmaker.*

CREATE
PUBLISH
PROMOTE
PROFIT



AI TOOLS
CINEMATIC SHOTS
PROMPT FRAMEWORKS
COMMERCIAL USE
REAL RESULTS

✓ Ideas
✓ Prompts
✓ Videos
✓ Income

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CREATE • DIRECT • PROFIT

THE PROMPT-TO-PROFIT DIRECTOR SYSTEM™

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INTRODUCTION

Stop Prompting Like a User. Start Directing Like a Filmmaker

AI video generation has changed what is possible.

A business owner who once needed a camera crew, actors, studio space, lighting equipment, editors, and a serious production budget can now create remarkable visual content from a laptop or smartphone.

A freelancer can create product commercials without owning the product.

A real estate agent can visualize property campaigns.

A restaurant can create cinematic food content.

A creator can produce B-roll for YouTube.

An agency can prototype advertising concepts before spending money on production.

An animator can build worlds that previously required an entire production studio.

And a filmmaker can visualize scenes that once existed only inside their imagination.

But there is a problem.

Having access to powerful AI video technology does not automatically make someone good at creating AI videos.

Give two people access to the same AI video generator and you can get completely different results.

One person types:

"Create a cinematic video of a luxury perfume."

The other describes the shot, establishes the subject, locks the product's appearance, controls the camera, defines the environment, directs the lighting, specifies the physical behaviour of objects, establishes the emotional tone, controls the output format, and tells the AI what visual errors must never appear.

Both people are technically "prompting."

But only one is directing.

That distinction is what this book is about.

The Problem Isn't the AI. It's the Direction.

Most disappointing AI videos begin with the same problem:

The AI was given too much freedom to make important creative decisions.

A prompt such as:

"Create a professional commercial for a wristwatch."

sounds reasonable to a human.

But it leaves dozens of unanswered questions.

What kind of wristwatch?

Where is it?

Who is wearing it?

Is anyone wearing it at all?

What camera angle should be used?

Should the camera move?

How quickly?

What kind of lighting should illuminate the watch?

What should happen during the first second?

Which object should remain stationary?

Should the watch face move?

How reflective should the metal be?

What should the background look like?

What emotional response should the shot create?

How should the materials behave?

What should the AI absolutely not generate?

The model has to fill those gaps itself.

And every important decision you leave undefined becomes another opportunity for the generation to move away from what you imagined.

The solution is not simply writing longer prompts.

The solution is giving better direction.

That is why this edition of The Prompt-to-Profit Director System™ is built around one fundamental principle:

Don't describe the video you want to watch. Direct the video you want the AI to create.

Why More Words Don't Automatically Create Better Videos

One of the easiest mistakes in AI video prompting is assuming:

Long prompt = powerful prompt.

It doesn't.

A 500-word prompt can still be terrible.

It can contain contradictory camera instructions, unnecessary adjectives, competing actions, impossible physics, too many subjects, inconsistent lighting instructions and no clear visual hierarchy.

Meanwhile, a carefully constructed 120-word prompt can generate an excellent result because every instruction has a purpose.

Professional prompting is therefore not about stuffing more information into the prompt.

It is about control.

Every important instruction should answer one of three questions:

1. WHAT SHOULD EXIST?

The subject.

The environment.

The wardrobe.

The props.

The lighting.

The visual details.

2. WHAT SHOULD HAPPEN?

Subject movement.

Camera movement.

Environmental movement.

Object interaction.

Timing.

Physics.

3. WHAT MUST NOT HAPPEN?

No distorted hands.

No product morphing.

No duplicate objects.

No random camera movements.

No changing clothing.

No disappearing props.

No flickering.

No broken reflections.

No unwanted text.

No unstable backgrounds.

That third category is one of the biggest upgrades in this edition.

You will learn not only how to tell an AI video model what you want—

but how to establish boundaries around what you do not want.

The Difference Between a Prompt and a Director's Brief

Imagine you hired a professional production crew and told them:

"Make a cool video of this shoe."

They would immediately have questions.

Where are we shooting?

Who is wearing it?

What's the concept?

What's the lighting?

What's the camera setup?

What's the movement?

What's the audience?

What's the mood?

What's the final format?

The same principle applies to AI.

A weak prompt communicates an idea.

A professional prompt communicates execution.

That is why the prompts inside this book are written more like miniature production briefs.

Instead of:

"A woman running in sneakers."

You will learn to direct something closer to:

Low ground-level tracking shot positioned approximately 30cm above the asphalt, following a female runner's shoes from behind as she accelerates

along an empty city street immediately after sunrise. Maintain the sneakers as the visual hero while the surrounding pavement develops controlled directional motion blur. Each foot strike produces subtle realistic compression through the sole before rebounding naturally. Camera tracks smoothly at identical velocity...

Notice what changed.

We're no longer simply describing what exists.

We're directing:

where the camera is, what it follows, what moves, how the object behaves, what remains important, and how the viewer should experience the moment.

That is the Director mindset.

The Five Problems That Destroy AI Video Generations

Although AI video models continue to improve, most failed generations can be traced back to five broad problems.

PROBLEM 1 — SUBJECT DRIFT

The subject changes during the generation.

A person's face slowly becomes different.

A handbag changes shape.

A bottle becomes wider.

A watch changes design.

A character's clothing changes.

An object disappears and returns.

This is why the new system introduces Subject Lock™ and Continuity Lock™.

The goal is simple:

Decide what must remain visually consistent before deciding what should move.

PROBLEM 2 — MOTION CHAOS

Video requires movement.

But more movement doesn't necessarily produce better video.

Imagine a product shot where:

the camera orbits,

the product rotates,

water splashes,

fabric moves,

smoke rises,

flowers move,

the background changes,

and the lighting shifts simultaneously.

The AI has to maintain all of these relationships across multiple frames.

Eventually, something may break.

Instead, we will use Motion Hierarchy™.

You decide which movement is:

Primary Motion — the movement the viewer should notice first.

Secondary Motion — supporting movement.

Ambient Motion — subtle environmental movement.

For example:

Primary: slow camera orbit

Secondary: perfume mist drifting behind bottle

Ambient: tiny dust particles floating through backlight

Locked: perfume bottle remains completely stationary

Now the scene has choreography.

PROBLEM 3 — BROKEN PHYSICS

AI can create a beautiful frame while producing physically impossible movement.

Water may flow upward.

A shoe may slide instead of compressing against the ground.

Fabric may pass through someone's body.

Steam may behave like solid material.

A reflection may move differently from the object producing it.

Food may deform unnaturally.

A car's wheels may rotate incorrectly.

This is why we will use Physics Lock™.

For scenes where physical behaviour matters, prompts will explicitly describe things such as:

- gravity
- weight
- momentum
- contact
- surface tension
- liquid viscosity
- fabric behaviour
- hair movement
- reflections
- shadows
- smoke
- steam
- object collision

The goal isn't to make every prompt unnecessarily technical.

It is to specify physics where physics affects believability.

PROBLEM 4 — CAMERA DISOBEDIENCE

You request a slow push-in.

The camera suddenly zooms.

You request a locked tripod shot.

The frame starts drifting.

You request one continuous shot.

The generation suddenly behaves as though it has cut to another camera.

This is where Camera Lock™ becomes useful.

Instead of:

"Cinematic camera movement."

you may see instructions such as:

Camera performs one continuous mechanically smooth 90-degree clockwise arc at constant speed. No zoom. No additional pan. No sudden acceleration. Maintain subject at centre frame throughout the movement.

The camera now has a job.

And boundaries.

PROBLEM 5 — TEMPORAL INCONSISTENCY

An individual frame may look spectacular.

But video isn't one frame.

It's a sequence of frames.

The bottle that looks perfect at second one must still look like the same bottle at second eight.

The actor's jacket should not suddenly change.

The restaurant table shouldn't rearrange itself.

The building shouldn't develop additional windows halfway through the shot.

This is why professional AI video prompting must consider time, not merely composition.

Throughout this book you will see instructions designed to protect:

identity, geometry, wardrobe, environment, lighting, props, camera direction and object relationships across the entire generation.

This is Continuity Lock™.

Text-to-Video and Image-to-Video Are Not the Same

This distinction is extremely important.

TEXT-TO-VIDEO

The AI must create both:

the visual world + the movement.

Therefore your prompt may need to describe:

subject appearance, wardrobe, environment, composition, lighting, camera, action, style and technical behaviour.

IMAGE-TO-VIDEO

The starting image already establishes much of the visual world.

Your job changes.

You are now primarily directing:

movement.

What should the subject do?

What should remain locked?

How should the camera move?

What should happen in the environment?

How should hair, fabric, liquid, smoke or other materials react?

What should remain unchanged?

Later in this book, you will receive a dedicated Image-to-Video Prompting chapter because treating image-to-video exactly like text-to-video can produce unnecessary or conflicting instructions.

Think in Shots, Not Entire Movies

Another important principle:

AI video works extremely well when you think like an editor.

Don't always try to force an entire 30-second advertisement into one generation.

Instead, think:

SHOT 1 — Hook

SHOT 2 — Product

SHOT 3 — Experience

SHOT 4 — Result

SHOT 5 — Hero Ending

Generate strong individual shots.

Then assemble them.

For example, a 20-second luxury fragrance commercial might consist of:

0–4 sec: Extreme macro bottle reveal.

4–8 sec: Model applying fragrance.

8–12 sec: Slow-motion lifestyle scene.

12–16 sec: Abstract ingredient visualization.

16–20 sec: Product hero shot.

Five generations.

One advertisement.

This approach gives you considerably more control over the final video.

And it is especially important when producing work for paying clients.

Why Duration Changes the Prompt

A five-second generation and a twenty-second generation should not necessarily receive identical instructions.

The shorter the clip, the more focused the action should usually be.

For example:

5 SECONDS

One subject.

One important action.

One controlled camera movement.

One visual payoff.

8–10 SECONDS

Enough time for:

setup → movement → reveal.

15–20 SECONDS

Often better approached as multiple sequential shots unless the model can reliably maintain long-scene continuity.

Throughout the prompt vault, duration will therefore be treated as a creative constraint, not something casually added to the final sentence.

What Makes the Prompts in This Book Different

Every major production-ready prompt in the vault is designed around a repeatable structure.

Depending on the scene, you will see:

BEST FOR

Where the prompt is commercially useful.

CUSTOMIZE

Variables you can replace without rebuilding the entire prompt.

MASTER VIDEO PROMPT

The complete production direction.

CAMERA

Shot, lens behaviour, framing and movement.

MOTION PRIORITY

What moves first, second and third—and what remains locked.

OUTPUT

Aspect ratio, frame rate, duration and intended format.

NEGATIVE PROMPT

Scene-specific unwanted behaviours, artifacts and generation failures.

DIRECTOR'S NOTE

The most important creative instruction to protect.

OPTIONAL VARIATION

A way to turn one prompt into another creative direction.

Not every AI platform exposes a dedicated negative-prompt field. When yours doesn't, treat the negative instructions as a control block that can be adapted or incorporated into the main instruction where appropriate.

How to Customize the Prompts

Throughout the book you will encounter variables such as:

[PRODUCT]

[BRAND COLOR]

[CHARACTER]

[WARDROBE]

[LOCATION]

[TIME OF DAY]

[ENVIRONMENT]

[CAMERA MOVE]

[MOOD]

These are designed to be replaced.

For example:

[PRODUCT]

could become:

premium black leather wristwatch

while:

[BRAND COLOR]

could become:

deep emerald green with restrained gold accents

The important principle is:

Change the variables without destroying the underlying cinematography.

You don't need to reinvent the prompt every time you change clients.

That's part of what makes this a system.

615 Prompts — But Far More Than 615 Possibilities

This edition contains 615 production-ready prompts across nine major video categories.

But don't think of them as 615 fixed ideas.

Think of them as 615 production frameworks.

If one product prompt contains five interchangeable variables and you change the product, location, lighting, camera treatment and mood, that single framework can produce dozens of creative variations.

The real value isn't therefore:

"I own 615 prompts."

The real value is:

"I understand how professional AI video direction is constructed—and I have hundreds of proven starting points."

Who This Book Is For

The Prompt-to-Profit Director System™ is designed for:

AI video creators who want more professional generations.

Freelancers who want to sell AI video creation as a service.

Business owners who need premium content without traditional production costs.

Content creators producing Reels, TikToks, Shorts and YouTube videos.

Social media managers who need a repeatable content-production system.

Advertising creatives developing concepts for paid campaigns.

E-commerce sellers who want their products to look more premium.

Real estate professionals who need cinematic property content.

Restaurant and food businesses that need appetite-driven visual content.

SaaS companies and technology brands that need complex ideas visualized simply.

Animators and storytellers building characters and imaginative worlds.

Aspiring filmmakers using generative video to visualize cinematic ideas.

Agencies that need scalable production systems across multiple clients.

You do not need to be a cinematographer.

But by the time you finish this system, you should understand how to communicate like one when directing AI.

The Prompt-to-Profit Philosophy

The word Profit in *The Prompt-to-Profit Director System*™ matters.

This book isn't designed merely to help you generate pretty AI clips.

The commercial question behind every major section is:

What could someone actually use this video for?

A skincare video can become an Instagram advertisement.

A restaurant sequence can become a Reel.

A property walkthrough can become listing content.

A SaaS visualization can become landing-page B-roll.

A cinematic sequence can become a filmmaker's concept trailer.

An animation can become branded content.

A product shot can become part of a client's campaign.

And a collection of high-quality examples can become a freelancer's portfolio.

The skill isn't merely generating videos.

The skill is producing useful visual assets that solve communication and marketing problems.

That is where prompting becomes commercially valuable.

One Final Rule Before We Begin

When your generation fails, don't immediately throw away the entire prompt.

Diagnose it.

Ask:

What changed that should have remained locked?

What moved incorrectly?

Was the camera given too many instructions?

Was the subject described clearly enough?

Did I ask the AI to perform too many actions simultaneously?

Did the physics need more direction?

What specific failure belongs in the negative-control block?

That mindset changes everything.

You stop randomly regenerating.

You start directing, diagnosing and correcting.

And that's exactly what we're going to learn.

Welcome to The Prompt-to-Profit Director System™.

You are no longer here simply to ask AI:

"Can you make me a video?"

You're here to tell it:

Exactly what to shoot. Exactly how to shoot it. Exactly how it should move.

Exactly how it should feel. And exactly what must never go wrong.

That's the difference between prompting and directing.

CHAPTER 1

THE GOLDEN PROMPT FORMULA™ The Master Framework for Directing AI Video

A beautiful idea does not automatically become a beautiful AI video.

Between the idea in your head and the finished generation sits one thing:

direction.

In the original edition of *The Prompt-to-Profit Director System*™, the Golden Prompt Formula used seven components:

**[SHOT TYPE] + [SUBJECT] + [ACTION/MOTION] +
[SETTING/ENVIRONMENT] + [MOOD/TONE] + [VISUAL STYLE] +
[TECHNICAL SPECS]**

That framework established the essential building blocks of a strong AI video prompt.

But AI video creation demands more than describing a visually attractive scene.

You also need to control:

- what must remain consistent,
- what is allowed to move,
- how the camera behaves,
- how light interacts with the scene,
- how objects obey physics,
- what receives the viewer's attention,
- and what the AI must avoid generating.

So we are upgrading the original framework.

Welcome to:

THE GOLDEN PROMPT FORMULA™

The complete formula is:

**[SUBJECT LOCK] + [SHOT DESIGN] + [SUBJECT ACTION] + [CAMERA
MOTION] + [ENVIRONMENT] + [LIGHTING] + [COMPOSITION] +
[PHYSICS] + [MOOD] + [VISUAL LANGUAGE] + [TECHNICAL OUTPUT]
+ [NEGATIVE CONTROL]**

These twelve components form the directing language we will use throughout this book.

You won't need maximum detail in all twelve components for every generation.

A simple five-second food shot may require less direction than a cinematic scene involving three characters, rain, vehicles and moving cameras.

The objective isn't:

Use as many words as possible.

It is:

**Give the AI enough information to execute the shot—and no
unnecessary information that makes execution harder.**

Let's break down the system.

COMPONENT 1 — SUBJECT LOCK™

Define What Must Remain Consistent

Before deciding what moves, determine what must **not change**.

This is Subject Lock™.

Your subject may be:

- a person,
- a product,
- a vehicle,
- an animal,
- a building,
- a plate of food,
- an animated character,
- or another hero object.

Weak:

A woman holding perfume.

Better:

A confident Nigerian woman in her early 30s wearing an elegant sleeveless black evening dress, shoulder-length natural curls, small gold earrings, holding a rectangular clear-glass perfume bottle with a matte-black cap in her right hand.

But we can go further:

Maintain identical facial structure, hairstyle, black dress, gold earrings, perfume bottle geometry, bottle proportions and cap design throughout the entire shot.

Now we have established **continuity**.

THE SUBJECT LOCK FORMULA

**[WHO/WHAT] + [DISTINGUISHING FEATURES] +
[WARDROBE/MATERIALS] + [HERO DETAILS] + [WHAT MUST REMAIN
UNCHANGED]**

PRODUCT EXAMPLE

A rectangular 100ml fragrance bottle made from thick transparent glass, pale amber liquid inside, matte-black cylindrical cap, small centered ivory label, sharp symmetrical edges. Maintain identical bottle dimensions, liquid level, cap geometry and label placement throughout the entire generation.

CHARACTER EXAMPLE

A Nigerian businessman in his early 30s, medium-dark skin, close-cropped black hair, neatly trimmed beard, charcoal tailored suit over a white open-collar shirt, silver wristwatch. Maintain identical facial features, hairstyle, beard, wardrobe and body proportions throughout the shot.

WHY THIS MATTERS

If the subject is commercially important, consistency becomes commercially important.

A client will notice if their product suddenly changes shape.

A viewer will notice if an actor's clothing changes.

A cinematic scene loses credibility when a character's face gradually becomes someone else's.

Director's Principle:

Lock identity before directing movement.

COMPONENT 2 — SHOT DESIGN

Decide How the Viewer Sees the Subject

Shot design determines the viewer's visual relationship with the subject.

Your original system already introduced close-ups, medium shots, wide shots, aerials, top-down shots and other camera positions.

Golden Prompt Formula 2.0™ expands this idea.

Don't merely ask:

What shot looks good?

Ask:

What information should this shot communicate?

EXTREME MACRO / EXTREME CLOSE-UP

Best for:

- jewelry details,
- skin texture,
- watch mechanisms,
- food texture,
- fabric,
- condensation,
- cosmetics,
- eyes,
- mechanical components.

Creates:

intimacy • obsession • sensory detail • luxury

CLOSE-UP

Best for:

- faces,
- hero products,
- food,
- hands,

- emotional reactions.

Creates:

connection • importance • focus

MEDIUM CLOSE-UP

Best for:

- presenters,
- testimonials,
- UGC,
- dialogue,
- creators,
- spokesperson content.

Creates:

trust • conversation • familiarity

MEDIUM SHOT

Best for:

- human interaction,
- product demonstrations,
- lifestyle scenes,
- character actions.

Creates:

balance between subject and environment

WIDE SHOT

Best for:

- establishing locations,
- restaurants,
- property interiors,
- cinematic scenes,
- lifestyle environments.

Creates:

context • scale • atmosphere

EXTREME WIDE SHOT

Best for:

- landscapes,
- cities,
- cinematic openings,
- fantasy environments,
- enormous properties.

Creates:

awe • isolation • grandeur

LOW ANGLE

Camera looks upward.

Useful for:

power • dominance • aspiration • heroism

HIGH ANGLE

Camera looks downward.

Useful for:

scale • vulnerability • observation • composition

TOP-DOWN

Useful for:

- food,
- flat lays,
- unboxing,
- ingredients,
- products,
- desk scenes.

Creates:

order • clarity • graphic composition

OVER-THE-SHOULDER

Useful for:

- software,
- conversations,
- smartphones,
- work scenes,
- POV-adjacent storytelling.

Creates:

participation • immersion

POV

The camera becomes the character's eyes.

Useful for:

- travel,
- unboxing,
- entering locations,
- lifestyle,
- experiential ads.

Creates:

immediacy • participation • authenticity

DUTCH ANGLE

The horizon is deliberately tilted.

Useful for:

- thrillers,
- psychological scenes,
- tension,
- disorientation.

Creates:

unease • instability • danger

Use it intentionally.

COMPONENT 3 — SUBJECT ACTION

Tell the Subject Exactly What to Do

"A man walks."

Technically, that's action.

But professional direction asks:

How?

How quickly?

Where?

Toward what?

What are his hands doing?

Where is he looking?

What happens when he arrives?

Consider:

The man walks toward the camera.

Versus:

The man walks slowly toward camera with controlled, confident steps, shoulders relaxed, left hand inside his trouser pocket, maintaining his gaze slightly past the lens. After three steps he stops naturally, turns his head approximately 30 degrees toward camera-right and holds.

The second instruction contains **performance direction**.

ACTION FORMULA

**[ACTION] + [SPEED] + [DIRECTION] + [BODY/OBJECT BEHAVIOUR] +
[ENDING POSITION]**

PRODUCT ACTION

The smartwatch rotates exactly 90 degrees clockwise over six seconds before stopping with the display facing camera.

FOOD ACTION

Thick caramel pours from approximately 15cm above the dessert in one continuous narrow stream, striking the center and naturally spreading outward under gravity.

HUMAN ACTION

She raises the coffee cup naturally with her right hand, takes one small sip, lowers it to chest height and gives a subtle satisfied smile.

DIRECTOR'S PRINCIPLE

Avoid stacking too many unrelated actions into a short generation.

A five-second clip probably doesn't need:

walk → turn → sit → open laptop → type → look up → smile → stand.

Give important movements room to happen.

COMPONENT 4 — CAMERA MOTION

The Camera Is Also a Character

One of the most important distinctions in professional prompting is separating:

subject movement

from

camera movement.

These are not the same instruction.

LOCKED-OFF / STATIC

Camera does not move.

Excellent when the subject's movement is already visually interesting.

Examples:

- liquid pour,
- chef cooking,
- character performance,
- product rotation.

DOLLY IN / SLOW PUSH-IN

Camera physically approaches the subject.

Creates:

importance • intimacy • anticipation • tension

DOLLY OUT / PULL-BACK

Camera moves away.

Creates:

reveal • context • scale • isolation

PAN

Camera rotates horizontally.

Useful for:

following movement • revealing environments

TILT

Camera rotates vertically.

Useful for:

architecture • hero reveals • scale

TRACKING SHOT

Camera travels alongside or behind the subject.

Useful for:

walking • running • vehicles • lifestyle

ORBIT / ARC

Camera travels around the subject.

Useful for:

products • fashion • vehicles • character reveals

CRANE / JIB MOVEMENT

Camera rises or descends through space.

Useful for:

cinematic reveals • restaurants • architecture • dramatic endings

DRONE

Useful for:

real estate • landscapes • vehicles • travel • establishing shots

HANDHELD

Useful for:

UGC • documentary • urgency • realism

But specify the degree.

subtle natural handheld micro-movement

is very different from:

aggressive handheld camera shake.

WHIP PAN

Useful for:

transitions • fast advertisements • fashion • energetic short-form

CAMERA LOCK™

When precision matters, define what the camera **cannot** do.

Example:

Perform one continuous slow clockwise 120-degree orbit at constant speed.

Maintain identical camera distance from the bottle. No zoom, no tilt, no sudden acceleration, no additional camera movement.

This is Camera Lock™.

DIRECTOR'S PRINCIPLE

One excellent camera move is usually stronger than four competing camera moves.

COMPONENT 5 — ENVIRONMENT & WORLD BUILDING

Don't Just Name the Location. Build It.

Weak:

In a restaurant.

Better:

Inside an upscale contemporary restaurant during evening dinner service, dark walnut tables, warm pendant lights overhead, textured charcoal walls, candlelight reflecting softly from glassware, other diners visible only as distant warm bokeh.

Your environment establishes:

place • time • class • culture • atmosphere • story

ENVIRONMENT FORMULA

[LOCATION] + [TIME] + [ARCHITECTURE/SURFACES] + [IMPORTANT OBJECTS] + [BACKGROUND ACTIVITY] + [ATMOSPHERE]

NIGERIAN COMMERCIAL EXAMPLE

Instead of:

A woman in Lagos.

Try:

A stylish young Nigerian woman walking through a contemporary Lagos business district during late afternoon, polished commercial buildings and tropical landscaping behind her, restrained pedestrian movement, warm sunlight reflecting from glass architecture.

Specificity creates believable worlds.

But don't overcrowd them.

If the product is the hero, the environment should support it—not fight for attention.

COMPONENT 6 — LIGHTING DIRECTION

Light Is Part of the Story

"Cinematic lighting" is often too vague.

Professional prompting can describe:

source • direction • softness • intensity • temperature • contrast • interaction

SOFT WINDOW LIGHT

Creates:

natural • intimate • lifestyle • authentic

GOLDEN-HOUR BACKLIGHT

Creates:

aspiration • warmth • nostalgia • beauty

LARGE DIFFUSED SOFTBOX

Creates:

premium commercial • beauty • product precision

HARD SIDE LIGHT

Creates:

drama • texture • masculinity • tension

PRACTICAL LIGHTING

Lamps, candles, signs and fixtures visible inside the scene.

Creates:

believability • atmosphere

RIM LIGHT

Separates subject from background.

Excellent for:

luxury • technology • beauty • dramatic portraits

VOLUMETRIC LIGHT

Visible beams through:

- mist,
- smoke,
- fog,
- dust,
- atmosphere.

Excellent for:

cinematic scenes • fantasy • luxury • mystery

LIGHTING FORMULA

**[KEY SOURCE] + [DIRECTION] + [QUALITY] + [TEMPERATURE] +
[SECONDARY LIGHT] + [INTERACTION WITH SUBJECT]**

Example:

Large diffused key light positioned camera-left creates a soft gradient across the bottle, while a narrow warm backlight from behind-right produces a controlled golden rim around the glass edges.

Now we're lighting the scene rather than asking for "good lighting."

COMPONENT 7 — COMPOSITION & VISUAL HIERARCHY

Tell the Viewer Where to Look

AI may generate every requested object successfully and still produce a bad shot because everything competes for attention.

Composition determines hierarchy.

Ask:

What is the hero?

Then build around it.

Useful compositional instructions include:

- centered composition,
- rule of thirds,
- symmetrical composition,
- leading lines,
- negative space,
- foreground framing,
- layered depth,
- shallow depth of field,
- subject isolation.

COMMERCIAL EXAMPLE

Keep the perfume bottle centered and occupying approximately 35% of frame height. Place flowers in the rear-left background outside the focal plane. Preserve clean negative space across the upper-right third for optional advertising copy.

Now the shot isn't merely attractive.

It's **usable**.

That matters commercially.

COMPONENT 8 — PHYSICS & MATERIAL BEHAVIOUR

Make the Scene Feel Physically Possible

The viewer may not consciously identify incorrect physics.

But they feel it.

This is where **Physics Lock™** enters the system.

LIQUID

Specify:

- thickness,
- viscosity,
- gravity,
- splash behaviour,
- surface tension.

Example:

Thick honey stretches slowly from the wooden dipper under natural gravity, forming one continuous viscous strand before folding naturally onto the bread surface.

FABRIC

Specify:

- weight,
- wind interaction,
- drape,
- inertia.

Heavy satin dress moves subtly around the model's legs with delayed fabric inertia as she turns.

HAIR

Individual curls respond gently to the breeze while maintaining the established hairstyle and overall silhouette.

SMOKE / STEAM

Thin steam rises vertically from the coffee before slowly dispersing into irregular translucent wisps.

REFLECTIONS

Maintain physically consistent reflections across the polished metal surface relative to camera movement and light position.

CONTACT

Feet should meet floors.

Hands should grip objects.

Objects should cast shadows where they touch surfaces.

PHYSICS LOCK™

A useful instruction might read:

Maintain natural gravity, believable object weight, accurate surface contact, physically consistent shadows and reflections throughout the shot.

Don't add this mechanically to everything.

Use it where realism matters.

COMPONENT 9 — MOOD & EMOTIONAL DIRECTION

Decide What the Viewer Should Feel

Before selecting cinematic vocabulary, answer:

What emotion should this shot create?

Examples:

LUXURY

refined • restrained • exclusive • elegant • aspirational • serene

FOOD

indulgent • warm • satisfying • irresistible • sensory

FITNESS

intense • determined • gritty • energetic • disciplined

TECHNOLOGY

precise • intelligent • futuristic • controlled • confident

REAL ESTATE

aspirational • inviting • spacious • peaceful • prestigious

UGC

relatable • spontaneous • genuine • conversational • imperfect

THRILLER

uneasy • claustrophobic • dangerous • mysterious • suspenseful

ROMANCE

intimate • tender • nostalgic • vulnerable • warm

Mood should influence:

lighting + camera + pacing + performance + environment + color treatment.

If those elements contradict the mood, merely writing "luxurious" won't save the scene.

COMPONENT 10 — VISUAL LANGUAGE

Define the Cinematic World

Instead of relying entirely on broad phrases such as "cinematic," describe the characteristics that create the look.

Useful visual languages include:

CINEMATIC REALISM

Natural textures, realistic light, controlled contrast, depth, subtle filmic characteristics.

PREMIUM COMMERCIAL

Perfect composition, controlled highlights, immaculate surfaces, deliberate camera movement.

DOCUMENTARY

Observational framing, natural light, authentic environments, imperfect human movement.

UGC

Smartphone-adjacent perspective, natural handheld movement, practical lighting, believable everyday setting.

MOODY EDITORIAL

Deep shadows, restrained palette, strong texture, directional lighting.

HIGH-KEY MINIMAL

Bright environment, clean surfaces, low clutter, soft shadows, strong negative space.

FUTURISTIC

Dark environments, controlled luminous interfaces, reflective surfaces, atmospheric depth.

HYPER-REAL FOOD

Strong texture, visible moisture, steam, crisp ingredients, rich but believable saturation.

ANIMATED

Define:

- rendering approach,
- character proportions,
- material treatment,
- motion characteristics,
- world design.

Don't rely solely on the name of a particular studio or filmmaker.

Describe the **visual properties you actually want**.

That makes prompts more adaptable and original.

COMPONENT 11 — TECHNICAL OUTPUT

Tell the AI Where the Video Is Going

The final output affects composition.

9:16 VERTICAL

Best for:

- TikTok,
- Reels,
- Shorts,
- vertical ads.

Favor vertical composition and central subject placement.

16:9 LANDSCAPE

Best for:

- YouTube,
- websites,
- presentations,
- cinematic sequences.

Allows more environmental storytelling.

1:1 SQUARE

Useful for certain social placements and product content.

4:5 PORTRAIT

Useful for feed-based social advertising where supported.

2.39:1 CINEMATIC WIDESCREEN

Useful for:

- movie concepts,
- trailers,
- cinematic storytelling.

FRAME RATE

24fps — cinematic motion language.

30fps — clean commercial/social motion.

Higher capture rates interpreted as slow motion — useful for splashes, food, fabric and other fast actions when supported.

DURATION

Specify the intended duration where the tool allows it.

Example:

9:16 vertical, 30fps, 8-second continuous shot, photorealistic commercial finish.

Technical instructions should support the intended use rather than being added randomly.

COMPONENT 12 — NEGATIVE CONTROL

Tell the AI What Must Never Happen

This is one of the largest upgrades to the original system.

Positive prompting defines the desired generation.

Negative control defines its boundaries.

A human character scene might require:

NEGATIVE CONTROL: facial distortion, changing identity, asymmetrical eyes, extra fingers, missing fingers, fused hands, duplicated limbs, unnatural joints, foot sliding, changing hairstyle, changing wardrobe, clothing clipping, frozen expression, excessive blinking, background morphing, temporal flicker, unstable exposure, random camera movement, unwanted text, watermark.

A product shot requires different controls:

NEGATIVE CONTROL: warped packaging, changing product dimensions, duplicated product, distorted label, misspelled text, fake logo, changing product color, floating product, incorrect contact shadow, impossible reflection, melting surfaces, unstable focus, camera jitter, frame flicker, unwanted objects, watermark.

A food prompt needs another set.

An animation prompt needs another.

A movie scene needs another.

That's why Chapter 2 will introduce the full **Negative Prompt System™**.

THE FOUR CONTROL LOCKS™

The twelve components become even more useful when combined with four simple control systems.

1. SUBJECT LOCK™

Protects:

identity • appearance • geometry • wardrobe • product design

2. CAMERA LOCK™

Protects:

framing • camera path • speed • direction • shot continuity

3. PHYSICS LOCK™

Protects:

gravity • contact • material behaviour • reflections • shadows • momentum

4. CONTINUITY LOCK™

Protects:

time-based consistency across the entire generation

Together they answer:

What cannot be allowed to drift?

MOTION HIERARCHY™

This is another core concept you'll see repeatedly throughout the prompt vault.

Every moving scene can be divided into:

PRIMARY MOTION

The most important movement.

Example:

Camera slowly orbits the perfume bottle.

SECONDARY MOTION

Supporting action.

Fine fragrance mist drifts behind the bottle.

AMBIENT MOTION

Small environmental behaviour.

Tiny suspended particles move slowly through the backlight.

LOCKED ELEMENTS

Elements that should not move.

Bottle remains completely stationary.

This gives the model a hierarchy.

Instead of:

Everything moves.

we are saying:

This moves most. This moves slightly. This barely moves. This doesn't move at all.

That is direction.

THE COMPLETE GOLDEN PROMPT FORMULA™ IN ACTION

Let's combine everything.

EXAMPLE — PREMIUM WRISTWATCH COMMERCIAL

SUBJECT LOCK™

A premium men's wristwatch with circular brushed-steel case, deep black dial, minimalist silver hour markers, polished crown and black genuine-leather strap. Maintain identical dial layout, case proportions, crown position, strap material and overall geometry throughout the shot.

MASTER VIDEO PROMPT

Begin on an extreme macro close-up of the brushed-steel edge of a premium men's wristwatch resting horizontally on a rectangular slab of dark charcoal stone. Slowly reveal the black dial as the camera performs one

continuous mechanically smooth 110-degree clockwise orbital movement while simultaneously pulling back by approximately 20%.

Keep the watch completely stationary and maintain identical geometry throughout the entire shot.

The environment is a minimal near-black studio containing only the charcoal stone pedestal and a faint atmospheric haze behind the product.

A narrow hard key light from upper-left travels visually across the brushed metal as camera perspective changes, revealing fine machining texture without blowing out the highlights. A restrained cool rim light from behind separates the leather strap from the dark background.

Maintain a centered luxury composition with the watch occupying approximately 45% of the final frame. Preserve generous negative space around the product.

Metal behaves as genuine brushed stainless steel with physically accurate reflections. Leather remains matte, textured and flexible-looking. Glass over the dial produces restrained realistic reflections without obscuring the face.

Mood is controlled, masculine, precise and quietly expensive.

Premium luxury product cinematography, deep blacks, restrained silver highlights, subtle atmospheric separation, shallow depth of field, controlled filmic contrast and immaculate commercial finish.

CAMERA LOCK: one continuous 110-degree clockwise orbital pull-back at constant speed; no additional pan, tilt, zoom, shake or sudden acceleration.

MOTION HIERARCHY: primary motion — camera orbit; secondary motion — subtle atmospheric haze; locked — wristwatch, pedestal and lighting positions.

PHYSICS LOCK: realistic contact between watch and stone, physically consistent metal reflections, accurate contact shadows and stable glass refraction.

OUTPUT: 9:16 vertical, 24fps, 8-second continuous shot, photorealistic luxury advertising quality, clean final hero frame.

NEGATIVE CONTROL

distorted watch face, changing dial layout, incorrect number of markers, warped hands, extra crowns, duplicated watch, changing case shape, strap mutation, melting leather, floating watch, incorrect contact shadow, impossible reflections, opaque glass, excessive glare, product movement, pedestal morphing, random props, background objects, unstable camera, sudden zoom, focus pulsing, exposure flicker, temporal inconsistency, excessive bloom, oversaturated highlights, artificial sharpening, low-resolution texture, unwanted text, subtitles, watermark, border.

WHY THIS PROMPT IS STRONGER

Notice that the prompt doesn't simply say:

"Make a cinematic luxury watch commercial."

It controls:

WHAT EXISTS

The watch, stone pedestal and environment.

WHAT MOVES

The camera and atmospheric haze.

WHAT DOESN'T MOVE

The watch.

HOW THE CAMERA MOVES

One defined orbit.

HOW MATERIALS BEHAVE

Steel, leather and glass each behave differently.

WHAT THE LIGHT DOES

Reveals texture while maintaining controlled highlights.

WHAT THE VIEWER SHOULD FEEL

Precision and understated luxury.

WHAT MUST NOT HAPPEN

Product deformation, camera instability, incorrect reflections and other common failures.

That is the Golden Prompt Formula 2.0™.

THE MASTER TEMPLATE

Copy this whenever you want to build a prompt from scratch.

🏆 **GOLDEN PROMPT FORMULA 2.0™ — MASTER TEMPLATE**

SUBJECT LOCK:

[Describe the hero subject precisely.] Maintain identical
[identity / geometry / wardrobe / colors / materials /
distinguishing features] throughout the entire generation.

SHOT DESIGN:

Begin with [shot size] from [camera angle/height].

SUBJECT ACTION:

[Describe exactly what the subject does, in order, including speed and ending position.]

CAMERA MOTION:

Camera performs [one primary camera movement] at [speed] from [starting position] to [ending position].

ENVIRONMENT:

Set inside/at [location] during [time of day], featuring [important environmental elements]. Keep background [simple/detailed/softly blurred/etc.].

LIGHTING:

[Key light source] from [direction], producing [lighting effect], supported by [secondary/rim/practical light].

COMPOSITION:

Keep [hero subject] positioned [frame position], occupying approximately [percentage] of frame, with [foreground/background/negative-space instructions].

PHYSICS:

Maintain realistic [gravity/contact/reflections/liquid/fabric/hair/smoke/material behaviour].

MOOD:

[3–5 emotional descriptors].

VISUAL LANGUAGE:

[cinematic/commercial/documentary/UGC/animation/etc.],

featuring [texture, contrast, depth, color treatment and rendering characteristics].

CAMERA LOCK:

[Allowed camera movement.] No [unwanted movements].

MOTION HIERARCHY:

Primary — [main movement].

Secondary — [supporting movement].

Ambient — [subtle environmental movement].

Locked — [elements that must remain still].

CONTINUITY LOCK:

Maintain consistent [subject identity/product geometry/wardrobe/environment/props/lighting] from first frame to final frame.

OUTPUT:

[aspect ratio], [frame rate], [duration], [quality/style requirement].

NEGATIVE CONTROL:

[scene-specific unwanted artifacts, mutations, movements, inconsistencies and quality problems].

THE GOLDEN RULE

You don't need to make every prompt enormous.

You need to make every **instruction useful**.

For a simple shot:

Simplify.

For a difficult shot:

Control.

For multiple scenes:

Separate.

For recurring characters:

Lock.

For important movement:

Prioritize.

For physical interaction:

Define the physics.

For common generation failures:

Negate them.

And whenever you are unsure what to write next, return to the twelve components:

**SUBJECT LOCK + SHOT DESIGN + SUBJECT ACTION + CAMERA
MOTION + ENVIRONMENT + LIGHTING + COMPOSITION + PHYSICS +
MOOD + VISUAL LANGUAGE + TECHNICAL OUTPUT + NEGATIVE
CONTROL**

Master those twelve decisions and you stop treating AI video generation like a slot machine.

You begin treating it like a production process.

And that is the foundation for every prompt that follows.

CHAPTER 2

THE NEGATIVE PROMPT SYSTEM™ **How to Tell AI Exactly What NOT to Generate**

A strong AI video prompt does two things:

It tells the model what to create.

And it tells the model what to avoid.

Most beginners only focus on the first half.

They describe the subject.

They describe the lighting.

They describe the camera.

They describe the mood.

Then they generate the clip and discover:

- the product changed shape,
- the person gained an extra finger,
- the camera suddenly zoomed,
- the background started morphing,
- the logo became unreadable,
- the food looked plastic,
- the building developed strange windows,
- or the character looked different halfway through the scene.

That is why negative prompting matters.

A negative prompt is not simply a list of ugly things.

It is a **control system**.

It tells the AI:

These are the visual errors, unwanted behaviours, and generation failures that must not appear.

In *The Prompt-to-Profit Director System*™, we call this:

THE NEGATIVE PROMPT SYSTEM™

And the core framework is:

THE NEGATIVE CONTROL STACK™

The Negative Control Stack™ is made of several categories.

You do not need to use every category in every prompt.

You select the controls that match the scene.

That is what makes the system practical.

THE 10 NEGATIVE CONTROL CATEGORIES

The full stack is:

1. Anatomy Control
2. Face & Identity Control
3. Product & Object Control
4. Text, Logo & Label Control
5. Camera Control
6. Motion & Temporal Control

7. Physics Control
8. Environment Control
9. Lighting & Image Quality Control
10. Scene-Specific Control

Let's break them down.

1. ANATOMY CONTROL

This is used whenever people or human-like characters appear.

Common AI failures include:

- extra fingers,
- missing fingers,
- fused fingers,
- duplicated arms,
- extra legs,
- distorted joints,
- stretched limbs,
- broken wrists,
- unnatural necks,
- strange teeth,
- body proportions changing during motion.

A good anatomy negative block might include:

NEGATIVE CONTROL: extra fingers, missing fingers, fused fingers, malformed hands, duplicated limbs, extra arms, extra legs, twisted joints, broken wrists, unnatural elbows, distorted shoulders, stretched neck, changing body proportions, asymmetrical anatomy.

WHEN TO USE IT

Use it for:

- UGC videos,
- fashion,
- lifestyle,
- fitness,
- ads,
- movie scenes,
- animated characters,
- restaurant scenes with people,
- real estate agent videos,
- testimonials.

2. FACE & IDENTITY CONTROL

A person's face can drift even when the body looks correct.

Common problems include:

- face changing between frames,
- eyes becoming uneven,
- mouth shape mutating,
- hairstyle changing,
- age shifting,
- skin tone changing,
- facial expression becoming unnatural,
- one person becoming another.

A face control block might include:

NEGATIVE CONTROL: facial distortion, identity drift, changing facial structure, asymmetrical eyes, changing eye color, warped mouth, unnatural teeth, distorted lips, changing hairstyle, changing skin tone, age shift, duplicate face, facial morphing, unstable expression.

FOR RECURRING CHARACTERS

Use stronger language:

Maintain identical facial structure, hairstyle, skin tone, age appearance, and distinguishing facial features throughout the entire clip.

Then support it with the negative:

no identity drift, no face morphing, no hairstyle changes, no age changes.

This works with the **Subject Lock™** from Chapter 1.

3. PRODUCT & OBJECT CONTROL

Commercial work often fails because the product itself changes.

Common problems:

- bottle becomes wider,
- watch dial changes,
- handbag handles multiply,
- phone changes camera layout,
- product color changes,
- object duplicates,
- packaging bends,
- shape mutates.

For products, use something like:

NEGATIVE CONTROL: warped product geometry, changing dimensions, duplicate product, disappearing product parts, altered materials, changing product color, distorted edges, melting surfaces, floating product, product sliding, unstable object placement, inconsistent proportions.

PRODUCT LOCK + NEGATIVE CONTROL

Positive:

Maintain identical bottle dimensions, cap shape, label placement, and material throughout the shot.

Negative:

no warped bottle, no cap mutation, no duplicate packaging, no product color shift, no floating object.

Positive and negative work together.

4. TEXT, LOGO & LABEL CONTROL

Text is one of the most unreliable elements in generative video.

Common errors include:

- misspelled brand names,
- random letters,
- shifting logo shapes,
- label text changing,
- fake symbols appearing,
- extra text in the background,
- subtitles appearing unexpectedly.

Negative block:

NEGATIVE CONTROL: misspelled text, random letters, fake typography, altered logo, logo distortion, changing label text, unwanted captions, subtitles, watermark, random signage, illegible text.

IMPORTANT COMMERCIAL RULE

If exact logo or packaging text is critical, it is often safer to:

- keep the branding simple in-generation,
- add exact text during editing,
- or animate from a clean source image.

This is especially important for client work.

5. CAMERA CONTROL

A beautiful scene can still fail because the camera behaves badly.

Common problems:

- sudden zoom,
- unwanted pan,
- unexpected tilt,
- camera shake,
- drifting frame,
- inconsistent speed,
- random cut,
- abrupt acceleration.

Negative camera block:

NEGATIVE CONTROL: sudden zoom, random pan, unwanted tilt, camera jitter, excessive shake, unstable framing, abrupt acceleration, random rotation, unrequested camera cut, perspective jump, focal-length jump.

CAMERA LOCK EXAMPLE

Positive:

Camera performs one continuous slow clockwise orbit at constant speed.

Negative:

no zoom, no tilt, no camera shake, no speed changes, no cut.

This is far more effective than simply saying "smooth camera."

6. MOTION & TEMPORAL CONTROL

Temporal consistency is the ability of the video to remain visually stable across time.

Common failures include:

- flickering,
- objects appearing and disappearing,
- clothing changing,
- props moving by themselves,
- face drift,
- environment morphing,
- frame-to-frame texture changes,
- duplicated people appearing.

Negative temporal block:

NEGATIVE CONTROL: temporal flicker, frame-to-frame morphing, identity drift, disappearing objects, appearing objects, duplicated subjects, changing wardrobe, changing props, changing environment layout, unstable textures, inconsistent motion, teleporting objects.

CONTINUITY LOCK EXAMPLE

Maintain consistent character identity, wardrobe, prop placement, background layout, and lighting from first frame to final frame.

Then negate:

no face drift, no wardrobe changes, no disappearing props, no environment mutation.

7. PHYSICS CONTROL

AI video can look beautiful and still feel wrong because the physical behaviour is impossible.

Common issues:

- floating objects,
- incorrect gravity,
- feet sliding,
- hands passing through objects,
- water moving unnaturally,
- fabric clipping,
- smoke behaving like a solid object,
- reflections moving incorrectly,
- wheels rotating the wrong way.

Physics negative block:

NEGATIVE CONTROL: floating objects, incorrect gravity, foot sliding, object penetration, hands passing through objects, fabric clipping, unrealistic liquid motion, broken reflections, impossible shadows, incorrect wheel rotation, unnatural momentum, weightless movement.

LIQUID-SPECIFIC

no liquid floating, no liquid moving upward, no rubber-like fluid, no sudden viscosity changes, no disconnected droplets.

FABRIC-SPECIFIC

no fabric clipping through body, no rigid cloth, no rubber-like motion, no sudden shape change.

VEHICLE-SPECIFIC

no wheel sliding, no wrong wheel rotation, no body deformation, no impossible suspension movement.

8. ENVIRONMENT CONTROL

Backgrounds are often where AI starts inventing things.

Common failures:

- furniture moves,
- doors change size,
- buildings mutate,
- people appear randomly,
- objects duplicate,
- background geometry melts,
- horizon bends.

Negative environment block:

NEGATIVE CONTROL: morphing architecture, duplicated furniture, changing room layout, warped walls, unstable windows, random people appearing, disappearing background objects, bent horizon, inconsistent perspective, cluttered background, unwanted props.

REAL ESTATE EXAMPLE

no changing room dimensions, no extra doors, no disappearing windows, no warped walls, no furniture duplication, no impossible floor geometry.

This is critical for property marketing.

9. LIGHTING & IMAGE QUALITY CONTROL

Sometimes the scene is conceptually correct but visually ugly.

Common problems:

- exposure flicker,
- highlights blowing out,
- crushed shadows,
- excessive bloom,
- artificial sharpening,
- plastic texture,
- over-saturation,
- low-detail surfaces,
- compression artifacts.

Negative block:

NEGATIVE CONTROL: exposure flicker, blown highlights, crushed blacks, excessive bloom, excessive lens flare, over-saturation, muddy shadows, plastic textures, oversharpening, low-resolution details, compression artifacts, banding, chromatic distortion.

QUALITY CONTROL FOR PREMIUM COMMERCIALS

no cheap CGI appearance, no waxy materials, no flat lighting, no noisy shadows, no artificial edge sharpening.

10. SCENE-SPECIFIC CONTROL

This is where powerful negative prompting becomes genuinely professional.

Generic negative prompts are useful.

But scene-specific negatives are better.

Each type of video has its own common failure points.

Let's build them.

NEGATIVE PROMPT LIBRARY BY CATEGORY

HUMAN / UGC NEGATIVE PROMPT

NEGATIVE CONTROL: facial distortion, identity drift, asymmetrical eyes, unnatural teeth, extra fingers, missing fingers, fused hands, duplicated limbs, broken joints, changing hairstyle, changing clothing, inconsistent skin tone, stiff body movement, robotic gestures, foot sliding, unnatural blinking, frozen expression, background morphing, camera jitter, exposure flicker, unwanted text, subtitles, watermark.

BEAUTY / SKINCARE NEGATIVE PROMPT

NEGATIVE CONTROL: distorted face, over-smoothed plastic skin, waxy skin texture, inconsistent skin tone, unnatural pore removal, asymmetrical eyes, warped lips, deformed hands, extra fingers, product bottle distortion, changing label, duplicate bottle, unrealistic serum behaviour, floating droplets, excessive glow, blown skin highlights, excessive beauty filter, artificial sharpening, watermark, unwanted text.

FASHION NEGATIVE PROMPT

NEGATIVE CONTROL: changing outfit, fabric mutation, clothing clipping through body, extra limbs, warped hands, distorted shoes, changing accessories, duplicate jewelry, fabric behaving like rubber, foot sliding, unnatural walking cycle, facial drift, background morphing, excessive motion blur, random wardrobe changes.

JEWELRY NEGATIVE PROMPT

NEGATIVE CONTROL: changing gemstone shape, duplicate stones, warped metal, unrealistic reflections, altered chain links, floating jewelry,

impossible clasp geometry, overblown highlights, excessive sparkle, fake glitter artifacts, low-detail metal, plastic-looking gold, random text, watermark.

WATCH NEGATIVE PROMPT

NEGATIVE CONTROL: changing dial layout, incorrect hour markers, duplicated hands, missing watch hands, extra crown, warped crown, changing strap texture, distorted case, asymmetrical bezel, incorrect reflection, watch face mutation, floating product, unstable shadows, unwanted logo mutation.

PERFUME NEGATIVE PROMPT

NEGATIVE CONTROL: changing bottle geometry, duplicate bottle, warped cap, changing liquid level, distorted label, floating bottle, unrealistic glass refraction, broken reflections, excessive prism effect, random spray behaviour, bottle melting, random typography, excessive bloom, watermark.

ELECTRONICS NEGATIVE PROMPT

NEGATIVE CONTROL: warped device body, changing camera placement, distorted screen, impossible buttons, duplicate ports, random UI text, changing screen interface, bent edges, unrealistic reflections, floating device, hand deformation, extra fingers, unstable screen content, flicker, watermark.

FOOD NEGATIVE PROMPT

NEGATIVE CONTROL: plastic-looking food, warped ingredients, duplicated toppings, melting plate, impossible food geometry, unnatural steam, rubber-like cheese, unrealistic liquid viscosity, food floating, ingredients

appearing or disappearing, excessive gloss, oversaturation, unnatural texture, deformed utensils, random hands, watermark.

BURGER NEGATIVE PROMPT

NEGATIVE CONTROL: duplicated patties, floating ingredients, asymmetrical bun mutation, plastic cheese, impossible cheese stretch, lettuce morphing, sauce appearing randomly, burger collapsing unnaturally, warped plate, unrealistic steam.

PIZZA NEGATIVE PROMPT

NEGATIVE CONTROL: rubber-like cheese, infinite cheese stretch, duplicated toppings, toppings sliding unnaturally, warped crust, pizza shape mutation, floating ingredients, unrealistic grease, random texture changes.

BEVERAGE NEGATIVE PROMPT

NEGATIVE CONTROL: floating liquid, impossible liquid direction, glass deformation, duplicate glass, ice cube mutation, unrealistic condensation, changing drink color, broken refraction, disappearing bubbles, excessive splash, random labels, watermark.

REAL ESTATE NEGATIVE PROMPT

NEGATIVE CONTROL: warped architecture, changing room dimensions, bending walls, disappearing windows, appearing doors, duplicated furniture, furniture morphing, incorrect perspective, bent floors, ceiling distortion, random people appearing, unstable lighting, exaggerated wide-angle distortion, fisheye warping, watermark.

LUXURY PROPERTY NEGATIVE PROMPT

NEGATIVE CONTROL: excessive HDR, oversaturated sky, fake-looking marble, plastic surfaces, warped windows, distorted architecture, duplicated furniture, impossible reflections, overexposed interiors, unnatural lighting, random décor changes.

DRONE / AERIAL NEGATIVE PROMPT

NEGATIVE CONTROL: warped horizon, unstable drone movement, sudden altitude change, random yaw, wobbling buildings, distorted roads, duplicate vehicles, impossible shadows, terrain morphing, abrupt camera acceleration.

SaaS / TECH NEGATIVE PROMPT

NEGATIVE CONTROL: unreadable interface, random text, fake letters, changing dashboard layout, duplicated UI elements, screen flicker, unstable charts, impossible cursor movement, warped monitor, floating device, hand deformation, background morphing, excessive neon glow, random code.

CYBERSECURITY NEGATIVE PROMPT

NEGATIVE CONTROL: cliché hacker masks, random nonsense code as hero content, unreadable UI, excessive red flashing, chaotic camera shake, screen mutation, unrealistic typing, duplicate monitors, random symbols, unstable lighting.

VEHICLE NEGATIVE PROMPT

NEGATIVE CONTROL: warped car body, changing wheel size, wrong wheel rotation, wheel sliding, duplicate headlights, melting body panels, changing

paint color, impossible suspension movement, floating vehicle, road warping, distorted reflections, random vehicles appearing.

ANIMATION NEGATIVE PROMPT

NEGATIVE CONTROL: changing character design, inconsistent proportions, extra limbs, facial morphing, wardrobe changes, texture flicker, model-sheet inconsistency, foot sliding, broken joint motion, clipping, background morphing, low-detail frames, inconsistent shading, random style changes, frame-to-frame color drift.

3D CHARACTER ANIMATION NEGATIVE PROMPT

NEGATIVE CONTROL: deformed hands, extra fingers, stiff facial animation, dead eyes, rubber joints, foot sliding, body intersection, clothing clipping, hair clipping, changing character proportions, unstable facial features, texture popping, inconsistent lighting, low-quality render artifacts.

2D ANIMATION NEGATIVE PROMPT

NEGATIVE CONTROL: off-model character, line-art flicker, changing costume, inconsistent proportions, warped face, duplicate limbs, unstable line thickness, random background changes, inconsistent color fill, frame-to-frame style drift.

MOVIE / CINEMATIC NEGATIVE PROMPT

NEGATIVE CONTROL: facial drift, costume changes, extra background characters, random props, unstable camera, sudden zoom, broken continuity, environment morphing, unrealistic physics, overdone lens flare, excessive film grain, crushed shadows, cheap CGI appearance, unnatural movement, random subtitles, watermark.

HORROR NEGATIVE PROMPT

For horror, do not automatically remove all distortion.

Some distortion may be intentional.

Instead, protect unwanted errors:

NEGATIVE CONTROL: accidental anatomy errors on non-monster characters, random character duplication, unintended comedy, inconsistent monster design, disappearing props, uncontrolled camera shake, exposure flicker, background morphing, random gore artifacts, accidental text.

The lesson:

Negative prompting should protect the creative intention—not destroy it.

HOW TO BUILD A NEGATIVE PROMPT CORRECTLY

A good negative prompt should answer:

1. WHAT CAN DEFORM?

If a person appears:

protect anatomy and face.

If a product appears:

protect geometry and materials.

2. WHAT CAN CHANGE OVER TIME?

Protect:

- wardrobe,

- labels,
- environment,
- props,
- identity,
- lighting.

3. WHAT MOTION CAN GO WRONG?

Protect against:

- sliding,
- floating,
- teleporting,
- jitter,
- sudden zoom,
- random camera movement.

4. WHAT PHYSICS MATTER?

For food:

liquid and texture.

For fashion:

fabric.

For automotive:

wheel and suspension.

For beauty:

skin and hands.

For product commercials:

reflections and contact shadows.

5. WHAT IMAGE-QUALITY PROBLEMS WOULD RUIN THE SHOT?

Protect against:

- excessive glow,
- over-saturation,
- low detail,
- flicker,
- cheap CGI,
- artifacting.

That gives you a scene-specific negative prompt.

THE UNIVERSAL NEGATIVE CONTROL TEMPLATE™

Use this when building a new prompt from scratch:

NEGATIVE CONTROL:

no [subject deformation],
no [identity inconsistency],
no [product/object mutation],
no [unwanted camera behaviour],
no [motion errors],
no [physics errors],
no [environment changes],
no [lighting instability],
no [image-quality artifacts],
no [unwanted text/logos/watermarks].

Then replace each section.

Example:

NEGATIVE CONTROL: no distorted hands, no identity drift, no changing handbag geometry, no random camera zoom, no foot sliding, no fabric clipping, no background morphing, no exposure flicker, no low-resolution textures, no unwanted text or watermark.

Simple.

Relevant.

Controlled.

THE NEGATIVE CONTROL STACK™ IN PRACTICE

Let's take a weak scene:

A woman walks through a luxury hotel carrying a handbag.

Potential failures:

- her face changes,
- hands deform,
- bag changes shape,
- dress changes,
- feet slide,
- hotel background morphs,
- camera moves randomly.

Now apply the stack:

SUBJECT CONTROL

Maintain identical face, hairstyle, dress and body proportions.

PRODUCT CONTROL

Maintain identical handbag shape, handle count, leather texture and gold hardware.

CAMERA CONTROL

One continuous backward tracking shot at constant speed.

MOTION CONTROL

Natural walking cycle, accurate foot contact.

ENVIRONMENT CONTROL

Hotel architecture and furniture remain fixed.

NEGATIVE CONTROL

facial drift, extra fingers, malformed hands, changing dress, warped handbag, duplicate handles, foot sliding, floating feet, background morphing, duplicated furniture, random guests appearing, sudden zoom, camera jitter, lighting flicker, watermark.

That is far more reliable than writing:

cinematic luxury hotel walk.

DO NOT OVERLOAD THE NEGATIVE PROMPT

This is important.

More negative words are not automatically better.

A prompt for a simple bottle on a pedestal does not need:

- teeth control,
- walking-cycle control,

- hairstyle control,
- vehicle-wheel control.

Those elements don't exist in the scene.

Use relevant negatives.

Otherwise your prompt becomes unnecessarily bloated.

GOOD RULE

Protect what exists. Protect what moves. Protect what matters commercially.

Everything else can be removed.

A THREE-LAYER NEGATIVE SYSTEM

For the 615-prompt vault, we will often use three layers.

LAYER 1 — UNIVERSAL QUALITY

Examples:

flicker, low-resolution texture, temporal inconsistency, watermark.

LAYER 2 — CATEGORY-SPECIFIC

For food:

plastic food, unrealistic liquid, ingredient mutation.

For humans:

extra fingers, face drift, wardrobe changes.

LAYER 3 — SCENE-SPECIFIC

For a handbag commercial:

duplicate handles, changing clasp, warped stitching.

This prevents the negative prompts from feeling copied and pasted.

WHEN A TOOL DOES NOT HAVE A NEGATIVE PROMPT BOX

Some AI video generators provide a dedicated negative-prompt field.

Others do not.

If the tool does not provide one, you have several options.

OPTION 1 — ADD AVOIDANCE LANGUAGE TO THE MAIN PROMPT

Example:

Maintain stable product geometry throughout. Avoid duplicate packaging, warped labels, floating objects, or unexpected camera movement.

OPTION 2 — USE A FINAL CONTROL BLOCK

At the end:

AVOID: distorted hands, product morphing, frame flicker, random camera movement, unwanted text.

OPTION 3 — SHORTEN IT

If the model performs worse with long negative blocks, use only the most important failures.

Example:

Avoid product deformation, label mutation, camera jitter, flicker and unwanted text.

The system should adapt to the tool.

Not the other way around.

NEGATIVE PROMPTING FOR IMAGE-TO-VIDEO

Image-to-video has a special priority:

protect the source image.

A strong negative block might say:

Do not alter the subject's facial identity, clothing, product design, environment layout, color palette or composition established in the source image. No new objects, no disappearing elements, no subject morphing, no background reconstruction, no unwanted camera rotation.

This becomes especially important for:

- client product photography,
- avatar content,
- real estate images,
- fashion images,
- brand assets.

We will cover this much more deeply in the dedicated Image-to-Video chapter.

NEGATIVE PROMPTING FOR SEQUENTIAL SCENES

When creating Scene 1, Scene 2 and Scene 3 with the same character, negative prompting should protect continuity across all scenes.

Example master lock:

Maintain identical facial structure, skin tone, hairstyle, wardrobe, jewelry, body proportions and age appearance across every scene.

Then every scene gets:

no identity drift, no wardrobe change, no jewelry change, no hairstyle change.

This is the beginning of **multi-shot consistency**.

We will build that properly later.

THE FINAL NEGATIVE PROMPT RULE

There is one rule worth remembering above everything else:

A negative prompt should solve a likely failure.

Don't add words because they sound technical.

Add them because they protect the shot.

If the bottle must remain the same:

protect the bottle.

If the face must remain the same:

protect the face.

If the camera must remain stable:

protect the camera.

If the architecture must remain accurate:

protect the architecture.

If the food needs believable texture:

protect the food.

That is how the Negative Prompt System™ remains practical instead of becoming a giant list of meaningless restrictions.

THE NEGATIVE PROMPT SYSTEM™ — QUICK FORMULA

Whenever you create a prompt, ask:

WHAT MUST NOT DEFORM?

WHAT MUST NOT CHANGE?

WHAT MUST NOT MOVE?

WHAT MUST NOT APPEAR?

WHAT PHYSICS MUST NOT BREAK?

WHAT CAMERA ERROR MUST NOT OCCUR?

Answer those six questions and you can create a strong negative-control block for almost any AI video scene.

THE MASTER NEGATIVE CONTROL BLOCK

Use this as your starting template:

NEGATIVE CONTROL: distorted anatomy, identity drift, changing subject appearance, object deformation, duplicated objects, disappearing elements, unstable geometry, unwanted camera movement, sudden zoom, camera jitter, motion inconsistency, sliding, floating, broken physics, object penetration, unstable reflections, incorrect shadows, environment morphing, lighting flicker, exposure instability, low-resolution textures, plastic-looking

materials, excessive sharpening, excessive bloom, oversaturation, random text, subtitles, watermark, logo distortion.

Then remove anything irrelevant and add scene-specific errors.

That is the system.

CHAPTER 2 SUMMARY

The Golden Prompt Formula 2.0™ tells the AI what to create.

The Negative Prompt System™ protects the generation from common failures.

Together, they give you both:

creative direction + quality control.

From this point onward, the prompt vault will use these systems together.

That means the prompts in the next section will not merely be beautiful descriptions.

They will be built as **production-ready directing briefs.**

CHAPTER 3

PRODUCT & E-COMMERCE VIDEOS

75 Production-Ready AI Video Prompts That Make Products Look Expensive

Your original edition already established Product Videos as the first commercial prompt category, including skincare, earbuds, smartwatch, perfume, candles, supplements, leather goods, honey and coffee-machine concepts. This rebuilt chapter preserves those useful commercial directions but upgrades them to the **Golden Prompt Formula 2.0™ + Negative Prompt System™** standard.

The goal of this chapter is not simply to make products look beautiful.

It is to make them look:

desirable, believable, premium, usable in advertising, and commercially valuable.

For every prompt, replace the bracketed variables with the actual client or product information.

SECTION A — SKINCARE & BEAUTY

PROMPT P-01 — Luxury Serum Marble Hero Reveal

BEST FOR: Serum • Facial oil • Moisturizer • Premium skincare

CUSTOMIZE: [PRODUCT] [PACKAGING COLOR] [FLOWER] [BRAND COLOR]

MASTER VIDEO PROMPT

Begin on an extreme macro close-up of [PRODUCT], a premium frosted-glass skincare bottle with [PACKAGING COLOR] detailing, standing perfectly upright on white Calacatta marble. Tiny condensation droplets cling naturally to the cold glass.

Hold the opening composition briefly, then perform an extremely slow mechanically smooth dolly backward combined with a controlled 110-degree clockwise orbit. As the frame widens, reveal two [FLOWER] blossoms behind the bottle, folded ivory silk entering the lower-right foreground, and one candle several feet behind producing soft amber bokeh.

Large diffused light from camera-left creates a luminous gradient across the bottle. A warm backlight from behind-right creates a restrained gold rim.

Premium luxury beauty-commercial cinematography, creamy depth of field, realistic glass refraction, subtle filmic contrast and immaculate product rendering.

CAMERA LOCK: One continuous orbit-pullback. No zoom, tilt, shake or speed change.

MOTION HIERARCHY: Primary — camera. Secondary — candle flame. Ambient — barely perceptible flower movement. Locked — product.

PHYSICS/CONTINUITY: Product geometry, cap, liquid level and label placement remain identical. Realistic condensation, reflections and contact shadow.

OUTPUT: 9:16, 24fps, 8–10 seconds.

NEGATIVE PROMPT: warped bottle, duplicate product, changing cap, label mutation, fake text, floating bottle, unrealistic condensation, melting marble, broken reflections, morphing flowers, random objects, camera jitter, focus pulsing, exposure flicker, excessive bloom, watermark.

DIRECTOR'S NOTE: Restraint creates the luxury.

OPTIONAL VARIATION: Replace white marble with black stone and orchids for a darker prestige campaign.

PROMPT P-02 — Botanical Skincare Golden-Hour Ritual

BEST FOR: Natural skincare • Organic beauty • Facial oils • Wellness brands

CUSTOMIZE: [PRODUCT] [BOTANICAL INGREDIENT] [LOCATION]

MASTER VIDEO PROMPT

Medium close-up of [PRODUCT] resting on a weathered cream stone pedestal surrounded by fresh [BOTANICAL INGREDIENT], dewy green leaves and small droplets of water.

Set the scene outdoors in [LOCATION] during the final thirty minutes before sunset. Warm sunlight enters from behind-left, creating natural rim light through translucent leaves and casting elongated soft shadows.

Camera performs a slow lateral slider movement from right to left while maintaining the product as the sharpest object in frame. A gentle breeze moves only the leaves and tiny flower stems.

Premium botanical skincare campaign, natural textures, muted earth tones, warm golden highlights, believable moisture and restrained cinematic contrast.

CAMERA LOCK: Constant lateral slide only.

MOTION HIERARCHY: Primary — camera slide. Secondary — foliage movement. Ambient — occasional floating pollen. Locked — product and pedestal.

PHYSICS/CONTINUITY: Maintain exact packaging design, color and dimensions; droplets remain attached naturally under gravity.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: product distortion, duplicate leaves, floating foliage, changing packaging color, fake labels, oversaturated greens, artificial sun flare, impossible shadows, random flowers appearing, frame flicker, product sliding, excessive wind, watermark.

DIRECTOR'S NOTE: Natural does not mean messy. Keep the composition curated.

OPTIONAL VARIATION: Use early-morning mist for a fresher, cleaner campaign.

PROMPT P-03 — Clinical Skincare Laboratory Precision

BEST FOR: Dermatology products • Acne care • SPF • Clinical skincare

CUSTOMIZE: [PRODUCT] [ACTIVE INGREDIENT] [ACCENT COLOR]

MASTER VIDEO PROMPT

Start with a symmetrical medium close-up of [PRODUCT] centered on a seamless white laboratory surface. Surround it sparingly with transparent laboratory glassware containing clear liquid and a subtle [ACCENT COLOR] solution representing [ACTIVE INGREDIENT].

Camera executes a very slow straight push-in. In the background, one pipette releases a single droplet into a glass vessel; the droplet creates one clean ripple.

Use high-key diffused lighting with soft frontal fill, precise edge highlights and near-shadowless white surroundings.

Visual language is advanced dermatological science rather than futuristic fantasy: clean, controlled, credible, bright and medically refined.

CAMERA LOCK: Straight push-in only; maintain symmetry.

MOTION HIERARCHY: Primary — camera push. Secondary — one pipette droplet. Locked — product and surrounding glassware.

PHYSICS/CONTINUITY: Correct liquid gravity, refraction and ripple behaviour. Product geometry remains unchanged.

OUTPUT: 16:9 or 9:16, 30fps, 7–8 seconds.

NEGATIVE PROMPT: cluttered laboratory, distorted glassware, floating liquids, random bubbles, neon sci-fi interface, product mutation, fake medical text, misspelled labels, warped surfaces, overexposure, sterile blue cast, jitter, watermark.

DIRECTOR'S NOTE: Aim for believable science, not science-fiction clichés.

OPTIONAL VARIATION: Replace the glassware with macro ingredient crystals for ingredient-focused messaging.

PROMPT P-04 — Moisturizer Texture Macro Swirl

BEST FOR: Cream • Body butter • Lotion • Hair masks

CUSTOMIZE: [PRODUCT TEXTURE] [COLOR]

MASTER VIDEO PROMPT

Extreme macro shot of [PRODUCT TEXTURE] in [COLOR] being slowly swept across a polished glass surface by a clean cosmetic spatula.

The camera remains almost static while the spatula moves diagonally through frame, leaving a perfectly defined ridge that reveals thickness, sheen and texture. A narrow side light skims across the cream, making each fold visible.

After the spatula exits, perform a subtle 5% push-in toward the most detailed ridge.

Hyper-detailed beauty texture cinematography, realistic viscosity, smooth highlights, premium editorial finish.

CAMERA LOCK: Static for the texture movement, then minimal push-in.

MOTION HIERARCHY: Primary — spatula movement. Secondary — cream displacement. Locked — surface and framing.

PHYSICS/CONTINUITY: Cream should compress and fold naturally, never behave like rubber or liquid water.

OUTPUT: 1:1 or 9:16, 60fps capture aesthetic, 6 seconds.

NEGATIVE PROMPT: rubber texture, watery cream, floating cream, disconnected spatula, deformed tool, random bubbles, inconsistent color, texture morphing, excessive gloss, plastic appearance, focus flicker, low-detail surface, watermark.

DIRECTOR'S NOTE: The texture itself is the hero.

OPTIONAL VARIATION: Create a slow spiral motion for body butter or hair cream.

PROMPT P-05 — Beauty Dropper Suspended Moment

BEST FOR: Serum • Facial oil • Essence

CUSTOMIZE: [PRODUCT COLOR] [BOTTLE STYLE]

MASTER VIDEO PROMPT

Extreme close-up of a glass dropper held directly above an open [BOTTLE STYLE] skincare bottle. A single translucent [PRODUCT COLOR] serum droplet grows gradually at the tip.

Camera performs an almost imperceptible push-in as the droplet becomes heavier, detaches under natural gravity and falls cleanly into the bottle opening.

Illuminate with large soft frontal light and narrow rim lighting to reveal the liquid edge without overexposing it.

Premium macro beauty imagery, elegant, controlled and sensory.

CAMERA LOCK: Micro push-in only.

MOTION HIERARCHY: Primary — droplet formation and fall. Secondary — subtle liquid movement inside bottle. Locked — bottle and dropper position.

PHYSICS/CONTINUITY: Correct surface tension, gravity and liquid viscosity.

OUTPUT: 9:16, slow-motion aesthetic, 5–6 seconds.

NEGATIVE PROMPT: floating droplet, upward-moving liquid, multiple random droplets, warped dropper, duplicate bottle, changing liquid color, bottle mutation, splash explosion, label distortion, excessive lens flare, frame flicker, watermark.

DIRECTOR'S NOTE: One perfect droplet is stronger than an exaggerated splash.

OPTIONAL VARIATION: Let the droplet land on illuminated skin instead of returning to the bottle.

SECTION B — HAIRCARE, MAKEUP & BEAUTY TOOLS

PROMPT P-06 — Premium Shampoo Water-Ribbon Hero

BEST FOR: Shampoo • Conditioner • Hair treatment

CUSTOMIZE: [BOTTLE] [BRAND COLOR]

MASTER VIDEO PROMPT

Place [BOTTLE] upright on a glossy dark platform against a deep [BRAND COLOR] background. Begin with a medium product shot.

A thin ribbon of clear water flows from behind the bottle, curving elegantly around its base without touching or obscuring the label. Camera performs a slow 80-degree orbit.

Backlight makes the water edges sparkle while a large soft key reveals packaging texture.

CAMERA LOCK: Single orbit.

MOTION HIERARCHY: Primary — camera. Secondary — controlled water ribbon.
Locked — bottle.

PHYSICS/CONTINUITY: Water follows natural gravity and momentum; bottle geometry remains exact.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: impossible water loops, floating water, bottle deformation, changing cap, label mutation, duplicate bottle, excessive splash, random droplets on lens, fake gloss, broken reflections, camera shake, watermark.

DIRECTOR'S NOTE: The water should support the haircare message without becoming a fantasy effect.

OPTIONAL VARIATION: Replace water with a silky product-texture ribbon.

PROMPT P-07 — Hair Oil Golden Strand Macro

BEST FOR: Hair oil • Growth oil • Leave-in serum

CUSTOMIZE: [HAIR TYPE] [PRODUCT]

MASTER VIDEO PROMPT

Extreme macro profile shot of healthy [HAIR TYPE] strands moving gently through warm backlight. A clean hand applies one small drop of [PRODUCT] between the fingers before smoothing it down a selected section.

Camera tracks slowly alongside the strand as light reveals softness, texture and shine without making the hair look synthetic.

CAMERA LOCK: Slow linear tracking only.

MOTION HIERARCHY: Primary — hand smoothing hair. Secondary — subtle strand movement. Locked — head position.

PHYSICS/CONTINUITY: Natural strand separation, believable oil distribution and hand contact.

OUTPUT: 9:16, 60fps aesthetic, 7 seconds.

NEGATIVE PROMPT: plastic hair, hair melting together, finger deformation, extra fingers, hair clipping through hands, changing hairstyle, excessive shine, unrealistic oil dripping, identity drift, background morphing, watermark.

DIRECTOR'S NOTE: Show healthy texture, not artificial mirror-like shine.

OPTIONAL VARIATION: Use braided or coily hair for texture-specific campaigns.

PROMPT P-08 — Lipstick Precision Twist-Up

BEST FOR: Lipstick • Lip balm • Makeup launches

CUSTOMIZE: [LIP COLOR] [PACKAGING MATERIAL]

MASTER VIDEO PROMPT

Macro product shot of a closed lipstick tube made from [PACKAGING MATERIAL] standing against a clean tonal background. Camera slowly pushes in as the cap rises vertically and exits frame.

The [LIP COLOR] lipstick bullet then rotates upward smoothly from the tube until fully revealed. A narrow highlight travels across its sculpted edge.

CAMERA LOCK: Centered push-in; no orbit.

MOTION HIERARCHY: Primary — lipstick mechanism. Secondary — light reflection. Locked — tube base.

PHYSICS/CONTINUITY: Mechanism remains mechanically aligned; lipstick shape stays intact.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: melting lipstick, duplicate bullet, warped tube, crooked mechanism, impossible cap motion, changing color, random text, product floating, excessive glitter, camera shake, watermark.

DIRECTOR'S NOTE: Mechanical precision makes the product feel premium.

OPTIONAL VARIATION: End with a macro swatch appearing on textured paper in a second shot.

PROMPT P-09 — Makeup Brush Powder Explosion

BEST FOR: Powder • Blush • Makeup brushes • Cosmetics

CUSTOMIZE: [POWDER COLOR] [BRUSH STYLE]

MASTER VIDEO PROMPT

Extreme close-up of [BRUSH STYLE] entering from camera-right and gently tapping against a compact containing [POWDER COLOR] powder.

At contact, a small controlled cloud of ultra-fine powder lifts into hard side light. Camera remains locked while particles expand slowly and settle.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — brush tap. Secondary — powder cloud. Locked — compact.

PHYSICS/CONTINUITY: Fine particles disperse naturally under air resistance and gravity.

OUTPUT: 16:9 or 9:16, high-speed slow-motion aesthetic, 5 seconds.

NEGATIVE PROMPT: explosive smoke cloud, powder behaving like liquid, warped brush, floating compact, changing color, oversized particles, duplicate tools, artificial fog, overexposure, watermark.

DIRECTOR'S NOTE: Keep the powder cloud delicate, not explosive.

OPTIONAL VARIATION: Use bronzer, eyeshadow or setting powder.

PROMPT P-10 — Luxury Hair Dryer Airflow Demonstration

BEST FOR: Hair dryer • Styling tool • Beauty appliance

CUSTOMIZE: [PRODUCT] [MODEL]

MASTER VIDEO PROMPT

Medium close-up of [MODEL] in a minimal beauty studio holding [PRODUCT]. Camera is positioned at a flattering three-quarter angle.

She activates the dryer and directs airflow through one section of hair. Hair responds naturally, flowing backward in a controlled direction while maintaining overall hairstyle.

Camera makes a subtle lateral move toward the product before shifting focus to the hair movement.

CAMERA LOCK: One short lateral move; no handheld shake.

MOTION HIERARCHY: Primary — airflow through hair. Secondary — camera slide. Locked — model's position and product design.

PHYSICS/CONTINUITY: Realistic air interaction, hair inertia and grip.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: hair clipping, hairstyle mutation, distorted hands, extra fingers, product shape change, random airflow directions, unrealistic hurricane movement, facial drift, changing wardrobe, floating dryer, watermark.

DIRECTOR'S NOTE: Demonstrate performance without making the hair chaotic.

OPTIONAL VARIATION: Show a close-up of the nozzle and strand smoothing.

SECTION C — PERFUME, CANDLES & LUXURY SENSORY PRODUCTS

PROMPT P-11 — Perfume Midnight Glass Pedestal

BEST FOR: Fragrance • Luxury perfume • Cologne

CUSTOMIZE: [BOTTLE] [ACCENT COLOR]

MASTER VIDEO PROMPT

Place [BOTTLE] on a glossy black circular pedestal inside a near-black studio. Begin behind the bottle with its silhouette edged by narrow [ACCENT COLOR] backlighting.

Camera makes a slow semi-circle around the product until the label enters full view. During the movement, controlled atmospheric haze catches one narrow beam of light.

Realistic heavy glass, subtle liquid refraction and restrained reflections create a prestige fragrance-film look.

CAMERA LOCK: One 160-degree orbit only.

MOTION HIERARCHY: Primary — camera. Ambient — haze. Locked — bottle and pedestal.

OUTPUT: 9:16, 24fps, 9 seconds.

NEGATIVE PROMPT: bottle mutation, duplicate cap, changing liquid level, fake typography, excessive neon, impossible reflections, floating pedestal, smoke covering product, dramatic random flare, jitter, flicker, watermark.

DIRECTOR'S NOTE: Let darkness hide everything except what matters.

OPTIONAL VARIATION: Add warm amber backlight for an oud or evening fragrance.

PROMPT P-12 — Perfume Mist Silhouette

BEST FOR: Fragrance launch • Fashion perfume • Feminine fragrance

CUSTOMIZE: [PRODUCT] [MODEL PROFILE]

MASTER VIDEO PROMPT

Profile close-up of [MODEL PROFILE] holding [PRODUCT] approximately 20cm from the neck. She presses the atomizer once.

Capture the fragrance mist traveling through a narrow beam of backlight, forming a delicate cloud before dissipating naturally. The model closes her eyes subtly as the mist settles.

CAMERA LOCK: Locked tripod shot.

MOTION HIERARCHY: Primary — perfume mist. Secondary — slight head movement.
Locked — camera and product design.

PHYSICS/CONTINUITY: Fine aerosol dispersal, no heavy smoke behaviour.

OUTPUT: 9:16, 60fps slow-motion aesthetic, 6 seconds.

NEGATIVE PROMPT: deformed hands, extra fingers, face drift, giant mist cloud, smoke-like spray, product mutation, spray traveling backward, changing wardrobe, excessive beauty filter, watermark.

DIRECTOR'S NOTE: One spray. One reaction. Keep it elegant.

OPTIONAL VARIATION: Shoot only the hand, neck and bottle for a faceless campaign.

PROMPT P-13 — Candle Flame Sunday-Evening Atmosphere

BEST FOR: Candles • Home fragrance • Wellness brands

CUSTOMIZE: [CANDLE] [BOTANICAL]

MASTER VIDEO PROMPT

Extreme close-up of [CANDLE] burning steadily on layered ivory linen beside dried [BOTANICAL] and two neutral hardcover books.

Camera performs an almost imperceptible clockwise orbit. Warm practical lights create amber bokeh far behind.

The flame moves naturally in small irregular motions while a faint heat shimmer rises above it.

CAMERA LOCK: Very slow orbit only.

MOTION HIERARCHY: Primary — camera. Secondary — flame. Ambient — heat shimmer. Locked — candle vessel and props.

OUTPUT: 1:1 or 9:16, 24fps, 10 seconds loop-friendly.

NEGATIVE PROMPT: duplicate flames, giant flame, smoke explosion, candle melting unrealistically, vessel mutation, floating props, books changing shape, background flicker, unstable exposure, excessive orange cast, watermark.

DIRECTOR'S NOTE: Cozy should feel controlled and expensive, not dim and muddy.

OPTIONAL VARIATION: Use black stone and wood for a masculine home-fragrance campaign.

PROMPT P-14 — Candle Wax Pour Artisan Process

BEST FOR: Handmade candle brands • Small businesses • BTS product content

CUSTOMIZE: [VESSEL] [WAX COLOR]

MASTER VIDEO PROMPT

Top-down close-up of warm [WAX COLOR] candle wax being poured slowly from a stainless-steel pitcher into [VESSEL].

The wax forms a smooth rising pool around a centered wick while the camera performs a subtle controlled push-in.

Natural artisan workshop environment with warm wood surface and restrained tools outside the focal area.

CAMERA LOCK: Top-down push only.

MOTION HIERARCHY: Primary — wax pour. Secondary — pool expansion. Locked — vessel and wick.

PHYSICS/CONTINUITY: Thick hot wax flows continuously and settles flat under gravity.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: wax splashing like water, floating wick, vessel distortion, duplicate hands, extra fingers, wax changing color, random tools appearing, warped pitcher, frame flicker, watermark.

DIRECTOR'S NOTE: This prompt sells craftsmanship as much as the finished product.

OPTIONAL VARIATION: Add dried botanicals only after the pour in a separate generation.

PROMPT P-15 — Luxury Diffuser Reed Reflection

BEST FOR: Reed diffusers • Home fragrance • Interior brands

CUSTOMIZE: [DIFFUSER] [ROOM STYLE]

MASTER VIDEO PROMPT

Medium close-up of [DIFFUSER] placed on a dark reflective console inside a refined [ROOM STYLE] interior.

Camera moves slowly forward from behind foreground architectural blur until the diffuser becomes fully clear. Reeds create elegant vertical lines; a warm lamp in the background forms one soft circle of bokeh.

CAMERA LOCK: Straight push only.

MOTION HIERARCHY: Primary — camera. Ambient — minimal curtain movement.
Locked — diffuser and reeds.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: changing reed count, warped bottle, floating reeds, liquid level mutation, mirror errors, duplicate decor, distorted furniture, excessive background movement, focus hunting, watermark.

DIRECTOR'S NOTE: Use the room to communicate lifestyle without overpowering the product.

OPTIONAL VARIATION: Create a bathroom-spa version with stone and folded towels.

SECTION D — FASHION, BAGS & FOOTWEAR

PROMPT P-16 — Leather Handbag Craftsmanship Macro

BEST FOR: Handbags • Leather goods • Luxury accessories

CUSTOMIZE: [BAG] [HARDWARE COLOR]

MASTER VIDEO PROMPT

Begin with an extreme macro tracking shot millimeters above the leather surface of [BAG], revealing grain, stitching and edge finishing.

Transition naturally into a wider three-quarter product view as camera rises slightly, revealing [HARDWARE COLOR] hardware catching a controlled highlight.

CAMERA LOCK: One continuous slow surface track transitioning to gentle rise.

MOTION HIERARCHY: Primary — camera. Secondary — moving reflection on hardware. Locked — bag.

PHYSICS/CONTINUITY: Stitching, handle count, hardware and leather grain remain consistent.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate handles, warped stitching, melted leather, changing clasp, plastic leather, bag shape mutation, floating bag, broken highlights, camera jitter, watermark.

DIRECTOR'S NOTE: Texture is what sells craftsmanship.

OPTIONAL VARIATION: Use suede, woven leather or crocodile-textured material.

PROMPT P-17 — Luxury Handbag Café Lifestyle

BEST FOR: Fashion brands • Boutique bags • Lifestyle commerce

CUSTOMIZE: [BAG] [CAFÉ STYLE]

MASTER VIDEO PROMPT

Place [BAG] upright on a marble café table beside a minimal ceramic espresso cup inside [CAFÉ STYLE].

Late-morning window light crosses the bag at approximately 45 degrees, revealing its profile and casting a clean directional shadow.

Camera begins slightly low and slowly arcs 60 degrees to reveal the front.

CAMERA LOCK: One restrained arc.

MOTION HIERARCHY: Primary — camera. Secondary — faint steam from coffee. Locked — bag.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: bag mutation, handle duplication, floating cup, unrealistic steam, distorted marble, random people crossing product, changing hardware, extra props, fake logos, watermark.

DIRECTOR'S NOTE: Lifestyle context should imply ownership, not distract.

OPTIONAL VARIATION: Replace café with executive hotel lobby.

PROMPT P-18 — Sneaker Floating-Lace Studio Reveal

BEST FOR: Sneakers • Sportswear • Shoe launches

CUSTOMIZE: [SNEAKER] [BACKGROUND COLOR]

MASTER VIDEO PROMPT

Position [SNEAKER] on a narrow matte pedestal against [BACKGROUND COLOR].

Begin with a low three-quarter close-up focused on the toe texture.

Camera slowly travels upward and backward while one lace end lifts subtly from a controlled airflow and settles naturally.

Directional edge lighting reveals sole geometry, mesh and stitching.

CAMERA LOCK: Single rising pull-back.

MOTION HIERARCHY: Primary — camera. Secondary — subtle lace movement.

Locked — sneaker and pedestal.

PHYSICS/CONTINUITY: Shoe remains weighted on pedestal; lace responds naturally to airflow.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: floating shoe, changing sole, duplicate laces, warped toe, impossible stitching, lace moving independently without physics, product rotation, oversaturated material, watermark.

DIRECTOR'S NOTE: Do not literally levitate the shoe unless that is the concept.

OPTIONAL VARIATION: Introduce moving light bands for a sport-tech aesthetic.

PROMPT P-19 — High-Heel Runway Pedestal

BEST FOR: Women's footwear • Luxury fashion • Boutique ads

CUSTOMIZE: [SHOE] [MATERIAL]

MASTER VIDEO PROMPT

Low-angle close-up of [SHOE] made from [MATERIAL] on a slim mirrored pedestal.

Camera performs a slow 100-degree arc while a narrow overhead spotlight creates precise highlights along the heel and toe.

Background remains deep charcoal with faint atmospheric separation.

CAMERA LOCK: Slow orbit only.

MOTION HIERARCHY: Primary — camera. Locked — shoe and pedestal.

PHYSICS/CONTINUITY: Heel geometry and straps remain perfectly stable.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: bent heel, changing straps, duplicate buckles, floating shoe, mirror mismatch, excessive sparkle, warped silhouette, unstable shadows, watermark.

DIRECTOR'S NOTE: The silhouette must remain pristine.

OPTIONAL VARIATION: Use a pale seamless studio for bridal footwear.

PROMPT P-20 — Streetwear Hoodie Urban Wind Test

BEST FOR: Clothing • Streetwear • Fashion e-commerce

CUSTOMIZE: [MODEL] [HOODIE] [LOCATION]

MASTER VIDEO PROMPT

Medium low-angle shot of [MODEL] wearing [HOODIE] at [LOCATION] during overcast late afternoon.

The model stands still while a controlled breeze moves the lower hem and drawstrings. Camera slides slowly from left to right, keeping the chest branding area visible.

CAMERA LOCK: Lateral slide only.

MOTION HIERARCHY: Primary — camera. Secondary — fabric movement. Locked — model stance.

PHYSICS/CONTINUITY: Natural heavy-cotton fabric behaviour, no body clipping.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: changing clothing design, logo mutation, fabric clipping, extra drawstrings, deformed hands, identity drift, rubber fabric, random pedestrians blocking model, camera shake, watermark.

DIRECTOR'S NOTE: Keep the clothing readable throughout.

OPTIONAL VARIATION: Add a slow walk for a second shot.

SECTION E — JEWELRY & WATCHES

PROMPT P-21 — Diamond Ring Light Sweep

BEST FOR: Engagement rings • Fine jewelry • Luxury accessories

CUSTOMIZE: [RING] [STONE]

MASTER VIDEO PROMPT

Extreme macro shot of [RING] with [STONE] resting on matte black velvet. Keep the ring stationary.

Camera performs a tiny 30-degree arc while one narrow diffused light source creates a controlled highlight traveling through the stone facets.

CAMERA LOCK: Micro orbit only.

MOTION HIERARCHY: Primary — camera. Secondary — optical highlight. Locked — ring.

PHYSICS/CONTINUITY: Accurate metal reflections and gemstone refraction.

OUTPUT: 1:1 or 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: changing stone count, fake glitter, duplicate ring, warped band, gemstone morphing, rainbow explosion, floating ring, velvet mutation, excessive sparkle, watermark.

DIRECTOR'S NOTE: Jewelry should sparkle because of light, not artificial particle effects.

OPTIONAL VARIATION: Use white satin for bridal advertising.

PROMPT P-22 — Gold Necklace Silk Glide

BEST FOR: Necklaces • Chains • Fine jewelry

CUSTOMIZE: [NECKLACE] [FABRIC COLOR]

MASTER VIDEO PROMPT

Top-down macro shot of [NECKLACE] arranged naturally over folded [FABRIC COLOR] silk.

Camera glides slowly across the chain from clasp to pendant while soft light creates moving reflections across each metal link.

CAMERA LOCK: Straight macro glide.

MOTION HIERARCHY: Primary — camera. Locked — necklace and fabric.

PHYSICS/CONTINUITY: Chain topology remains identical; pendant orientation stays fixed.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: duplicate links, broken chain, floating pendant, changing clasp, melting gold, random gemstones, fabric morphing, excessive glitter, focus instability, watermark.

DIRECTOR'S NOTE: Protect chain continuity aggressively.

OPTIONAL VARIATION: Use deep emerald velvet for a richer palette.

PROMPT P-23 — Men's Watch Precision Orbit

BEST FOR: Watches • Men's accessories • Luxury ads

CUSTOMIZE: [WATCH]

MASTER VIDEO PROMPT

Place [WATCH] horizontally on dark charcoal stone. Start at extreme macro on the brushed-metal case edge before gradually pulling back into a complete three-quarter view during a controlled 110-degree clockwise orbit.

Use a hard narrow key from upper-left and restrained cool rim from behind.

CAMERA LOCK: One orbit-pullback at constant speed.

MOTION HIERARCHY: Primary — camera. Ambient — faint haze. Locked — watch and pedestal.

PHYSICS/CONTINUITY: Stable dial layout, hands, bezel, crown and strap; accurate metal and glass reflections.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: changing dial, extra watch hands, duplicate crown, warped bezel, strap mutation, floating watch, broken reflections, excessive glare, pedestal morphing, watermark.

DIRECTOR'S NOTE: Precision is the visual message.

OPTIONAL VARIATION: Use warm brown leather and walnut for heritage styling.

PROMPT P-24 — Bracelet Wrist Lifestyle Close-Up

BEST FOR: Bracelets • Jewelry boutiques • Lifestyle campaigns

CUSTOMIZE: [BRACELET] [MODEL]

MASTER VIDEO PROMPT

Close-up of [MODEL] resting one hand casually on a light stone café table while wearing [BRACELET].

Camera travels slowly parallel to the wrist. Natural morning light catches the jewelry while the hand remains relaxed.

CAMERA LOCK: Short lateral tracking shot.

MOTION HIERARCHY: Primary — camera. Secondary — one slight finger adjustment. Locked — bracelet position.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, fused fingers, warped bracelet, duplicate jewelry, changing skin tone, distorted wrist, jewelry clipping into skin, excessive shine, watermark.

DIRECTOR'S NOTE: Human anatomy becomes part of the product presentation; keep the pose simple.

OPTIONAL VARIATION: Use evening cocktail lighting for premium occasions.

PROMPT P-25 — Earrings Turn-and-Catch-Light

BEST FOR: Earrings • Fashion jewelry • Beauty brands

CUSTOMIZE: [EARRINGS] [MODEL]

MASTER VIDEO PROMPT

Tight profile close-up of [MODEL] wearing [EARRINGS] against a simple neutral background.

She turns her head approximately 25 degrees toward camera. The earrings respond with a small delayed swing and briefly catch the edge light before settling.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — head turn. Secondary — earring swing. Locked — camera and wardrobe.

PHYSICS/CONTINUITY: Natural pendulum movement and stable jewelry design.

OUTPUT: 9:16, 60fps aesthetic, 5–6 seconds.

NEGATIVE PROMPT: extra earrings, ear distortion, face drift, jewelry clipping, impossible swinging, changing hairstyle, asymmetrical eyes, excessive sparkle, watermark.

DIRECTOR'S NOTE: Keep the movement small enough for the jewelry to remain readable.

OPTIONAL VARIATION: Use a tighter crop showing only ear, jaw and neck.

SECTION F — ELECTRONICS & TECHNOLOGY PRODUCTS

PROMPT P-26 — Wireless Earbuds Magnetic Unbox

BEST FOR: Earbuds • Consumer electronics • Tech launches

CUSTOMIZE: [EARBUDS] [CASE COLOR]

MASTER VIDEO PROMPT

Top-down close-up of [CASE COLOR] wireless earbud case centered on a dark matte desk. A clean hand enters, opens the lid smoothly and reveals [EARBUDS].

Camera performs a subtle push-in as the earbuds catch a precise rim light.

CAMERA LOCK: Top-down micro push.

MOTION HIERARCHY: Primary — lid opening. Secondary — camera push. Locked — case position.

PHYSICS/CONTINUITY: Hinge follows realistic mechanical motion; earbuds remain correctly seated.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: deformed hands, extra fingers, duplicate earbuds, changing earbud shape, impossible hinge, floating case, random LEDs, warped charging port, text mutation, watermark.

DIRECTOR'S NOTE: Mechanical credibility matters.

OPTIONAL VARIATION: Show one earbud being lifted magnetically from the case.

PROMPT P-27 — Smartphone Camera Module Macro Reveal

BEST FOR: Smartphones • Tech ads • Device launches

CUSTOMIZE: [PHONE] [BODY COLOR]

MASTER VIDEO PROMPT

Extreme macro shot beginning on one lens of [PHONE] in [BODY COLOR]. Camera travels slowly across the camera module, revealing metal rings, glass surfaces and machining before pulling back to show the upper third of the device.

CAMERA LOCK: Controlled macro track and pull-back.

MOTION HIERARCHY: Primary — camera. Locked — phone.

OUTPUT: 16:9 or 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: changing lens count, duplicate camera modules, warped phone edges, random buttons, fake text, floating device, broken glass reflections, excessive flare, low-resolution metal, watermark.

DIRECTOR'S NOTE: Lock lens count and placement.

OPTIONAL VARIATION: Reveal the full phone with a light sweep.

PROMPT P-28 — Smartwatch Fitness Wake-Up

BEST FOR: Smartwatches • Fitness trackers • Wearables

CUSTOMIZE: [WATCH] [DISPLAY STYLE]

MASTER VIDEO PROMPT

Close-up of [WATCH] on an athletic wrist before dawn. Screen is initially dark.

The wearer raises the wrist naturally; [DISPLAY STYLE] display activates as the camera performs a short push-in. Soft blue early-morning light fills the environment.

CAMERA LOCK: Gentle push only.

MOTION HIERARCHY: Primary — wrist raise. Secondary — screen activation. Locked — camera axis.

PHYSICS/CONTINUITY: Correct wrist anatomy and stable watch geometry.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: distorted hand, extra fingers, changing watch face, warped strap, random UI text, screen flicker, duplicate watch, unnatural wrist rotation, watermark.

DIRECTOR'S NOTE: Keep screen content simple if exact UI will be added in post.

OPTIONAL VARIATION: Gym, running or office setting.

PROMPT P-29 — Laptop Ultra-Thin Profile Reveal

BEST FOR: Laptops • Consumer electronics • Business tech

CUSTOMIZE: [LAPTOP]

MASTER VIDEO PROMPT

Low side-profile shot of closed [LAPTOP] on a black reflective surface. Camera begins at hinge level and tracks toward the front edge to emphasize thinness.

At the midpoint, the lid opens smoothly to approximately 100 degrees while camera continues moving.

CAMERA LOCK: One straight track.

MOTION HIERARCHY: Primary — lid opening. Secondary — camera. Locked — base.

PHYSICS/CONTINUITY: Accurate hinge behaviour and screen geometry.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: warped keyboard, impossible hinge, changing port count, floating laptop, bending screen, random keys, fake text, screen distortion, broken reflection, watermark.

DIRECTOR'S NOTE: Avoid trying to generate readable UI during the same complicated movement.

OPTIONAL VARIATION: Use a white studio for productivity branding.

PROMPT P-30 — Gaming Controller Neon Precision

BEST FOR: Gaming accessories • Controllers • Tech products

CUSTOMIZE: [CONTROLLER] [ACCENT COLOR]

MASTER VIDEO PROMPT

Place [CONTROLLER] centered on a dark pedestal with restrained [ACCENT COLOR] edge illumination.

Camera executes a slow downward crane from slightly above to eye level, revealing triggers, joysticks and surface texture.

CAMERA LOCK: Vertical crane only.

MOTION HIERARCHY: Primary — camera. Secondary — subtle indicator light. Locked — controller.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: extra buttons, joystick duplication, warped controller, random RGB overload, floating device, changing colors, fake logos, excessive neon, flicker, watermark.

DIRECTOR'S NOTE: Tech does not need to look like a nightclub.

OPTIONAL VARIATION: Add a hand pickup in a separate UGC shot.

SECTION G — HOME, KITCHEN & APPLIANCES

PROMPT P-31 — Premium Coffee Machine Morning Ritual

BEST FOR: Coffee machines • Kitchen appliances • Lifestyle products

CUSTOMIZE: [MACHINE] [KITCHEN STYLE]

MASTER VIDEO PROMPT

Medium close-up of [MACHINE] on a stone countertop inside [KITCHEN STYLE] during soft morning light.

A ceramic cup slides naturally into position beneath the spout. Espresso begins flowing in two thin caramel streams while camera performs a slow push-in.

Steam rises subtly as crema forms.

CAMERA LOCK: Straight push.

MOTION HIERARCHY: Primary — espresso flow. Secondary — camera. Ambient — steam. Locked — machine.

PHYSICS/CONTINUITY: Correct liquid flow, crema formation and machine geometry.

OUTPUT: 16:9, 24fps, 9 seconds.

NEGATIVE PROMPT: coffee flowing upward, machine mutation, duplicate spouts, overflowing cup, fake steam, warped mug, random buttons, background morphing, watermark.

DIRECTOR'S NOTE: Sell the morning ritual, not just the machine.

OPTIONAL VARIATION: Dark evening espresso-bar styling.

PROMPT P-32 — High-Speed Blender Ingredient Vortex

BEST FOR: Blenders • Smoothie appliances • Kitchenware

CUSTOMIZE: [BLENDER] [INGREDIENTS]

MASTER VIDEO PROMPT

Three-quarter close-up of [BLENDER] containing [INGREDIENTS]. Begin with ingredients visibly layered inside the jar.

The machine activates and ingredients gradually form a believable downward vortex, transforming into a smooth mixture while camera remains mostly locked.

CAMERA LOCK: Static with tiny push-in.

MOTION HIERARCHY: Primary — ingredient vortex. Locked — appliance.

PHYSICS/CONTINUITY: Realistic rotational fluid dynamics, consistent jar geometry.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: ingredients teleporting, liquid floating, jar mutation, blender shaking violently, duplicate blades, impossible vortex direction, leaking container, random splashes through glass, watermark.

DIRECTOR'S NOTE: Transformation should happen progressively.

OPTIONAL VARIATION: End with a poured smoothie in a separate shot.

PROMPT P-33 — Nonstick Pan Egg Glide Demonstration

BEST FOR: Cookware • Frying pans • Kitchen products

CUSTOMIZE: [PAN]

MASTER VIDEO PROMPT

45-degree overhead close-up of [PAN] on a clean stovetop. A perfectly cooked egg rests at the center.

A hand gently tilts the pan and the egg slides smoothly across the surface without sticking before returning toward the center.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — pan tilt and egg glide. Locked — stove and framing.

PHYSICS/CONTINUITY: Natural gravity and egg mass; believable nonstick movement.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: egg floating, rubber egg, warped pan, handle mutation, deformed hand, extra fingers, impossible gravity, burnt surface changing, oil explosion, watermark.

DIRECTOR'S NOTE: Demonstrate one product benefit clearly.

OPTIONAL VARIATION: Use pancakes or sautéed vegetables.

PROMPT P-34 — Vacuum Cleaner Satisfying Floor Pass

BEST FOR: Cleaning appliances • Home products • Demonstration ads

CUSTOMIZE: [VACUUM] [FLOOR TYPE]

MASTER VIDEO PROMPT

Low ground-level tracking shot parallel to [FLOOR TYPE]. A neat line of fine crumbs extends ahead of [VACUUM].

The vacuum head moves smoothly through frame, removing the debris in one clean pass while the camera tracks alongside it.

CAMERA LOCK: Ground-level tracking at matching speed.

MOTION HIERARCHY: Primary — vacuum pass. Secondary — camera. Locked — environment.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: debris disappearing before contact, warped vacuum, floating dirt, changing floor texture, impossible suction effects, duplicate vacuum heads, random objects, camera shake, watermark.

DIRECTOR'S NOTE: The result should happen exactly at contact.

OPTIONAL VARIATION: Carpet-to-clean transformation.

PROMPT P-35 — Air Fryer Crisp Reveal

BEST FOR: Air fryers • Kitchen appliances • E-commerce ads

CUSTOMIZE: [AIR FRYER] [FOOD]

MASTER VIDEO PROMPT

Medium close-up of [AIR FRYER] on a clean contemporary kitchen counter. A hand pulls the basket outward smoothly to reveal golden [FOOD].

Camera pushes slightly toward the food as gentle heat haze rises.

CAMERA LOCK: Small push only.

MOTION HIERARCHY: Primary — basket opening. Secondary — camera. Ambient — heat haze.

PHYSICS/CONTINUITY: Correct drawer movement, stable appliance geometry, believable food texture.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: warped basket, food duplication, plastic food, drawer passing through appliance, extra fingers, random steam clouds, machine mutation, countertop morphing, watermark.

DIRECTOR'S NOTE: The reveal is the payoff.

OPTIONAL VARIATION: Fries, chicken wings, plantain or pastries.

SECTION H — FOOD PRODUCTS & BEVERAGES

PROMPT P-36 — Artisan Honey Golden Drizzle

BEST FOR: Honey • Syrups • Natural foods

CUSTOMIZE: [HONEY BRAND]

MASTER VIDEO PROMPT

Macro close-up of a wooden honey dipper held above an open jar of [HONEY BRAND]. Thick amber honey stretches slowly downward in one continuous strand, folding naturally into the jar.

Warm side light illuminates the translucent liquid.

CAMERA LOCK: Static macro.

MOTION HIERARCHY: Primary — honey strand. Locked — jar.

PHYSICS/CONTINUITY: High viscosity, natural gravity and surface tension.

OUTPUT: 9:16, 60fps aesthetic, 6 seconds.

NEGATIVE PROMPT: watery honey, floating liquid, disconnected stream, jar mutation, impossible splash, duplicate dipper, changing honey color, fake labels, watermark.

DIRECTOR'S NOTE: Viscosity sells authenticity.

OPTIONAL VARIATION: Drizzle onto toast or pancakes.

PROMPT P-37 — Premium Coffee Bean Pack Reveal

BEST FOR: Coffee brands • Roasters • Packaged beverages

CUSTOMIZE: [COFFEE BAG] [BEAN TYPE]

MASTER VIDEO PROMPT

Place [COFFEE BAG] upright on a dark wood surface. Coffee beans [BEAN TYPE] are scattered naturally around its base.

Camera performs a slow push while a few beans roll gently into foreground and settle.

Warm directional light creates rich brown texture.

CAMERA LOCK: Slow push.

MOTION HIERARCHY: Primary — camera. Secondary — 2–3 rolling beans. Locked — packaging.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: bag deformation, unreadable random label, hundreds of moving beans, floating beans, changing packaging, fake smoke, over-saturated brown, jitter, watermark.

DIRECTOR'S NOTE: Do not let moving props compete with branding.

OPTIONAL VARIATION: Add freshly ground coffee texture.

PROMPT P-38 — Cold Soft Drink Condensation Hero

BEST FOR: Soft drinks • Energy drinks • Canned beverages

CUSTOMIZE: [CAN/BOTTLE] [BACKGROUND]

MASTER VIDEO PROMPT

Close-up of ice-cold [CAN/BOTTLE] standing against [BACKGROUND]. Fine condensation beads cover the surface.

Camera slowly arcs 70 degrees while one droplet grows, travels naturally down the packaging and stops near the base.

Strong cold edge light separates the silhouette; warmer fill preserves branding.

CAMERA LOCK: One arc only.

MOTION HIERARCHY: Primary — camera. Secondary — one condensation droplet.
Locked — product.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: label mutation, impossible condensation, upward-moving droplets, duplicate product, can deformation, excessive frost, fake liquid splash, random text, excessive glow, watermark.

DIRECTOR'S NOTE: Cold should be visible without burying the packaging in ice.

OPTIONAL VARIATION: Place against sunlit outdoor background.

PROMPT P-39 — Juice Fruit-to-Bottle Ingredient Story

BEST FOR: Juice • Smoothies • Natural beverages

CUSTOMIZE: [BOTTLE] [FRUITS]

MASTER VIDEO PROMPT

Start on [FRUITS] freshly cut on a light stone surface. Camera glides horizontally across the ingredients and completes the movement on [BOTTLE] standing at the end of the arrangement.

Tiny water droplets on fruit surfaces catch natural window light.

CAMERA LOCK: One horizontal reveal.

MOTION HIERARCHY: Primary — camera. Locked — products and ingredients.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: morphing fruit, duplicated slices, floating ingredients, changing bottle, fake label text, oversaturated fruit, wet surface flooding, jitter, watermark.

DIRECTOR'S NOTE: Ingredient storytelling should feel fresh and credible.

OPTIONAL VARIATION: Use local fruits such as pineapple, mango, watermelon or zobo ingredients.

PROMPT P-40 — Chocolate Bar Snap Macro

BEST FOR: Chocolate • Snacks • Confectionery

CUSTOMIZE: [CHOCOLATE] [FILLING]

MASTER VIDEO PROMPT

Extreme close-up of two clean hands holding [CHOCOLATE]. Apply slow pressure until the bar snaps cleanly in the center, revealing [FILLING].

Tiny crumbs fall naturally onto a dark surface while camera remains fixed.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — chocolate snap. Secondary — crumbs. Locked — framing.

OUTPUT: 9:16, high-speed slow-motion aesthetic, 5 seconds.

NEGATIVE PROMPT: extra fingers, melting hands, rubber chocolate, impossible bend, filling morphing, excessive crumbs, duplicate bar, floating fragments, watermark.

DIRECTOR'S NOTE: The texture reveal is the selling moment.

OPTIONAL VARIATION: Use wafer, caramel or nut filling.

SECTION I — FITNESS, WELLNESS & SUPPLEMENTS

PROMPT P-41 — Performance Supplement Gym Bench Hero

BEST FOR: Fitness supplements • Protein • Pre-workout

CUSTOMIZE: [SUPPLEMENT] [BRAND COLOR]

MASTER VIDEO PROMPT

Low-angle medium close-up of [SUPPLEMENT] standing on a dark gym bench.

Dumbbells and rack structures remain softly out of focus behind.

Camera performs a slow assertive push-in while hard overhead gym lighting creates strong vertical shadows.

Small believable sweat droplets sit on the bench surface.

CAMERA LOCK: Straight push.

MOTION HIERARCHY: Primary — camera. Locked — product.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: bottle mutation, fake sweat explosion, duplicate weights, random athletes, changing cap, unreadable label, excessive red saturation, camera shake, watermark.

DIRECTOR'S NOTE: Power comes from composition, not chaotic motion.

OPTIONAL VARIATION: Place beside lifting straps and chalk.

PROMPT P-42 — Clean Wellness Supplement Ingredient Table

BEST FOR: Vitamins • Nutrition • Wellness products

CUSTOMIZE: [SUPPLEMENT] [INGREDIENTS]

MASTER VIDEO PROMPT

Medium close-up of [SUPPLEMENT] centered on a light oak board surrounded sparingly by [INGREDIENTS].

Natural window light enters from left, creating soft dimensional shadows.

Camera slowly pushes toward the packaging while retaining ingredients around the edges.

CAMERA LOCK: Slow push.

MOTION HIERARCHY: Primary — camera. Locked — all objects.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: product deformation, random pills, duplicated ingredients, morphing fruit, fake medical text, excessive sterile white, floating objects, label mutation, watermark.

DIRECTOR'S NOTE: Make wellness feel credible, not pharmaceutical unless that is appropriate.

OPTIONAL VARIATION: Darker athletic version for performance positioning.

PROMPT P-43 — Protein Powder Scoop Texture

BEST FOR: Protein • Nutrition powders • Sports brands

CUSTOMIZE: [POWDER]

MASTER VIDEO PROMPT

Macro close-up inside an open tub of [POWDER]. A clean scoop moves through the powder, fills naturally and rises into frame.

Powder falls lightly from the scoop edge in tiny particles.

CAMERA LOCK: Fixed macro.

MOTION HIERARCHY: Primary — scoop. Secondary — falling powder. Locked — tub.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: powder behaving like liquid, scoop distortion, floating powder, giant dust cloud, duplicate scoop, tub mutation, random hands, extra fingers, watermark.

DIRECTOR'S NOTE: Texture matters more than spectacle.

OPTIONAL VARIATION: Pour into a shaker in the next shot.

PROMPT P-44 — Yoga Mat Unroll Calm Morning

BEST FOR: Yoga mats • Wellness gear • Fitness accessories

CUSTOMIZE: [MAT COLOR] [ROOM]

MASTER VIDEO PROMPT

Low three-quarter shot inside [ROOM] during early morning. A rolled [MAT COLOR] yoga mat is released gently and unrolls toward camera in one smooth movement.

Soft sunlight creates long shadows across the floor.

CAMERA LOCK: Static low shot.

MOTION HIERARCHY: Primary — mat unrolling. Ambient — curtain movement.

PHYSICS/CONTINUITY: Correct material flexibility and deceleration.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: mat floating, impossible unrolling, rubber deformation, changing color, duplicate mat, warped floor, random people, flickering sunlight, watermark.

DIRECTOR'S NOTE: Let the movement communicate calm.

OPTIONAL VARIATION: Add feet stepping onto the mat only after it settles.

PROMPT P-45 — Resistance Band Stretch Demonstration

BEST FOR: Fitness accessories • Home-workout equipment

CUSTOMIZE: [BAND] [MODEL]

MASTER VIDEO PROMPT

Medium close-up focused on [MODEL] holding [BAND] at chest height. She stretches the band outward slowly and returns to neutral with controlled resistance.

Camera remains locked, prioritizing product visibility and hand placement.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — band stretch. Locked — torso framing.

PHYSICS/CONTINUITY: Elastic tension increases progressively and returns naturally.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, band passing through hands, snapping band, impossible elasticity, duplicate band, facial drift, changing clothing, watermark.

DIRECTOR'S NOTE: Simple movement demonstrates function better than a full workout.

OPTIONAL VARIATION: Lower-body resistance-band demonstration.

SECTION J — BABY, CHILDREN & PET PRODUCTS

PROMPT P-46 — Children's Backpack School-Morning Hero

BEST FOR: Backpacks • School products • Kids accessories

CUSTOMIZE: [BACKPACK] [COLOR]

MASTER VIDEO PROMPT

Place [BACKPACK] upright on a clean wooden bench inside a bright entryway. Morning sunlight falls diagonally across the bag.

A child's hand enters and clips one small keychain onto the zipper before exiting.

Camera performs a gentle push toward the backpack.

CAMERA LOCK: Slow push.

MOTION HIERARCHY: Primary — hand/keychain. Secondary — camera. Locked — bag.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: child hand deformation, extra fingers, backpack mutation, duplicate zippers, changing colors, floating keychain, random school text, clutter, watermark.

DIRECTOR'S NOTE: The product remains the hero; the child presence can be implied.

OPTIONAL VARIATION: Show backpack worn from behind in a second shot.

PROMPT P-47 — Baby Bottle Clean Nursery Product Shot

BEST FOR: Baby feeding products • Parenting brands

CUSTOMIZE: [BOTTLE] [NURSERY PALETTE]

MASTER VIDEO PROMPT

Medium close-up of [BOTTLE] standing on a clean nursery side table in [NURSERY PALETTE].

Soft daylight filters through a sheer curtain. Camera slowly pushes in while a folded muslin cloth shifts barely in a gentle breeze.

CAMERA LOCK: Slow push.

MOTION HIERARCHY: Primary — camera. Ambient — cloth movement. Locked — bottle.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: bottle deformation, changing measurement markings, duplicate nipple, floating bottle, cluttered nursery, random toys entering frame, blown whites, label mutation, watermark.

DIRECTOR'S NOTE: Keep baby-product imagery clean, safe and calm.

OPTIONAL VARIATION: Sterilizer or feeding-set version.

PROMPT P-48 — Educational Toy Satisfying Assembly

BEST FOR: Toys • STEM products • Children's learning products

CUSTOMIZE: [TOY]

MASTER VIDEO PROMPT

Top-down close-up of [TOY] on a clean pale desk. Two hands place three pieces together in a simple logical sequence until the final form is complete.

Camera remains directly overhead.

CAMERA LOCK: Static top-down.

MOTION HIERARCHY: Primary — assembly. Locked — background.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, duplicated pieces, impossible connections, parts changing colors, objects teleporting, malformed hands, toy mutation, clutter, watermark.

DIRECTOR'S NOTE: Use as few assembly steps as the clip duration allows.

OPTIONAL VARIATION: Stop-motion-style assembly for playful branding.

PROMPT P-49 — Premium Dog Treat Reward Moment

BEST FOR: Pet food • Dog treats • Pet accessories

CUSTOMIZE: [DOG] [TREAT]

MASTER VIDEO PROMPT

Medium close-up of [DOG] sitting calmly in a bright contemporary home. A hand holds [TREAT] clearly in foreground.

The dog looks at the treat, waits briefly, then gently takes it from the hand.

CAMERA LOCK: Static eye-level shot.

MOTION HIERARCHY: Primary — dog receiving treat. Secondary — tail movement.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: animal deformation, extra legs, changing breed, aggressive bite, deformed hand, extra fingers, treat mutation, face morphing, unrealistic jaw movement, watermark.

DIRECTOR'S NOTE: Keep the interaction slow and gentle.

OPTIONAL VARIATION: Cat treat or chew product.

PROMPT P-50 — Pet Bed Cozy Curl-Up

BEST FOR: Pet beds • Home accessories • Pet brands

CUSTOMIZE: [PET] [BED]

MASTER VIDEO PROMPT

Wide-to-medium shot of [BED] beside a sunlit window. [PET] walks into frame, circles once naturally and lowers into a comfortable curled resting position.

Camera performs a subtle push during the settling action.

CAMERA LOCK: Gentle push only.

MOTION HIERARCHY: Primary — pet movement. Secondary — camera. Ambient — curtain movement.

OUTPUT: 16:9, 24fps, 9 seconds.

NEGATIVE PROMPT: extra limbs, pet shape change, floating feet, foot sliding, bed deformation, fabric clipping, impossible circling motion, background morphing, watermark.

DIRECTOR'S NOTE: The product benefit is comfort; end on stillness.

OPTIONAL VARIATION: Night-time warm-lamp version.

SECTION K — AUTOMOTIVE & OUTDOOR PRODUCTS

PROMPT P-51 — Car Detailing Spray Beading Shot

BEST FOR: Car-care products • Detailing brands

CUSTOMIZE: [SPRAY PRODUCT] [CAR COLOR]

MASTER VIDEO PROMPT

Macro close-up of a clean [CAR COLOR] vehicle panel. A fine mist of [SPRAY PRODUCT] lands across the surface and forms tight water-repellent beads.

Camera glides parallel to the panel as beads reflect controlled studio lighting.

CAMERA LOCK: Lateral glide only.

MOTION HIERARCHY: Primary — spray settling. Secondary — camera.

PHYSICS/CONTINUITY: Realistic droplet formation and surface tension.

OUTPUT: 9:16, 60fps aesthetic, 6 seconds.

NEGATIVE PROMPT: warped car panel, floating droplets, impossible water motion, giant beads, paint color changes, random reflections, spray bottle mutation, watermark.

DIRECTOR'S NOTE: Let surface behaviour demonstrate the benefit.

OPTIONAL VARIATION: Before/after split sequence in editing.

PROMPT P-52 — Premium Car Key Hero Shot

BEST FOR: Auto accessories • Dealership content • Luxury products

CUSTOMIZE: [KEY] [SURFACE]

MASTER VIDEO PROMPT

Extreme close-up of [KEY] resting on [SURFACE]. Camera slowly orbits from the side to reveal metal detailing and buttons.

A blurred premium vehicle silhouette remains far in the background.

CAMERA LOCK: Slow 80-degree orbit.

MOTION HIERARCHY: Primary — camera. Locked — key.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: key button mutation, fake logos, duplicate keys, warped vehicle background, excessive reflections, floating key, random lights, watermark.

DIRECTOR'S NOTE: Suggest the vehicle rather than trying to show too much.

OPTIONAL VARIATION: Hand pickup with shallow depth of field.

PROMPT P-53 — Hiking Bottle Mountain Hydration

BEST FOR: Water bottles • Outdoor gear • Travel accessories

CUSTOMIZE: [BOTTLE] [LANDSCAPE]

MASTER VIDEO PROMPT

Place [BOTTLE] on a weathered rock overlooking [LANDSCAPE] shortly after sunrise.

Camera begins low beside the bottle and gently rises to reveal the landscape beyond while keeping the product dominant in foreground.

Fine condensation catches backlight.

CAMERA LOCK: One controlled vertical rise.

MOTION HIERARCHY: Primary — camera. Ambient — distant vegetation/wind. Locked — bottle.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: bottle floating, label mutation, landscape morphing, impossible condensation, random hikers, warped horizon, excessive lens flare, watermark.

DIRECTOR'S NOTE: Product first, scenery second.

OPTIONAL VARIATION: Urban gym hydration version.

PROMPT P-54 — Sunglasses Beach Reflection Reveal

BEST FOR: Sunglasses • Fashion accessories • Travel brands

CUSTOMIZE: [SUNGLASSES] [LOCATION]

MASTER VIDEO PROMPT

Macro close-up of [SUNGLASSES] resting on pale stone at [LOCATION]. Camera approaches at lens height, using the sunglass lens reflections to reveal blue sky and distant coastline.

CAMERA LOCK: Slow straight push.

MOTION HIERARCHY: Primary — camera. Locked — sunglasses.

PHYSICS/CONTINUITY: Reflection shifts correctly relative to camera perspective.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: warped frames, duplicate arms, lens mutation, impossible reflections, excessive glare, product floating, beach morphing, fake logos, watermark.

DIRECTOR'S NOTE: Reflection accuracy is the premium detail.

OPTIONAL VARIATION: Rooftop-city reflection.

PROMPT P-55 — Travel Suitcase Smooth-Roll Test

BEST FOR: Luggage • Travel gear • E-commerce

CUSTOMIZE: [SUITCASE] [LOCATION]

MASTER VIDEO PROMPT

Low tracking shot beside [SUITCASE] rolling across a polished airport-style floor at [LOCATION].

Camera travels at identical speed, showing wheels turning smoothly and body remaining stable. Only the traveler's lower leg and hand need enter frame.

CAMERA LOCK: Matching-speed side track.

MOTION HIERARCHY: Primary — suitcase roll. Secondary — camera.

PHYSICS/CONTINUITY: Correct wheel rotation, floor contact and luggage inertia.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: wheel sliding, wrong wheel rotation, suitcase deformation, extra wheels, deformed hand, foot sliding, floating luggage, changing floor, watermark.

DIRECTOR'S NOTE: The wheels are part of the sales demonstration.

OPTIONAL VARIATION: Cobblestone durability version.

SECTION L — NIGERIAN & AFRICAN E-COMMERCE PRODUCTS

PROMPT P-56 — Bone-Straight Wig Luxury Table Reveal

BEST FOR: Wig vendors • Hair businesses • Beauty e-commerce

CUSTOMIZE: [WIG LENGTH] [COLOR]

MASTER VIDEO PROMPT

Place a premium [WIG LENGTH] [COLOR] wig on a realistic mannequin head against a minimalist cream studio.

Camera begins at the ends of the hair and slowly tracks upward, revealing smooth strand alignment, density, lace area and natural parting.

Soft side light creates subtle controlled shine.

CAMERA LOCK: One slow upward track.

MOTION HIERARCHY: Primary — camera. Secondary — tiny strand movement from gentle airflow.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: plastic hair, melted strands, changing wig length, lace mutation, mannequin distortion, excessive mirror shine, tangled ends, random hairstyle changes, watermark.

DIRECTOR'S NOTE: Texture and density must look believable.

OPTIONAL VARIATION: Model installation reveal.

PROMPT P-57 — Ankara Fashion Fabric Motion

BEST FOR: African fashion • Clothing brands • Textile sellers

CUSTOMIZE: [ANKARA PATTERN] [OUTFIT]

MASTER VIDEO PROMPT

Medium full-body shot of a model wearing [OUTFIT] made from [ANKARA PATTERN] in a clean architectural courtyard.

The model performs one controlled half-turn. Fabric responds with natural weight and settles as the camera makes a slight push-in.

CAMERA LOCK: Small push only.

MOTION HIERARCHY: Primary — turn. Secondary — fabric response.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: pattern changing between frames, fabric clipping, duplicate limbs, deformed hands, foot sliding, face drift, outfit mutation, excessive wind, background morphing, watermark.

DIRECTOR'S NOTE: Pattern continuity is critical.

OPTIONAL VARIATION: Agbada, kaftan or ready-to-wear styling.

PROMPT P-58 — African Black Soap Artisan Hero

BEST FOR: Natural skincare • Handmade soap • Local beauty brands

CUSTOMIZE: [SOAP] [BOTANICALS]

MASTER VIDEO PROMPT

Close-up of [SOAP] placed on dark natural stone beside [BOTANICALS]. A small amount of water runs slowly across the stone, stopping just short of the soap.

Warm sunlight from the side emphasizes organic texture.

Camera performs a short slow push.

CAMERA LOCK: Push only.

MOTION HIERARCHY: Primary — camera. Secondary — water flow. Locked — soap.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: soap melting rapidly, floating botanicals, unrealistic foam, duplicated soap, texture mutation, water moving upward, random packaging, watermark.

DIRECTOR'S NOTE: Organic does not have to look rustic or cheap.

OPTIONAL VARIATION: Packaging-focused version.

PROMPT P-59 — Kuli-Kuli Crunch Product Macro

BEST FOR: Snacks • Nigerian food brands • Packaged foods

CUSTOMIZE: [PACKAGING]

MASTER VIDEO PROMPT

Macro close-up of one crisp piece of kuli-kuli held between fingers in front of [PACKAGING], which remains softly blurred behind.

The fingers break the snack cleanly, revealing its crumbly internal texture. Tiny crumbs fall onto the surface.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — break. Secondary — crumbs.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: extra fingers, snack bending like rubber, unrealistic crumb explosion, package mutation, floating crumbs, changing snack shape, watermark.

DIRECTOR'S NOTE: Sound can be added later to amplify the crunch.

OPTIONAL VARIATION: Groundnut or chin-chin equivalent.

PROMPT P-60 — Shea Butter Natural Luxury Scoop

BEST FOR: Shea butter • African beauty brands • Body care

CUSTOMIZE: [PACKAGING] [SHEA COLOR]

MASTER VIDEO PROMPT

Extreme macro shot of a small wooden cosmetic spatula scooping [SHEA COLOR] shea butter from [PACKAGING].

The product forms a dense soft curl as it is lifted. Warm diffused light reveals natural texture without making it greasy.

CAMERA LOCK: Static macro.

MOTION HIERARCHY: Primary — scoop. Locked — container.

PHYSICS/CONTINUITY: Thick semi-solid texture with natural resistance.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: watery shea butter, plastic texture, floating scoop, product color changes, warped container, random bubbles, duplicate tools, watermark.

DIRECTOR'S NOTE: Sell richness through texture.

OPTIONAL VARIATION: Apply a small amount to skin in a second shot.

SECTION M — UGC & E-COMMERCE DEMONSTRATIONS

PROMPT P-61 — Phone-in-Hand Product Recommendation

BEST FOR: UGC ads • TikTok Shop style content • E-commerce

CUSTOMIZE: [CREATOR] [PRODUCT]

MASTER VIDEO PROMPT

Medium close-up smartphone-style shot of [CREATOR] seated naturally at home holding [PRODUCT] toward camera.

The creator rotates the product once to show front and side, then brings it slightly closer to the lens.

Natural window lighting, believable handheld micro-movement and everyday environment.

CAMERA LOCK: Subtle handheld only; no dramatic motion.

MOTION HIERARCHY: Primary — product demonstration. Ambient — natural body movement.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: deformed hands, extra fingers, product mutation, face drift, changing room, aggressive camera shake, distorted packaging, random text, beauty-filter skin, watermark.

DIRECTOR'S NOTE: UGC should feel human, not poorly generated.

OPTIONAL VARIATION: Bathroom, car, office or bedroom.

PROMPT P-62 — Before-and-After Cleaning Product Demo

BEST FOR: Cleaning products • Household e-commerce

CUSTOMIZE: [CLEANING PRODUCT] [SURFACE]

MASTER VIDEO PROMPT

Locked close-up of [SURFACE] with a clearly visible stain on the left half.

A hand applies [CLEANING PRODUCT] and wipes once across the stain. The cleaned path appears exactly behind the cloth, leaving a realistic clean surface.

CAMERA LOCK: Completely static.

MOTION HIERARCHY: Primary — wipe. Locked — environment.

PHYSICS/CONTINUITY: Cleaning transformation follows direct cloth contact.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: stain disappearing before wipe, surface changing material, deformed hand, cloth passing through surface, random foam explosion, product mutation, inconsistent lighting, watermark.

DIRECTOR'S NOTE: The transformation must happen at the point of contact.

OPTIONAL VARIATION: Glass, tile, stovetop or sneaker cleaning.

PROMPT P-63 — Unboxing First-Reaction Product Reveal

BEST FOR: Subscription boxes • Fashion • Beauty • Electronics

CUSTOMIZE: [BOX] [PRODUCT]

MASTER VIDEO PROMPT

Top-down smartphone-style shot of [BOX] on a clean table. Two hands untie the ribbon, lift the lid and peel back tissue paper to reveal [PRODUCT].

Camera remains fixed while movements are deliberate and realistic.

CAMERA LOCK: Static top-down.

MOTION HIERARCHY: Primary — unboxing sequence.

OUTPUT: 9:16, 30fps, 9 seconds.

NEGATIVE PROMPT: extra fingers, box mutation, tissue teleporting, ribbon duplicating, product appearing too early, fake text, impossible hand positions, cluttered table, watermark.

DIRECTOR'S NOTE: Keep the number of packaging steps manageable.

OPTIONAL VARIATION: Dark luxury box or colorful creator-mailer style.

PROMPT P-64 — Size-in-Hand Scale Demonstration

BEST FOR: Small gadgets • Beauty devices • Accessories

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Close-up of one relaxed hand holding [PRODUCT] against a simple neutral wall, clearly establishing its real-world scale.

The hand rotates slowly from front to side and back to front.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — hand rotation.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, fused fingers, product changing size, warped geometry, floating product, impossible grip, changing skin tone, random background objects, watermark.

DIRECTOR'S NOTE: Scale demonstrations depend on clean anatomy.

OPTIONAL VARIATION: Place beside a familiar everyday object instead of a hand.

PROMPT P-65 — One-Feature Product Demonstration

BEST FOR: Problem-solving products • E-commerce ads

CUSTOMIZE: [PRODUCT] [FEATURE] [OBJECT]

MASTER VIDEO PROMPT

Frame [PRODUCT] and [OBJECT] in a simple demonstration environment. Show only [FEATURE] being used once from start to finish.

Camera holds a clear three-quarter angle with minimal movement so the viewer can understand the mechanism.

CAMERA LOCK: Static or maximum 5% push.

MOTION HIERARCHY: Primary — feature demonstration.

OUTPUT: 9:16, 30fps, 6–8 seconds.

NEGATIVE PROMPT: product mutation, unnecessary secondary actions, object teleporting, deformed hands, mechanism changing shape, random camera movements, visual clutter, watermark.

DIRECTOR'S NOTE: One video = one benefit.

OPTIONAL VARIATION: Build a sequence of five clips, one feature per clip.

SECTION N — PREMIUM PRODUCT LAUNCHES & IMPOSSIBLE COMMERCIALS

PROMPT P-66 — Product Emerging From Darkness

BEST FOR: Launch campaigns • Premium products • Teasers

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Begin on complete near-blackness with only a razor-thin highlight defining one edge of [PRODUCT].

Camera remains fixed while a controlled light sweeps gradually across the product, revealing its shape from edge to full frontal hero view.

Background remains black.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — light reveal. Locked — product.

OUTPUT: 16:9 or 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: product moving, shape mutation, excessive flare, random lights, crushed product detail, color drift, exposure flicker, background objects, watermark.

DIRECTOR'S NOTE: Reveal with light instead of movement.

OPTIONAL VARIATION: Reveal only 70% for teaser content.

PROMPT P-67 — Product Rising Through Controlled Water Surface

BEST FOR: Waterproof products • Beauty • Beverages • Premium concepts

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Close-up of a dark still water surface. [PRODUCT] rises vertically and slowly through the center until fully visible above the waterline.

Water clings naturally to the product and drains downward in thin streams.

CAMERA LOCK: Static front-facing.

MOTION HIERARCHY: Primary — vertical rise. Secondary — draining water.

PHYSICS/CONTINUITY: Realistic buoyancy, gravity, surface tension and water displacement.

OUTPUT: 9:16, 60fps aesthetic, 7 seconds.

NEGATIVE PROMPT: floating water, product morphing, water passing through object, impossible splash, duplicate product, rising droplets, excessive turbulence, random bubbles, watermark.

DIRECTOR'S NOTE: Use only for products where water imagery makes conceptual sense.

OPTIONAL VARIATION: Replace water with fine sand or mist.

PROMPT P-68 — Miniature World Around Giant Product

BEST FOR: Creative advertising • Social campaigns • Conceptual product films

CUSTOMIZE: [PRODUCT] [MINIATURE WORLD]

MASTER VIDEO PROMPT

Present an oversized [PRODUCT] standing in the center of a carefully designed miniature [MINIATURE WORLD].

Tiny environmental elements interact around the product while never touching or altering it. Camera performs a slow aerial arc revealing scale.

Lighting remains realistic to the miniature world.

CAMERA LOCK: One aerial orbit.

MOTION HIERARCHY: Primary — camera. Secondary — restrained miniature environmental activity. Locked — product.

OUTPUT: 16:9 or 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: product mutation, scale changing mid-shot, random tiny people, duplicate product, miniature objects clipping through product, chaotic activity, toy-like cheap rendering unless intended, watermark.

DIRECTOR'S NOTE: Keep the visual metaphor connected to the product.

OPTIONAL VARIATION: Giant perfume in a flower garden or giant sneaker in an urban basketball court.

PROMPT P-69 — Ingredients Orbiting Product Hero

BEST FOR: Food • Beauty • Supplements • Ingredient-led ads

CUSTOMIZE: [PRODUCT] [INGREDIENTS]

MASTER VIDEO PROMPT

Center [PRODUCT] on a neutral pedestal. Arrange [INGREDIENTS] suspended around it in a controlled circular composition.

Camera performs a slow push while ingredients rotate gently around the product on one consistent plane.

Keep motion slow and elegant rather than chaotic.

CAMERA LOCK: Straight push.

MOTION HIERARCHY: Primary — ingredient rotation. Secondary — camera. Locked — product.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: ingredients colliding, changing size, morphing, duplicate ingredients, product rotating, chaotic orbit paths, floating without visual control, random objects, watermark.

DIRECTOR'S NOTE: This is intentionally impossible imagery; consistency matters more than real-world gravity.

OPTIONAL VARIATION: Freeze ingredients mid-air instead of orbiting.

PROMPT P-70 — Product Portal Transition

BEST FOR: Launches • Tech • Fashion • Social advertising

CUSTOMIZE: [PRODUCT] [WORLD A] [WORLD B]

MASTER VIDEO PROMPT

Begin with [PRODUCT] centered inside [WORLD A]. Camera pushes directly toward the product.

As the camera passes extremely close to one product edge, use that edge as a seamless visual wipe into [WORLD B], where the same product remains centered with identical geometry.

CAMERA LOCK: Straight forward motion.

MOTION HIERARCHY: Primary — camera transition. Locked — product identity.

CONTINUITY: Product scale, orientation, color and shape remain identical across both worlds.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: product changing between worlds, random morph transition, geometry mismatch, orientation jump, sudden camera cut, warped edge, exposure flicker, duplicate product, watermark.

DIRECTOR'S NOTE: The product is the continuity anchor.

OPTIONAL VARIATION: Day-to-night or studio-to-lifestyle world transition.

SECTION O — HIGH-CONVERSION HERO & CAMPAIGN SHOTS

PROMPT P-71 — Three-Quarter Product Hero With Copy Space

BEST FOR: Paid ads • Websites • Landing pages

CUSTOMIZE: [PRODUCT] [BACKGROUND COLOR]

MASTER VIDEO PROMPT

Place [PRODUCT] in the lower-right third of frame against a clean [BACKGROUND COLOR] studio sweep. Leave approximately 40% of the left side empty for headline placement during editing.

Camera makes a minimal 10% push-in while product remains sharply focused.

CAMERA LOCK: Straight micro push.

MOTION HIERARCHY: Primary — camera. Locked — product.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: random text, clutter in negative space, product drifting toward center, warped packaging, changing color, camera shake, excessive shadows, watermark.

DIRECTOR'S NOTE: Commercial usability is part of good composition.

OPTIONAL VARIATION: Mirror composition for right-side text.

PROMPT P-72 — Product + Benefit Visual Metaphor

BEST FOR: Advertising • Brand campaigns • E-commerce

CUSTOMIZE: [PRODUCT] [BENEFIT] [VISUAL METAPHOR]

MASTER VIDEO PROMPT

Center [PRODUCT] in a minimal environment designed around [VISUAL METAPHOR] representing [BENEFIT].

Example: cooling skincare surrounded by subtle crystalline condensation; performance sneaker accompanied by compressed kinetic lines; calming tea surrounded by gently moving steam.

Camera performs one restrained move that keeps the product readable.

CAMERA LOCK: One movement only.

MOTION HIERARCHY: Primary — benefit metaphor. Secondary — camera. Locked — product.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: metaphor obscuring product, excessive particles, product mutation, random fantasy elements, visual clutter, unreadable packaging, chaotic movement, watermark.

DIRECTOR'S NOTE: Metaphor should clarify the benefit, not merely look impressive.

OPTIONAL VARIATION: Create a literal demonstration version for A/B testing.

PROMPT P-73 — Premium Product Rotation Turntable

BEST FOR: E-commerce • Catalog • Product detail pages

CUSTOMIZE: [PRODUCT] [BACKGROUND]

MASTER VIDEO PROMPT

Place [PRODUCT] centered on a concealed rotating platform against [BACKGROUND].

Product turns exactly 180 degrees clockwise at constant speed while camera remains completely static. Lighting stays fixed so material highlights move naturally across the surface.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — product rotation.

PHYSICS/CONTINUITY: Maintain identical geometry throughout rotation.

OUTPUT: 1:1 or 16:9, 30fps, 8 seconds.

NEGATIVE PROMPT: shape changing during rotation, floating product, inconsistent back side, duplicated features, speed changes, camera movement, lighting flicker, product wobble, watermark.

DIRECTOR'S NOTE: This is functional e-commerce content—accuracy matters more than drama.

OPTIONAL VARIATION: Full 360-degree rotation where model capability permits.

PROMPT P-74 — Product Launch Countdown Teaser Without Text

BEST FOR: New-product announcements • Social launch campaigns

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Show only three controlled visual fragments of [PRODUCT] within one continuous shot: first its silhouette edge, then a macro material detail, then a final partial reveal occupying approximately 60% of frame.

Achieve this through one slow camera move across the object rather than cuts.

Keep key identifying features hidden until the final second.

CAMERA LOCK: One slow exploratory camera movement.

MOTION HIERARCHY: Primary — camera. Locked — product.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: full product revealed too early, random text, countdown numbers, product deformation, camera shake, excessive darkness, random lights, fake logos, watermark.

DIRECTOR'S NOTE: Add countdown typography during editing rather than relying on generated text.

OPTIONAL VARIATION: Three separate 5-second teasers revealing more each day.

PROMPT P-75 — Ultimate Brand Product Hero Finale

BEST FOR: Campaign endings • Brand commercials • Product launches • Portfolio pieces

CUSTOMIZE: [PRODUCT] [BRAND COLOR] [SIGNATURE MATERIAL]

MASTER VIDEO PROMPT

Begin with an extreme macro detail of [PRODUCT]—the most recognizable texture, edge or material feature.

Camera slowly pulls back and rises while performing a restrained 70-degree orbit, gradually revealing the entire product centered on a pedestal made from [SIGNATURE MATERIAL].

The background transitions naturally from near-black to a subtle [BRAND COLOR] gradient created entirely by lighting.

A narrow rim light defines the silhouette while a large soft key reveals packaging, shape and material. Atmospheric haze remains extremely subtle.

End on a perfectly stable hero composition with generous negative space around the product for logo, headline and CTA to be added in editing.

Premium global-brand commercial aesthetic: immaculate surfaces, physically believable materials, deliberate pacing, controlled contrast and confident visual restraint.

CAMERA LOCK: One continuous pull-back/rise/orbit. No additional movement.

MOTION HIERARCHY: Primary — camera. Secondary — light development. Ambient — minimal haze. Locked — product and pedestal.

PHYSICS/CONTINUITY: Exact geometry, materials, proportions, label placement, reflections and shadows remain consistent throughout.

OUTPUT: 16:9 master or 9:16 social master, 24fps, 10 seconds.

NEGATIVE PROMPT: product morphing, duplicate product, label distortion, fake lettering, color drift, pedestal mutation, impossible reflection, unstable shadows, sudden zoom, random camera rotation, excessive particles, excessive bloom, cheap CGI, oversharpening, compression artifacts, frame flicker, random text, subtitles, watermark.

DIRECTOR'S NOTE: The final frame should be usable as a still advertisement.

OPTIONAL VARIATION: Rebuild the same hero shot with a different lighting palette to generate multiple campaign assets from one concept.

CHAPTER 3 — HOW TO USE THESE 75 PROMPTS

These prompts are not meant to remain frozen.

A skincare creator can take the camera logic from **P-01** and use it for perfume.

A Nigerian fashion seller can take the lighting from **P-21** and apply it to jewelry.

A food brand can take the controlled transformation logic from **P-32** and adapt it to another appliance.

A freelancer can take **P-71** and build paid-social assets for dozens of different clients.

The commercial power comes from understanding what part of the prompt is the **framework** and what part is the **variable**.

Throughout this chapter, those variables were deliberately separated through the **CUSTOMIZE** fields.

That means a library of 75 prompts can become hundreds or thousands of individual outputs.

PRODUCT VIDEO DIRECTOR'S CHECKLIST

Before generating any client product video, confirm:

Is the product clearly defined?

What must remain unchanged?

What is the one main visual action?

What is the camera doing?

What is the product doing?

Do both really need to move?

Are reflections and materials believable?

Is there enough negative space if advertising copy is required?

Does the negative prompt protect the product's important features?

Can the final frame be used commercially?

If you can answer all ten, you are no longer simply generating a clip.

You are directing a product commercial.

CHAPTER 4

ADS & PAID SOCIAL

75 Conversion-Focused AI Video Prompts That Stop the Scroll and Sell the Next Step

The original edition positioned this category as “**Ads & Paid Social — Prompts That Convert**” and used transformation, aspiration, sensory hooks, pain-to-relief, visual desire and other direct-response angles.

This rebuilt chapter keeps that commercial intent but strengthens the prompts using the **Golden Prompt Formula 2.0™**, **Negative Prompt System™**, controlled motion, continuity protection, clearer hook architecture and stronger editability.

One important principle applies throughout this chapter:

An AI-generated video does not need to contain the entire advertisement.

Often the best workflow is:

Generate the visual → edit the sequence → add accurate headline, subtitles, offer, logo and CTA afterward.

That gives you far more control over spelling, claims, timing and brand consistency.

SECTION A — THUMB-STOP VISUAL HOOKS

PROMPT A-01 — The “Something Is Wrong Here” Freeze Hook

BEST FOR: Problem-solving products • Service ads • Lead generation

CUSTOMIZE: [CHARACTER] [PROBLEM OBJECT] [ENVIRONMENT]

MASTER VIDEO PROMPT

Open immediately on [CHARACTER] frozen mid-action inside [ENVIRONMENT], staring at [PROBLEM OBJECT] with a restrained expression of confusion as everything around them continues moving naturally.

For example, the character remains perfectly still while loose papers slide slowly from an overloaded desk, notifications glow softly on a nearby screen and a cup tilts slightly before being caught.

After approximately two seconds, the character breaks the freeze and looks directly toward the problem.

Use a medium-wide composition with the visual problem immediately understandable without dialogue.

CAMERA LOCK: Locked camera for first two seconds, then a subtle 8% push-in.

MOTION HIERARCHY: Primary — surrounding problem activity. Secondary — character reaction. Locked initially — character.

CONTINUITY CONTROL: Maintain identical character, wardrobe, desk layout and props.

OUTPUT: 9:16, 30fps, 6–8 seconds.

NEGATIVE PROMPT: random objects appearing, exaggerated cartoon reaction, face drift, duplicated props, impossible object movement, camera shake, morphing environment, random text, subtitles, watermark.

DIRECTOR'S NOTE: The first frame should make the viewer wonder, “What happened?”

OPTIONAL VARIATION: Reverse the concept: everything freezes except the character.

PROMPT A-02 — Sudden Product Catch Hook

BEST FOR: E-commerce • Gadgets • Beauty • Fashion accessories

CUSTOMIZE: [PRODUCT] [CHARACTER]

MASTER VIDEO PROMPT

Begin with [PRODUCT] entering frame quickly from above as [CHARACTER] catches it cleanly at chest height.

Immediately after the catch, motion slows and the character rotates the product slightly toward camera while giving a subtle confident look.

Use a clean studio or lifestyle environment with enough negative space for editing.

CAMERA LOCK: Static frontal medium shot.

MOTION HIERARCHY: Primary — product drop/catch. Secondary — product rotation.

PHYSICS: Realistic downward gravity, hand contact and product weight.

OUTPUT: 9:16, 30fps, 5–6 seconds.

NEGATIVE PROMPT: missed grip, deformed hands, extra fingers, product passing through hand, floating product, warped packaging, face drift, duplicated product, sudden camera movement, watermark.

DIRECTOR'S NOTE: Use only lightweight-looking products where the catch feels physically believable.

OPTIONAL VARIATION: Product slides into frame across a table instead.

PROMPT A-03 — Extreme Macro Mystery Reveal

BEST FOR: Luxury • Beauty • Tech • Food • Fashion

CUSTOMIZE: [PRODUCT] [SIGNATURE DETAIL]

MASTER VIDEO PROMPT

Begin so close to [SIGNATURE DETAIL] that the viewer cannot immediately identify [PRODUCT].

Camera slowly pulls backward while focus expands from the tiny surface detail to reveal the complete product during the final two seconds.

Use dramatic controlled lighting designed around the material.

CAMERA LOCK: Straight pull-back only.

MOTION HIERARCHY: Primary — camera reveal. Locked — product.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: product morphing during reveal, focus hunting, random camera rotation, distorted surface, excessive flare, geometry changes, fake text, watermark.

DIRECTOR'S NOTE: Curiosity is created by withholding information.

OPTIONAL VARIATION: Reveal through reflection instead of direct view.

PROMPT A-04 — Impossible Scale Hook

BEST FOR: Concept ads • Product launches • Social-first campaigns

CUSTOMIZE: [PRODUCT] [LOCATION]

MASTER VIDEO PROMPT

Show an enormous version of [PRODUCT] integrated convincingly into [LOCATION].

Example: an oversized sneaker rising several stories above a clean urban basketball court while tiny normal-scale environmental elements establish size.

Camera begins close to the ground and cranes upward slowly to reveal scale.

CAMERA LOCK: One vertical crane.

MOTION HIERARCHY: Primary — camera reveal. Ambient — restrained environment activity. Locked — giant product.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: product changing scale, warped architecture, duplicate product, miniature people clipping through object, chaotic crowd, cheap toy appearance, unstable camera, watermark.

DIRECTOR'S NOTE: Keep product geometry accurate even when scale is impossible.

OPTIONAL VARIATION: Giant perfume bottle in a botanical garden.

PROMPT A-05 — Reverse-Motion Hook

BEST FOR: Cleaning • Food • Beauty • Transformation ads

CUSTOMIZE: [ACTION] [PRODUCT]

MASTER VIDEO PROMPT

Open on the completed result of [ACTION], then reverse the physical process for approximately three seconds until the scene returns to its initial state.

Immediately switch to normal forward motion and demonstrate [PRODUCT] creating the result correctly.

Example: crumbs fly backward onto a dirty surface, then a cleaning device removes them in one smooth pass.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — reverse action then forward demonstration.

OUTPUT: 9:16, 30fps, 7–9 seconds.

NEGATIVE PROMPT: temporal morphing, object teleporting, inconsistent product geometry, debris disappearing outside contact, physics errors during forward demonstration, random cuts, watermark.

DIRECTOR'S NOTE: Reverse motion earns attention; normal motion proves the benefit.

OPTIONAL VARIATION: Reverse a makeup application, food assembly or product unboxing.

SECTION B — PROBLEM → SOLUTION ADS

PROMPT A-06 — Cluttered Desk to Calm Workflow

BEST FOR: SaaS • Productivity • Business services

CUSTOMIZE: [CHARACTER] [SOLUTION]

MASTER VIDEO PROMPT

Start on [CHARACTER] seated at an overloaded desk surrounded by notebooks, sticky notes, two devices and scattered documents.

The character rubs their forehead while glancing between tasks.

Perform a fast controlled lateral transition behind a foreground object. As the object clears frame, reveal the same character at the same desk now organized, relaxed and using [SOLUTION].

Lighting shifts subtly from dull neutral to brighter natural daylight.

CAMERA LOCK: One lateral pass; no cut-like perspective jump.

MOTION HIERARCHY: Primary — transition. Secondary — character reaction.

CONTINUITY: Same character, clothing, room and desk position across both states.

OUTPUT: 16:9 or 9:16, 30fps, 9 seconds.

NEGATIVE PROMPT: identity drift, wardrobe change, random desk layout, duplicated computers, impossible transition, fake readable UI, camera jitter, exaggerated emotion, watermark.

DIRECTOR'S NOTE: Keep the “before” believable rather than absurd.

OPTIONAL VARIATION: Use a small business owner or creator.

PROMPT A-07 — Tangled Cable to Clean Setup

BEST FOR: Tech accessories • Organizers • Workspace products

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Top-down shot of a messy desk with several tangled charging cables.

A hand places [PRODUCT] into the center. Use one controlled wipe transition caused by the hand moving across the lens.

Reveal the same desk with cables neatly routed through the product.

CAMERA LOCK: Static top-down.

MOTION HIERARCHY: Primary — hand transition. Locked — desk orientation.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra hands, cables teleporting outside transition, desk objects changing, product mutation, impossible cable routing, random text, watermark.

DIRECTOR'S NOTE: Before/after layouts should remain recognizably the same.

OPTIONAL VARIATION: Drawer organizer, kitchen organizer or wardrobe storage.

PROMPT A-08 — Morning Rush to One-Step Convenience

BEST FOR: Appliances • Apps • Delivery • Convenience products

CUSTOMIZE: [CHARACTER] [PRODUCT/SERVICE]

MASTER VIDEO PROMPT

Open with a medium shot of [CHARACTER] rushing through a morning routine: checking a wristwatch, searching a bag and reaching for several items.

Keep the scene controlled and readable.

The character then uses [PRODUCT/SERVICE] once. Immediately shift into calmer body language and simplified action.

CAMERA LOCK: Gentle handheld realism with no aggressive shake.

MOTION HIERARCHY: Primary — character problem action. Secondary — single solution action.

OUTPUT: 9:16, 30fps, 8–10 seconds.

NEGATIVE PROMPT: chaotic slapstick, identity changes, extra hands, props appearing randomly, impossible phone screen, exaggerated stress, camera shake, watermark.

DIRECTOR'S NOTE: Sell simplicity through reduced movement.

OPTIONAL VARIATION: School morning, office preparation or travel packing.

PROMPT A-09 — Dead Battery Moment to Power Solution

BEST FOR: Power banks • Chargers • Solar products

CUSTOMIZE: [DEVICE] [PRODUCT]

MASTER VIDEO PROMPT

Close-up of [CHARACTER] using [DEVICE]. The screen dims naturally and the character gives a small disappointed reaction.

Cut through an object wipe to [PRODUCT] being connected.

A restrained indicator light activates and the character resumes using the device.

CAMERA LOCK: Close handheld with stable framing.

MOTION HIERARCHY: Primary — device failure. Secondary — connection to solution.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: fake random screen text, deformed hands, cable passing through objects, product changing shape, exaggerated electrical effects, sparks, floating cable, watermark.

DIRECTOR'S NOTE: Avoid overdramatic electricity effects; the problem is familiar enough.

OPTIONAL VARIATION: Laptop, earbuds or small appliance.

PROMPT A-10 — Spill Problem to Cleaning Relief

BEST FOR: Cleaning products • Home appliances • Household ads

CUSTOMIZE: [CLEANER] [SURFACE]

MASTER VIDEO PROMPT

Open on a realistic drink spill across [SURFACE].

Hold for half a second.

A hand immediately brings [CLEANER] into frame and performs one complete cleaning action.

End with the same composition showing the clean surface.

CAMERA LOCK: Static 45-degree overhead.

MOTION HIERARCHY: Primary — cleaning action.

PHYSICS: Liquid spreads naturally; removal only happens where tool contacts surface.

OUTPUT: 9:16, 30fps, 6–8 seconds.

NEGATIVE PROMPT: stain vanishing before contact, deformed hand, surface changing material, impossible liquid movement, random foam explosion, duplicated tool, watermark.

DIRECTOR'S NOTE: Show the problem immediately; don't waste half the ad setting it up.

OPTIONAL VARIATION: Grease, dust, pet hair or bathroom residue.

SECTION C — TRANSFORMATION ADS

PROMPT A-11 — Skincare Confidence Transformation

BEST FOR: Beauty • Skincare • Self-care advertising

CUSTOMIZE: [CHARACTER] [PRODUCT]

MASTER VIDEO PROMPT

Begin on a natural close-up of [CHARACTER] in soft bathroom window light, looking at their reflection with neutral expression.

The character applies [PRODUCT] once.

Use a gentle foreground wipe to transition into the same composition later, with the character looking refreshed and more confident under brighter but still natural lighting.

Avoid unrealistic “instant miracle” skin changes; emphasize routine, glow and emotional confidence rather than impossible medical transformation.

CAMERA LOCK: Mostly static.

MOTION HIERARCHY: Primary — product application. Secondary — emotional shift.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: extreme skin transformation, face morphing, skin-tone change, identity drift, poreless plastic skin, deformed hands, product mutation, fake dermatological claims, watermark.

DIRECTOR'S NOTE: Keep cosmetic transformations visually plausible.

OPTIONAL VARIATION: Morning-to-evening skincare ritual.

PROMPT A-12 — Fashion Mirror Confidence Switch

BEST FOR: Fashion • Shoes • Accessories

CUSTOMIZE: [MODEL] [OUTFIT]

MASTER VIDEO PROMPT

Start on [MODEL] standing before a full-length mirror wearing a simple neutral outfit and relaxed posture.

The model turns toward camera; as their body passes behind the mirror frame, transition into [OUTFIT].

They complete the turn with stronger posture and one controlled step forward.

CAMERA LOCK: Static mirror composition.

MOTION HIERARCHY: Primary — turn transition. Secondary — posture shift.

CONTINUITY: Same face, hairstyle, environment and body proportions.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: face drift, body morphing, mirror mismatch, extra limbs, changing hairstyle, warped clothes, foot sliding, duplicated reflection, watermark.

DIRECTOR'S NOTE: Confidence is the transformation—not a change in the person's worth.

OPTIONAL VARIATION: Accessories-only transformation.

PROMPT A-13 — Room Before/After Transformation

BEST FOR: Interior design • Home decor • Cleaning • Furniture

CUSTOMIZE: [ROOM] [PRODUCT/SERVICE]

MASTER VIDEO PROMPT

Locked wide shot of [ROOM] in its initial realistic state.

A person walks close across the lens, completely covering frame for an instant.

When they clear, reveal the same architecture transformed using [PRODUCT/SERVICE].

Maintain identical room dimensions, windows and camera position.

CAMERA LOCK: Completely fixed.

MOTION HIERARCHY: Primary — foreground wipe.

OUTPUT: 16:9 or 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: changing architecture, extra windows, bending walls, room size change, furniture duplication, person identity drift, unstable lighting, watermark.

DIRECTOR'S NOTE: The stronger the architectural continuity, the more satisfying the transformation.

OPTIONAL VARIATION: Bedroom, kitchen, office or outdoor patio.

PROMPT A-14 — Fitness Identity Transformation

BEST FOR: Sportswear • Fitness services • Training content

CUSTOMIZE: [ATHLETE] [PRODUCT/SERVICE]

MASTER VIDEO PROMPT

Begin with [ATHLETE] sitting on a bench before training, tying shoes and taking one controlled breath.

Transition via a close pass of the athlete's shoulder into a later moment: same athlete completing a strong but believable exercise repetition.

Finish with calm recovery rather than exaggerated celebration.

CAMERA LOCK: One controlled tracking movement through transition.

MOTION HIERARCHY: Primary — transition and exercise action.

OUTPUT: 9:16, 24fps, 8–10 seconds.

NEGATIVE PROMPT: impossible body transformation, extra limbs, unsafe exercise form, muscle morphing, face drift, equipment deformation, foot sliding, camera shake, watermark.

DIRECTOR'S NOTE: Show commitment and performance, not instant physical transformation.

OPTIONAL VARIATION: Running, boxing, cycling or home workout.

PROMPT A-15 — Restaurant Empty Plate Payoff

BEST FOR: Restaurants • Food delivery • Food brands

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Open on a beautifully plated [DISH] filling most of frame.

A foreground napkin passes briefly across the lens.

Reveal the same plate nearly empty, with only a tasteful final bite remaining and utensils resting naturally beside it.

Camera performs a tiny push toward the final plate.

CAMERA LOCK: Mostly static.

MOTION HIERARCHY: Primary — transition.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: plate changing shape, table mutation, food morphing during transition, random hands, messy disgusting leftovers, warped utensils, watermark.

DIRECTOR'S NOTE: The empty plate becomes social proof without words.

OPTIONAL VARIATION: Full drink-to-empty glass.

SECTION D — UGC-STYLE ADS

PROMPT A-16 — “I Just Tried This” Bathroom UGC

BEST FOR: Beauty • Personal care • Small products

CUSTOMIZE: [CREATOR] [PRODUCT]

MASTER VIDEO PROMPT

Vertical smartphone-style medium close-up of [CREATOR] inside a bright realistic bathroom.

The creator lifts [PRODUCT] toward camera, rotates it once, then points naturally toward one visible product feature.

Use subtle handheld micro-movement, natural window light and slightly imperfect real-world framing.

CAMERA LOCK: Gentle human handheld only.

MOTION HIERARCHY: Primary — creator/product interaction.

OUTPUT: 9:16, 30fps, 7–8 seconds.

NEGATIVE PROMPT: over-polished studio look, extreme camera shake, extra fingers, face drift, product mutation, beauty-filter skin, random subtitles, warped bathroom, watermark.

DIRECTOR'S NOTE: UGC works because it feels believable, not because it looks bad.

OPTIONAL VARIATION: Bedroom vanity or dressing-table setting.

PROMPT A-17 — Car-Parked Recommendation UGC

BEST FOR: Services • Apps • Lead generation • Digital products

CUSTOMIZE: [CREATOR] [SUBJECT]

MASTER VIDEO PROMPT

Vertical front-camera-style shot of [CREATOR] seated safely in a stationary parked car during daylight.

The creator speaks naturally toward camera, makes one restrained hand gesture and briefly lifts [SUBJECT] or phone into view if relevant.

Outside environment remains softly blurred.

CAMERA LOCK: Smartphone fixed near dashboard height.

MOTION HIERARCHY: Primary — natural speaking gestures.

OUTPUT: 9:16, 30fps, 8–10 seconds.

NEGATIVE PROMPT: moving vehicle, unsafe driving behaviour, extra fingers, face drift, lip distortion, excessive gesture, unstable background, random subtitles, watermark.

DIRECTOR'S NOTE: Add the exact spoken message and captions during production/editing.

OPTIONAL VARIATION: Parked outside office, supermarket or gym.

PROMPT A-18 — Kitchen Counter Product Review

BEST FOR: Food • Appliances • Household products

CUSTOMIZE: [CREATOR] [PRODUCT]

MASTER VIDEO PROMPT

Vertical UGC-style medium shot of [CREATOR] standing at a normal kitchen counter.

The creator holds [PRODUCT], turns it toward camera and demonstrates one simple feature without cuts.

Natural daylight and practical kitchen lights produce familiar home realism.

CAMERA LOCK: Fixed smartphone framing.

MOTION HIERARCHY: Primary — product demonstration.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: fake studio kitchen, extra fingers, product shape change, exaggerated expression, random objects appearing, unstable camera, face drift, watermark.

DIRECTOR'S NOTE: One clear demonstration beats five rushed benefits.

OPTIONAL VARIATION: Dining room or utility area.

PROMPT A-19 — Unboxing Reaction UGC

BEST FOR: E-commerce • Subscription products • Gifts

CUSTOMIZE: [CREATOR] [PACKAGE] [PRODUCT]

MASTER VIDEO PROMPT

Vertical smartphone shot of [CREATOR] seated at a small table with [PACKAGE].

The creator opens the package, removes [PRODUCT], pauses briefly and gives an understated positive reaction while inspecting it.

CAMERA LOCK: Fixed medium framing.

MOTION HIERARCHY: Primary — unboxing. Secondary — reaction.

OUTPUT: 9:16, 30fps, 9 seconds.

NEGATIVE PROMPT: package teleporting open, extra fingers, product mutation, overacted reaction, face drift, random contents, fake text, watermark.

DIRECTOR'S NOTE: Understatement feels more credible than exaggerated shock.

OPTIONAL VARIATION: POV hands-only version.

PROMPT A-20 — “Watch This” Hands-Only Demonstration

BEST FOR: Gadgets • Home products • Tools • Beauty devices

CUSTOMIZE: [PRODUCT] [TASK]

MASTER VIDEO PROMPT

Top-down vertical smartphone-style shot showing only clean hands, [PRODUCT] and the object involved in [TASK].

Perform one complete demonstration from initial state to finished result with no unnecessary cuts.

CAMERA LOCK: Fixed overhead.

MOTION HIERARCHY: Primary — demonstration.

OUTPUT: 9:16, 30fps, 6–9 seconds.

NEGATIVE PROMPT: extra fingers, impossible grip, product mutation, object teleporting, task result appearing before contact, random clutter, camera movement, watermark.

DIRECTOR'S NOTE: Hands-only ads can work particularly well when the result is visually self-explanatory.

OPTIONAL VARIATION: Side-angle tabletop demonstration.

SECTION E — PRODUCT DEMONSTRATION ADS

PROMPT A-21 — One-Swipe Proof

BEST FOR: Cleaning • Beauty • Art supplies • Surface products

CUSTOMIZE: [PRODUCT] [SURFACE]

MASTER VIDEO PROMPT

Split [SURFACE] visually into untreated and treated areas without adding text.

A hand performs one slow swipe using [PRODUCT], clearly changing only the contacted area.

Keep both states simultaneously visible at the end.

CAMERA LOCK: Static close-up.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: transformation outside swipe path, product mutation, hand deformation, impossible surface behaviour, shifting camera, watermark.

DIRECTOR'S NOTE: Visible comparison is stronger than explanation.

OPTIONAL VARIATION: Fabric, shoe, glass or tile.

PROMPT A-22 — Waterproof Test

BEST FOR: Bags • Jackets • Electronics accessories • Coatings

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Close-up of [PRODUCT] on a controlled studio surface.

A narrow stream of water falls onto one defined section. Water beads and rolls away naturally while the product material remains visibly unchanged.

CAMERA LOCK: Static three-quarter angle.

PHYSICS: Accurate droplets, gravity and surface tension.

OUTPUT: 9:16, 60fps aesthetic, 6 seconds.

NEGATIVE PROMPT: water passing through material, floating liquid, product deformation, excessive splash, impossible repellency effect, random steam, watermark.

DIRECTOR'S NOTE: Don't imply protection beyond the product's actual specification.

OPTIONAL VARIATION: Light rain simulation.

PROMPT A-23 — Drop Resistance Visual

BEST FOR: Cases • Durable products • Packaging

CUSTOMIZE: [PRODUCT] [HEIGHT]

MASTER VIDEO PROMPT

Show [PRODUCT] falling from a modest, believable [HEIGHT] onto a clean controlled surface.

Capture impact from a low side angle in high-speed motion. Product rebounds minimally and settles.

Use only where the real product is intended for that level of impact.

CAMERA LOCK: Static.

PHYSICS: Natural gravity, impact and material response.

OUTPUT: 9:16, high-speed aesthetic, 5 seconds.

NEGATIVE PROMPT: explosive impact, product breaking unless intended, floating, bouncing unrealistically, floor deformation, product morphing, watermark.

DIRECTOR'S NOTE: Match demonstrations to genuine product capabilities.

OPTIONAL VARIATION: Protective phone case or travel luggage.

PROMPT A-24 — Compact Size Proof

BEST FOR: Travel gear • Gadgets • Portable appliances

CUSTOMIZE: [PRODUCT] [BAG]

MASTER VIDEO PROMPT

Medium close-up of [BAG] on a clean surface.

A hand places [PRODUCT] next to it for scale, then smoothly inserts the product into the appropriate compartment.

CAMERA LOCK: 45-degree static shot.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: product changing size, impossible bag dimensions, deformed hands, clipping through bag, compartment morphing, watermark.

DIRECTOR'S NOTE: Demonstrate portability instead of merely saying “portable.”

OPTIONAL VARIATION: Pocket, handbag or carry-on.

PROMPT A-25 — Quick Setup Demonstration

BEST FOR: Furniture • Tech • Fitness accessories • Home products

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Begin with [PRODUCT] in its compact initial state.

Hands perform three visually clear setup movements in sequence. End on the fully usable configuration.

Camera remains fixed so viewers can understand the mechanism.

CAMERA LOCK: Static.

MOTION HIERARCHY: Primary — assembly actions.

OUTPUT: 9:16, 30fps, 8–10 seconds.

NEGATIVE PROMPT: parts teleporting, missing components, extra hands, incorrect assembly geometry, impossible hinges, product mutation, watermark.

DIRECTOR'S NOTE: If the real setup requires many steps, don't falsely compress it into an unrealistic one-step mechanism.

OPTIONAL VARIATION: Time-lapse edit from several accurate generations.

SECTION F — CURIOSITY & OPEN-LOOP ADS

PROMPT A-26 — Hidden Product Behind Frosted Glass

BEST FOR: Launches • Beauty • Tech • Luxury

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Show [PRODUCT] as an indistinct silhouette behind frosted glass.

Camera slowly pushes closer while condensation trails move naturally down the foreground glass.

During the final second, a hand wipes one narrow clean strip across the glass, revealing only part of the product.

CAMERA LOCK: Slow push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: full reveal too early, deformed hand, condensation moving upward, product mutation, glass melting, excessive fog, watermark.

DIRECTOR'S NOTE: Don't close the curiosity loop too quickly.

OPTIONAL VARIATION: Fabric veil or shadow reveal.

PROMPT A-27 — “Why Is Everyone Looking?” Social Curiosity

BEST FOR: Fashion • Accessories • Consumer products

CUSTOMIZE: [CHARACTER] [PRODUCT] [LOCATION]

MASTER VIDEO PROMPT

Medium tracking shot of [CHARACTER] walking naturally through [LOCATION] using or wearing [PRODUCT].

Keep two or three background people softly out of focus. They briefly glance toward the product as the character passes, without exaggerated staring.

CAMERA LOCK: Smooth backward track.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: crowd mobbing character, random duplicated people, face drift, product mutation, cartoon reactions, foot sliding, warped environment, watermark.

DIRECTOR'S NOTE: Social attention should be subtle enough to feel believable.

OPTIONAL VARIATION: Café, airport or shopping district.

PROMPT A-28 — Object Under Cloth Reveal

BEST FOR: Product launches • Cars • Appliances • Fashion

CUSTOMIZE: [PRODUCT] [FABRIC]

MASTER VIDEO PROMPT

Begin with [PRODUCT] completely covered by [FABRIC], allowing only the silhouette to communicate its shape.

A controlled airflow lifts the fabric from one side while camera slowly arcs around the object.

End before full reveal or reveal only the front third.

CAMERA LOCK: Slow 60-degree arc.

PHYSICS: Natural fabric weight and drape.

OUTPUT: 16:9 or 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: cloth clipping through product, product mutation, fabric floating unnaturally, full reveal too soon, excessive wind, watermark.

DIRECTOR'S NOTE: Use silhouette as the hook.

OPTIONAL VARIATION: Red satin, black silk or translucent material.

PROMPT A-29 — Box That Opens to Light

BEST FOR: Gift products • Launches • Subscription products

CUSTOMIZE: [BOX] [PRODUCT]

MASTER VIDEO PROMPT

Show [BOX] centered in a dark restrained environment.

The lid slowly opens. A soft internal light spills onto the table before [PRODUCT] becomes visible inside.

Camera makes a slight push.

CAMERA LOCK: Straight push.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: magical light explosion, product floating, box geometry changes, random particles, impossible lid movement, fake text, watermark.

DIRECTOR'S NOTE: Keep the effect premium rather than fantasy-heavy unless fantasy is the campaign concept.

OPTIONAL VARIATION: Daylight package opening without internal glow.

PROMPT A-30 — Off-Screen Reaction Hook

BEST FOR: Food • Beauty • Fashion • Entertainment ads

CUSTOMIZE: [CHARACTER] [REVEAL OBJECT]

MASTER VIDEO PROMPT

Tight close-up on [CHARACTER] looking slightly off-camera.

Their expression moves naturally from neutral to pleasantly surprised.

Only during the final two seconds does camera pan slowly enough to reveal [REVEAL OBJECT].

CAMERA LOCK: Static then one pan.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: exaggerated reaction, face distortion, surprise morphing, sudden whip pan, product mutation, random background changes, watermark.

DIRECTOR'S NOTE: Reaction creates the question; reveal gives the answer.

OPTIONAL VARIATION: Hands-only reaction through object interaction.

SECTION G — EMOTIONAL & ASPIRATIONAL ADS

PROMPT A-31 — First-Light Discipline

BEST FOR: Fitness • Sportswear • Productivity • Lifestyle

CUSTOMIZE: [CHARACTER] [ACTIVITY]

MASTER VIDEO PROMPT

Wide low-angle shot of [CHARACTER] alone at dawn preparing for [ACTIVITY].

The environment is quiet, streets mostly empty, horizon beginning to warm.

Camera tilts slowly from equipment or footwear upward toward the character's focused face.

CAMERA LOCK: One upward tilt.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: extreme body morphing, random crowd, fake heroic cape effect, foot sliding, identity drift, overdone sunrise, watermark.

DIRECTOR'S NOTE: The emotion is showing up before everyone else.

OPTIONAL VARIATION: Late-night discipline instead of dawn.

PROMPT A-32 — Quiet Luxury Arrival

BEST FOR: Luxury fashion • Cars • Jewelry • Hotels

CUSTOMIZE: [CHARACTER] [PRODUCT] [LOCATION]

MASTER VIDEO PROMPT

Wide shot of [LOCATION] as [CHARACTER] enters frame using or wearing [PRODUCT].

Camera slowly tracks backward while the environment remains elegant and restrained.

No exaggerated attention from others. Confidence comes from posture, material quality and composition.

CAMERA LOCK: Smooth backward tracking.

OUTPUT: 16:9 or 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: paparazzi crowd, flashy excessive effects, face drift, product mutation, foot sliding, over-saturation, watermark.

DIRECTOR'S NOTE: Luxury is strongest when it does not look desperate for attention.

OPTIONAL VARIATION: Hotel lobby, restaurant entrance or modern residence.

PROMPT A-33 — Small-Business First Order Moment

BEST FOR: E-commerce platforms • Business tools • Creator services

CUSTOMIZE: [ENTREPRENEUR] [PRODUCT TYPE]

MASTER VIDEO PROMPT

Medium shot of [ENTREPRENEUR] working at a small realistic home-business table surrounded by neatly packed [PRODUCT TYPE].

A simple notification sound can be added in post. The entrepreneur glances toward a phone, pauses, smiles subtly and immediately begins packing one order.

CAMERA LOCK: Static with tiny push.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: visible fake earnings numbers, random readable notifications, exaggerated celebration, face drift, product duplication, excessive packages, watermark.

DIRECTOR'S NOTE: Sell the emotional milestone rather than an unverified income claim.

OPTIONAL VARIATION: First booking, first appointment or first inquiry.

PROMPT A-34 — Family Dinner Convenience Moment

BEST FOR: Food delivery • Appliances • Family products

CUSTOMIZE: [PRODUCT/SERVICE] [FAMILY SETTING]

MASTER VIDEO PROMPT

Warm wide shot of [FAMILY SETTING] as family members naturally settle around a table.

The hero product or delivered meal enters frame simply and becomes part of the shared moment.

Camera slowly pushes closer as conversation and smiles remain understated.

CAMERA LOCK: Slow push.

OUTPUT: 16:9, 24fps, 9 seconds.

NEGATIVE PROMPT: extra people, distorted hands, fake exaggerated laughter, food mutation, table geometry changes, random props, watermark.

DIRECTOR'S NOTE: The product supports the moment; it doesn't need to dominate every frame.

OPTIONAL VARIATION: Friends gathering or couple dinner.

PROMPT A-35 — “Made It Home” Relief Moment

BEST FOR: Insurance • Security • Transport • Wellness • Home brands

CUSTOMIZE: [CHARACTER] [PRODUCT/SERVICE CONTEXT]

MASTER VIDEO PROMPT

Follow [CHARACTER] entering a calm home after a visibly long day.

They place keys down, exhale, loosen shoulders and settle into the environment where [PRODUCT/SERVICE CONTEXT] is naturally present.

Warm practical lighting contrasts with cooler exterior light.

CAMERA LOCK: Smooth follow then stop.

OUTPUT: 16:9 or 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: melodramatic collapse, identity drift, keys floating, environment morphing, random family members, unstable exposure, watermark.

DIRECTOR'S NOTE: Relief is a powerful emotional benefit when shown quietly.

OPTIONAL VARIATION: Hotel arrival, car arrival or workspace finish.

SECTION H — SOCIAL PROOF & TRUST VISUALS

PROMPT A-36 — Package Wall Social-Proof Visual

BEST FOR: E-commerce brands • Small businesses

CUSTOMIZE: [BRAND PACKAGE]

MASTER VIDEO PROMPT

Begin on one [BRAND PACKAGE] centered on a packing table.

Camera slowly pulls back to reveal multiple neatly arranged parcels ready for dispatch, all maintaining consistent packaging.

A hand places the final parcel into the arrangement.

CAMERA LOCK: Straight pull-back.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: infinite packages, fake order numbers, package mutation, brand label distortion, duplicate hands, clutter, warehouse morphing, watermark.

DIRECTOR'S NOTE: Show operational activity without inventing specific sales figures.

OPTIONAL VARIATION: Dispatch bags, shopping bags or restaurant orders.

PROMPT A-37 — Customer Queue Without Exaggeration

BEST FOR: Restaurants • Retail • Local services

CUSTOMIZE: [BUSINESS TYPE]

MASTER VIDEO PROMPT

Wide exterior or interior shot of [BUSINESS TYPE] during a naturally busy period.

Several customers wait or interact with staff in an orderly believable way.

Camera performs a slow lateral slide, showing activity without depicting an implausible crowd.

CAMERA LOCK: Lateral slide.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate people, chaotic crowd, face morphing, impossible queue, random signage, distorted architecture, fake readable claims, watermark.

DIRECTOR'S NOTE: Trust comes from believable demand, not fabricated frenzy.

OPTIONAL VARIATION: Waiting room, salon or café.

PROMPT A-38 — Repeated Use Montage-in-One-Shot

BEST FOR: Everyday products • Apps • Accessories

CUSTOMIZE: [PRODUCT] [USER]

MASTER VIDEO PROMPT

Use one locked composition at a desk, kitchen counter or vanity.

Create controlled match-action transitions showing [USER] interacting with [PRODUCT] at different times of day while preserving identical framing.

Morning → afternoon → evening, each transition triggered by the user's hand crossing frame.

CAMERA LOCK: Static.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: identity drift, product mutation, room layout changes, random wardrobe unless intentionally changed, transition glitches, lighting flicker, watermark.

DIRECTOR'S NOTE: Repetition communicates habit and usefulness.

OPTIONAL VARIATION: Different users, same product—generate as separate shots for better consistency.

PROMPT A-39 — Professional Craftsmanship Close-Up

BEST FOR: Services • Artisans • Tailors • Repair businesses

CUSTOMIZE: [PROFESSIONAL] [CRAFT]

MASTER VIDEO PROMPT

Macro and close-up visual of [PROFESSIONAL] performing one precise part of [CRAFT].

Focus on skilled hands, tools and material interaction.

Camera tracks gently alongside the work while face remains out of frame or softly blurred.

CAMERA LOCK: Short lateral macro track.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, incorrect tool geometry, unsafe tool handling, material morphing, sloppy hand movement, random equipment, watermark.

DIRECTOR'S NOTE: Skill itself is social proof.

OPTIONAL VARIATION: Makeup artist, phone technician, shoemaker, jeweler, tailor.

PROMPT A-40 — Clean Delivery Hand-Off

BEST FOR: Delivery businesses • E-commerce • Food services

CUSTOMIZE: [PACKAGE] [CUSTOMER]

MASTER VIDEO PROMPT

Medium close-up at a residential doorway.

A delivery person extends [PACKAGE]; [CUSTOMER] receives it naturally with both hands and gives a small appreciative smile.

Keep faces secondary to the handoff.

CAMERA LOCK: Static side three-quarter framing.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, package duplication, hand intersection, face drift, random logos, unrealistic doorway geometry, forced celebration, watermark.

DIRECTOR'S NOTE: A clean delivery moment signals reliability.

OPTIONAL VARIATION: Office reception or pickup counter.

SECTION I — LOCAL BUSINESS ADS

PROMPT A-41 — Barbershop Transformation Entrance

BEST FOR: Barbers • Grooming services

CUSTOMIZE: [CLIENT] [BARBERSHOP STYLE]

MASTER VIDEO PROMPT

Show [CLIENT] entering [BARBERSHOP STYLE] in a medium shot.

Use a foreground chair wipe to transition into the same client leaving with finished grooming, stronger posture and subtle smile.

CAMERA LOCK: Fixed entrance composition.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: face identity change, impossible hairstyle transformation within visible frames, extra limbs, shop morphing, exaggerated beauty effect, watermark.

DIRECTOR'S NOTE: Use an edit transition between before and after, rather than showing impossible instant haircut physics.

OPTIONAL VARIATION: Beard grooming or children's cut.

PROMPT A-42 — Makeup Artist Precision Moment

BEST FOR: Makeup artists • Beauty services

CUSTOMIZE: [ARTIST] [CLIENT]

MASTER VIDEO PROMPT

Close-up three-quarter view of [ARTIST] carefully applying one finishing detail to [CLIENT], such as lipstick edge or soft highlight.

Camera performs a subtle push.

End with the artist lowering the tool and the client turning slightly toward light.

CAMERA LOCK: Slow push only.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, brushes clipping through face, identity drift, changing makeup pattern, plastic skin, warped tools, watermark.

DIRECTOR'S NOTE: Craftsmanship sells premium beauty services.

OPTIONAL VARIATION: Bridal or editorial makeup.

PROMPT A-43 — Phone Repair Bench Precision

BEST FOR: Phone repair • Electronics services

CUSTOMIZE: [DEVICE] [TECHNICIAN]

MASTER VIDEO PROMPT

Macro shot of [TECHNICIAN] working on [DEVICE] at an organized electronics bench.

Show one precise non-destructive repair action with appropriate tool placement.

Camera slides gently across the work area, revealing careful organization and professional equipment.

CAMERA LOCK: Slow macro slide.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: sparks, dangerous repair action, extra fingers, phone geometry mutation, tool deformation, chaotic bench, random circuit parts, watermark.

DIRECTOR'S NOTE: Clean process communicates trust better than dramatic effects.

OPTIONAL VARIATION: Screen replacement setup or diagnostic inspection.

PROMPT A-44 — Tailor Fabric-to-Finish Craftsmanship

BEST FOR: Tailoring • Fashion services • Designers

CUSTOMIZE: [FABRIC] [GARMENT]

MASTER VIDEO PROMPT

Begin on macro detail of [FABRIC] moving beneath a sewing machine presser foot.

Camera tracks gently alongside stitching.

Transition behind the machine body to reveal [GARMENT] hanging finished in the same workshop.

CAMERA LOCK: One controlled lateral move.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, impossible sewing mechanics, fabric pattern drift, garment mutation, machine deformation, random thread, watermark.

DIRECTOR'S NOTE: The making process raises perceived value.

OPTIONAL VARIATION: Ankara, bridal, menswear or school uniforms.

PROMPT A-45 — Cleaning Service Satisfying Reveal

BEST FOR: Home cleaning • Office cleaning • Facility services

CUSTOMIZE: [SPACE]

MASTER VIDEO PROMPT

Low wide shot of [SPACE] before service with realistic light clutter or visible dust.

A cleaner passes close across lens.

Reveal the same architecture neatly organized and clean after the wipe.

CAMERA LOCK: Fixed.

OUTPUT: 16:9 or 9:16, 7 seconds.

NEGATIVE PROMPT: room architecture changing, fake luxury furniture appearing, disappearing windows, cleaning staff duplication, distorted walls, watermark.

DIRECTOR'S NOTE: Improve cleanliness, not the underlying property itself.

OPTIONAL VARIATION: Kitchen, office, bathroom or short-let property.

SECTION J — LEAD-GENERATION & SERVICE ADS

PROMPT A-46 — Phone Opportunity Visual

BEST FOR: Courses • Communities • Services • Lead generation

CUSTOMIZE: [CHARACTER] [ACTIVITY]

MASTER VIDEO PROMPT

Medium close-up of [CHARACTER] seated comfortably at a simple table using a smartphone for [ACTIVITY].

Camera approaches slowly from over the shoulder before moving to a side profile showing focused engagement.

Do not generate income figures, fake notifications or guaranteed-results imagery.

CAMERA LOCK: One gentle arc.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: cash raining, fake earnings screenshots, unreadable UI, exaggerated excitement, distorted phone, extra fingers, watermark.

DIRECTOR'S NOTE: Use on-screen copy added in editing to explain the offer accurately.

OPTIONAL VARIATION: Laptop or tablet.

PROMPT A-47 — Calendar Filling Visual

BEST FOR: Appointment services • Consultants • Salons • Agencies

CUSTOMIZE: [PROFESSIONAL]

MASTER VIDEO PROMPT

Over-the-shoulder shot of [PROFESSIONAL] reviewing a clean digital calendar interface.

Instead of relying on generated readable text, show simple colored blocks appearing in several time slots as the professional looks calmly at the screen.

CAMERA LOCK: Slow over-shoulder push.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: fake readable client names, random text, impossible calendar layout, screen flicker, deformed hands, duplicate UI, watermark.

DIRECTOR'S NOTE: Add actual interface graphics in post if accuracy matters.

OPTIONAL VARIATION: Booking notifications represented by abstract indicators.

PROMPT A-48 — Consultation Desk Trust Shot

BEST FOR: Professional services • Education • Consulting

CUSTOMIZE: [PROFESSIONAL] [CLIENT]

MASTER VIDEO PROMPT

Warm medium shot across a clean consultation desk showing [PROFESSIONAL] listening attentively to [CLIENT].

The professional nods, points once toward a simple document or tablet, then returns attention to the client.

CAMERA LOCK: Static with subtle natural movement.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: distorted hands, fake document text, exaggerated nodding, face drift, duplicate people, office morphing, watermark.

DIRECTOR'S NOTE: Listening is often a stronger trust signal than talking.

OPTIONAL VARIATION: Remote video consultation setup.

PROMPT A-49 — WhatsApp-Style Inquiry Without Fake Text

BEST FOR: Local businesses • Lead generation • Service ads

CUSTOMIZE: [CHARACTER] [SERVICE CONTEXT]

MASTER VIDEO PROMPT

Close-up of [CHARACTER] holding a smartphone while working inside [SERVICE CONTEXT].

The phone emits a subtle generic notification cue, but keep the screen intentionally out of readable focus.

The character glances at the device, smiles slightly and taps once.

CAMERA LOCK: Shoulder-level static framing.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: fake readable WhatsApp messages, fake earnings, random interface, distorted fingers, phone mutation, exaggerated celebration, watermark.

DIRECTOR'S NOTE: Add the real CTA and messaging interface during editing.

OPTIONAL VARIATION: Booking request, customer inquiry or order alert.

PROMPT A-50 — Service Result Before the CTA

BEST FOR: Repair • Cleaning • Design • Beauty • Home services

CUSTOMIZE: [SERVICE] [RESULT]

MASTER VIDEO PROMPT

Start directly on the finished [RESULT], beautifully framed.

After approximately two seconds, slowly reveal [SERVICE] provider's tools or hands completing the final small finishing action.

End with clean negative space for CTA added in post.

CAMERA LOCK: Slow pull-back.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: fake text, impossible transformation, tool deformation, extra fingers, clutter, camera jitter, watermark.

DIRECTOR'S NOTE: Lead with the desired outcome.

OPTIONAL VARIATION: Finished hair, repaired device, clean sofa, decorated cake.

SECTION K — NIGERIAN & AFRICAN MARKET AD SCENES

PROMPT A-51 — Lagos Small-Business Packing Scene

BEST FOR: Nigerian e-commerce • Local brands • SME ads

CUSTOMIZE: [SELLER] [PRODUCT]

MASTER VIDEO PROMPT

Show [SELLER] inside a clean compact home-business workspace packing [PRODUCT] into branded delivery bags.

Natural daylight, practical shelves, realistic Nigerian urban-home setting without stereotypes.

Camera makes a smooth lateral slide across the packing table.

CAMERA LOCK: Lateral slide.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: exaggerated clutter, fake naira notes, random flags, product duplication, identity drift, unreadable labels, watermark.

DIRECTOR'S NOTE: Represent modern Nigerian business visually, not through clichés.

OPTIONAL VARIATION: Boutique, beauty vendor or food seller.

PROMPT A-52 — Mobile-First Learning Scene

BEST FOR: Education • Skills training • Communities

CUSTOMIZE: [LEARNER] [SUBJECT]

MASTER VIDEO PROMPT

Medium close-up of [LEARNER] seated in a comfortable everyday environment watching [SUBJECT] on a smartphone.

Use an over-the-shoulder angle with screen content intentionally abstract rather than readable.

Learner pauses, writes one note and returns attention to the phone.

CAMERA LOCK: Gentle over-shoulder push.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: fake income screenshots, distorted phone, random readable text, extra fingers, exaggerated wealth symbols, identity drift, watermark.

DIRECTOR'S NOTE: Focus on accessible learning rather than guaranteed results.

OPTIONAL VARIATION: Café, home or parked car.

PROMPT A-53 — Food Vendor Premium Upgrade

BEST FOR: Nigerian food businesses • Delivery brands

CUSTOMIZE: [DISH] [PACKAGING]

MASTER VIDEO PROMPT

Begin with macro food texture of [DISH], then slowly pull back to reveal it arranged cleanly inside [PACKAGING] ready for delivery.

Use warm side lighting and restrained background activity.

CAMERA LOCK: Straight pull-back.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: plastic food, package mutation, excessive oil, random cutlery, fake logos, ingredient morphing, watermark.

DIRECTOR'S NOTE: Premium presentation can reposition familiar food.

OPTIONAL VARIATION: Jollof rice, grilled fish, small chops, pastries.

PROMPT A-54 — Boutique Fashion Delivery Moment

BEST FOR: Nigerian fashion • Ready-to-wear • Instagram boutiques

CUSTOMIZE: [GARMENT] [PACKAGE]

MASTER VIDEO PROMPT

Top-down shot of [GARMENT] being folded carefully, wrapped in tissue and placed inside [PACKAGE].

A thank-you card may be visually present but keep any text unreadable for later graphic replacement.

CAMERA LOCK: Static top-down.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, garment pattern change, package mutation, fake readable card text, random accessories, watermark.

DIRECTOR'S NOTE: Packaging is part of the brand experience.

OPTIONAL VARIATION: Wig, jewelry or skincare packaging.

PROMPT A-55 — Contemporary Nigerian Professional Lifestyle

BEST FOR: Financial services • Education • Apps • Business services

CUSTOMIZE: [CHARACTER] [SERVICE CONTEXT]

MASTER VIDEO PROMPT

Show a contemporary Nigerian professional moving naturally through a modern urban workday relevant to [SERVICE CONTEXT].

Begin with a medium exterior arrival, transition through a foreground doorway to a clean workspace, then end on focused smartphone or laptop interaction.

Keep the scene polished but believable.

CAMERA LOCK: Controlled follow movement.

OUTPUT: 9:16 or 16:9, 24fps, 9 seconds.

NEGATIVE PROMPT: exaggerated luxury, fake money imagery, cultural stereotypes, changing identity, random skyline, impossible office architecture, watermark.

DIRECTOR'S NOTE: Aspirational should still feel attainable and recognizably real.

OPTIONAL VARIATION: Entrepreneur, freelancer or creative professional.

SECTION L — FOOD & RESTAURANT PAID ADS

PROMPT A-56 — Sizzle First-Second Hook

BEST FOR: Restaurants • Grills • Food delivery

CUSTOMIZE: [FOOD]

MASTER VIDEO PROMPT

Open directly on extreme macro of [FOOD] contacting a hot cooking surface.

Visible moisture reacts naturally; small steam wisps rise immediately.

Camera pushes slightly closer as texture develops.

CAMERA LOCK: Micro push.

OUTPUT: 9:16, high-speed detail aesthetic, 5 seconds.

NEGATIVE PROMPT: giant smoke cloud, food burning instantly, plastic texture, oil explosion, floating ingredients, warped pan, watermark.

DIRECTOR'S NOTE: The first second should almost create an imagined sound.

OPTIONAL VARIATION: Suya, steak, chicken, fish or burger patty.

PROMPT A-57 — Cheese Pull Desire Hook

BEST FOR: Pizza • Burgers • Pasta

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Tight close-up of a portion of [DISH] being lifted slowly from the rest.

Melted cheese stretches naturally in several finite strands before one or two strands break under tension.

CAMERA LOCK: Static.

PHYSICS: Realistic elasticity and gravity.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: infinite cheese stretch, rubber cheese, floating food, extra utensils, dish mutation, plastic texture, watermark.

DIRECTOR'S NOTE: Let the strands eventually break; infinite cheese looks fake.

OPTIONAL VARIATION: Sandwich or baked pasta.

PROMPT A-58 — Delivery Bag-to-Table Reveal

BEST FOR: Food delivery • Restaurants

CUSTOMIZE: [DELIVERY PACKAGE] [DISH]

MASTER VIDEO PROMPT

Start with [DELIVERY PACKAGE] on a dining table.

Hands open the package and remove [DISH], setting it into the center of the frame.

Camera makes a slow push as steam rises naturally.

CAMERA LOCK: Straight push.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, package mutation, dish changing shape, fake steam, food teleporting, random containers, watermark.

DIRECTOR'S NOTE: Sell the moment food arrives.

OPTIONAL VARIATION: Office lunch or family dinner.

PROMPT A-59 — Dessert Break-Open Payoff

BEST FOR: Bakeries • Desserts • Restaurants

CUSTOMIZE: [DESSERT] [CENTER]

MASTER VIDEO PROMPT

Extreme close-up of [DESSERT]. A spoon or fork presses slowly into the center and separates it to reveal [CENTER].

The filling moves naturally under gravity.

CAMERA LOCK: Static macro.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: filling exploding, plastic dessert, utensil deformation, extra fingers, infinite liquid, floating crumbs, watermark.

DIRECTOR'S NOTE: Save the reveal for the final half of the clip.

OPTIONAL VARIATION: Chocolate lava cake, stuffed pastry or cheesecake.

PROMPT A-60 — Café Morning Escape

BEST FOR: Cafés • Coffee shops • Breakfast venues

CUSTOMIZE: [DRINK] [FOOD]

MASTER VIDEO PROMPT

Warm medium shot of a quiet café table near a window containing [DRINK] and [FOOD].

A customer places a phone face-down, wraps both hands around the cup and relaxes.

Camera slowly pushes toward the table as morning street activity remains soft in background.

CAMERA LOCK: Slow push.

OUTPUT: 9:16 or 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: deformed hands, cup mutation, fake steam cloud, random customers appearing, food morphing, excessive orange grade, watermark.

DIRECTOR'S NOTE: Sell the feeling of taking a break.

OPTIONAL VARIATION: Evening dessert escape.

SECTION M — BEAUTY, FASHION & LIFESTYLE ADS

PROMPT A-61 — Necklace Light-Catch Hook

BEST FOR: Jewelry • Gifts • Luxury fashion

CUSTOMIZE: [NECKLACE] [MODEL]

MASTER VIDEO PROMPT

Extreme close-up of [NECKLACE] resting naturally on [MODEL].

Model turns the shoulders slightly, causing the pendant to shift a few millimeters and catch one controlled golden highlight.

CAMERA LOCK: Micro push only.

OUTPUT: 9:16 or 1:1, 24fps, 5–6 seconds.

NEGATIVE PROMPT: fake sparkle particles, necklace duplication, pendant mutation, skin distortion, excessive glitter, watermark.

DIRECTOR'S NOTE: One believable highlight is stronger than dozens of fake sparkles.

OPTIONAL VARIATION: Bracelet or earrings.

PROMPT A-62 — Perfume “Before You Leave” Ritual

BEST FOR: Perfume • Lifestyle fragrance

CUSTOMIZE: [MODEL] [PERFUME]

MASTER VIDEO PROMPT

Medium mirror-side shot of [MODEL] finishing preparation before leaving home.

They lift [PERFUME], spray once near the neck, set it down and leave frame.

Camera remains near the dressing table, allowing the fragrance bottle to become the final hero object.

CAMERA LOCK: Static.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: perfume mist behaving like smoke, face drift, deformed hands, mirror mismatch, product mutation, multiple sprays, watermark.

DIRECTOR'S NOTE: Make fragrance part of a meaningful ritual.

OPTIONAL VARIATION: Men's evening preparation.

PROMPT A-63 — Handbag “Everything Fits” Visual

BEST FOR: Bags • Travel bags • Work totes

CUSTOMIZE: [BAG] [ITEMS]

MASTER VIDEO PROMPT

Top-down shot of [ITEMS] arranged neatly around [BAG].

Hands place the items into the bag one by one in a short controlled sequence.

End with the bag closing naturally without changing size.

CAMERA LOCK: Static overhead.

OUTPUT: 9:16, 30fps, 9 seconds.

NEGATIVE PROMPT: bag expanding magically, items changing size, extra hands, object teleporting, zipper mutation, bag deformation, watermark.

DIRECTOR'S NOTE: Only depict capacity that makes physical sense.

OPTIONAL VARIATION: Work tote, travel backpack or makeup bag.

PROMPT A-64 — Shoe Ground-Contact Performance Hook

BEST FOR: Sneakers • Sports footwear

CUSTOMIZE: [SHOE] [ACTIVITY]

MASTER VIDEO PROMPT

Ultra-low side shot focused tightly on [SHOE] during one foot strike in [ACTIVITY].

The sole compresses naturally against the ground and rebounds as weight transfers forward.

Camera tracks at matching speed.

CAMERA LOCK: Parallel tracking.

OUTPUT: 9:16, high-speed athletic aesthetic, 5 seconds.

NEGATIVE PROMPT: foot sliding, shoe deformation, sole melting, wrong gait, extra legs, floating shoe, impossible compression, watermark.

DIRECTOR'S NOTE: Performance is communicated through contact and physics.

OPTIONAL VARIATION: Running, court movement or walking comfort.

PROMPT A-65 — Skincare Texture-to-Skin Sequence

BEST FOR: Creams • Serums • Body care

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Begin with macro product texture on a clean fingertip.

Camera follows the hand toward skin, where a small amount is spread gently across one controlled area.

Finish with a natural soft sheen, not an unrealistic instant skin transformation.

CAMERA LOCK: Short follow movement.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, skin morphing, changing skin tone, plastic glow, product behaving like water, hand clipping, watermark.

DIRECTOR'S NOTE: Texture and application are credible benefit visuals.

OPTIONAL VARIATION: Hand cream, body lotion or facial serum.

SECTION N — TECH, SaaS & APP ADS

PROMPT A-66 — Notification Chaos to Focus Mode

BEST FOR: Productivity apps • SaaS • Digital wellbeing

CUSTOMIZE: [CHARACTER] [SOLUTION]

MASTER VIDEO PROMPT

Over-the-shoulder view of [CHARACTER] at a laptop as abstract notification indicators accumulate around screen edges.

Keep them graphic and unreadable.

The character activates [SOLUTION]; notification indicators disappear smoothly while workspace lighting becomes calmer.

CAMERA LOCK: Slow push.

OUTPUT: 16:9 or 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: readable nonsense text, screen mutation, floating holograms unless intended, deformed hands, excessive UI clutter, fake operating-system logos, watermark.

DIRECTOR'S NOTE: Visualize the problem without depending on generated typography.

OPTIONAL VARIATION: Smartphone focus mode.

PROMPT A-67 — One-Tap Workflow Automation

BEST FOR: SaaS • Apps • Business tools

CUSTOMIZE: [ACTION]

MASTER VIDEO PROMPT

Close over-the-shoulder shot of a user pressing one clearly defined interface control representing [ACTION].

Immediately after, use simple abstract visual indicators showing several workflow steps completing sequentially.

Keep interface details minimal and design-agnostic.

CAMERA LOCK: Static over-the-shoulder.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: fake readable interface, random code, impossible mouse movement, deformed hands, UI morphing, excessive neon, watermark.

DIRECTOR'S NOTE: Build final exact UI in motion graphics if the product interface must be accurate.

OPTIONAL VARIATION: Mobile app.

PROMPT A-68 — Remote Team Alignment Visual

BEST FOR: Collaboration software • Project management

CUSTOMIZE: [TEAM TYPE]

MASTER VIDEO PROMPT

Begin on one professional working alone at a laptop.

Camera pulls backward to reveal two additional team members in separate visually divided workspaces, each connected through subtle graphical lines or synchronized visual cues.

Avoid readable chat text.

CAMERA LOCK: Slow pull-back.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicated people, face drift, nonsense interface text, excessive holograms, inconsistent workspace geometry, watermark.

DIRECTOR'S NOTE: Show coordination visually rather than explaining every feature.

OPTIONAL VARIATION: Global-team time-zone concept.

PROMPT A-69 — Cybersecurity Threat Stopped

BEST FOR: Cybersecurity • IT services

CUSTOMIZE: [SYSTEM]

MASTER VIDEO PROMPT

Show a clean abstract network of moving light points representing [SYSTEM].

One red anomalous signal approaches the network boundary and stops at a translucent protective barrier, dispersing harmlessly.

Keep imagery sophisticated and minimal.

CAMERA LOCK: Slow forward drift.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: hacker hoodie cliché, skull icons, random code, excessive flashing red lights, chaotic particles, watermark.

DIRECTOR'S NOTE: Security can look intelligent rather than frightening.

OPTIONAL VARIATION: Data-encryption tunnel.

PROMPT A-70 — Analytics Clarity Reveal

BEST FOR: Analytics • Fintech • Business intelligence

CUSTOMIZE: [BUSINESS CONTEXT]

MASTER VIDEO PROMPT

Start with several abstract disconnected data points floating over a dark clean background.

As camera advances, they organize smoothly into a simple coherent graph-like visualization representing clarity in [BUSINESS CONTEXT].

Avoid specific numerical claims.

CAMERA LOCK: Straight forward movement.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake readable numbers, stock-market guarantee imagery, random symbols, chaotic chart movement, excessive neon, watermark.

DIRECTOR'S NOTE: Communicate understanding—not fabricated performance.

OPTIONAL VARIATION: Dashboard view added during editing.

SECTION O — PREMIUM DIRECT-RESPONSE CAMPAIGN SHOTS

PROMPT A-71 — Visual Objection Killer: “Looks Complicated”

BEST FOR: Tech • Services • Appliances • Courses

CUSTOMIZE: [PRODUCT/SERVICE]

MASTER VIDEO PROMPT

Open on several complicated-looking tools or steps arranged in front of the character.

The character moves them aside with one clean gesture, revealing [PRODUCT/SERVICE] represented by a single simple tool, device or clear action.

Keep the metaphor visual rather than text-based.

CAMERA LOCK: Static frontal composition.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: random tools, extra hands, objects teleporting, product mutation, excessive visual clutter, readable fake claims, watermark.

DIRECTOR'S NOTE: The ad answers “this seems complicated” visually.

OPTIONAL VARIATION: Tangled process turning into one organized path.

PROMPT A-72 — “I Don't Have Time” Fast Routine Visual

BEST FOR: Convenience products • Apps • Services

CUSTOMIZE: [PRODUCT] [TASK]

MASTER VIDEO PROMPT

Show a clock visually present but not readable in close detail.

A user performs [TASK] using [PRODUCT] in one simple efficient sequence, then immediately continues with their day.

Camera follows smoothly from task to exit.

Do not imply an exact time saving unless substantiated elsewhere.

CAMERA LOCK: One short tracking shot.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: fake stopwatch text, impossible instant completion, identity drift, product mutation, frantic speed-ramping, watermark.

DIRECTOR'S NOTE: Show efficiency without inventing unsupported time claims.

OPTIONAL VARIATION: Morning routine, meal prep or work setup.

PROMPT A-73 — “Will This Fit My Life?” Lifestyle Integration

BEST FOR: Broad consumer products • Apps • Services

CUSTOMIZE: [PRODUCT] [CUSTOMER TYPE]

MASTER VIDEO PROMPT

Follow [CUSTOMER TYPE] through one ordinary daily moment where [PRODUCT] integrates naturally rather than becoming the entire scene.

Example: reusable bottle on commute, app used briefly between tasks, tote beside laptop at café.

Camera observes rather than sells aggressively.

CAMERA LOCK: Smooth lifestyle tracking.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: product constantly held toward camera, fake influencer posing, identity drift, environment morphing, product mutation, watermark.

DIRECTOR'S NOTE: Sometimes the strongest objection killer is demonstrating normal use.

OPTIONAL VARIATION: Different customer lifestyles for campaign segmentation.

PROMPT A-74 — Ad End-Card Hero Setup

BEST FOR: Any paid-social campaign • Final CTA shot

CUSTOMIZE: [PRODUCT] [BRAND COLOR]

MASTER VIDEO PROMPT

Place [PRODUCT] in the lower third against a clean [BRAND COLOR] environment with substantial negative space above and beside it.

Use one extremely subtle camera push while a restrained lighting development brings the product into full clarity.

End completely still for at least one second.

Do not generate CTA text inside the scene.

CAMERA LOCK: Minimal straight push then locked finish.

OUTPUT: 9:16, 30fps, 5–6 seconds.

NEGATIVE PROMPT: random text, fake CTA button, product mutation, excessive particles, logo distortion, cluttered negative space, camera movement during final hold, watermark.

DIRECTOR'S NOTE: Add exact headline, price, offer and CTA in editing.

OPTIONAL VARIATION: 16:9 and 1:1 versions for additional placements.

PROMPT A-75 — Complete Scroll-Stop → Problem → Solution → Hero Ad Blueprint

BEST FOR: Flagship paid-social ads • Portfolio campaigns • Client concepts

CUSTOMIZE: [CHARACTER] [PROBLEM] [PRODUCT/SERVICE] [RESULT]

MASTER VIDEO PROMPT

Create this advertisement as **four separate controlled generations** and assemble them in editing rather than asking one AI generation to execute everything.

SHOT 1 — SCROLL-STOP HOOK

Extreme close-up of the most visually recognizable moment of [PROBLEM].

The shot begins already in motion. Keep it understandable within the first second.

Duration: approximately 2–3 seconds.

SHOT 2 — RELATABLE PROBLEM

Medium shot of [CHARACTER] dealing naturally with [PROBLEM].

Avoid exaggerated frustration. Use one clear physical behaviour that communicates inconvenience.

Duration: approximately 3 seconds.

SHOT 3 — SOLUTION DEMONSTRATION

Close-up or medium close-up of [PRODUCT/SERVICE] solving one specific part of the problem.

Keep the camera stable enough that the viewer understands what happened.

Duration: approximately 3–4 seconds.

SHOT 4 — RESULT + HERO

Show [RESULT] in a clean aspirational but believable environment.

Transition to a final product/service hero composition with generous negative space for headline, offer, logo and CTA added in post.

Duration: approximately 3–4 seconds.

CAMERA LOCK: Assign only one primary camera movement per shot.

MOTION HIERARCHY: Each shot gets one primary action. Avoid stacking unrelated movements.

CONTINUITY CONTROL: Maintain identical character appearance, wardrobe, product geometry, environment logic and brand palette across corresponding scenes.

OUTPUT: 9:16 vertical master, 30fps, approximately 12–15 seconds after editing.

NEGATIVE PROMPT: identity drift, product mutation, random props, unsupported transformation, fake text, fake reviews, fake earnings, exaggerated reaction, temporal flicker, unwanted camera motion, warped hands, impossible physics, cluttered compositions, random subtitles, watermark.

DIRECTOR'S NOTE: The structure is:

STOP → RELATE → DEMONSTRATE → DESIRE → CTA

The AI generates the visuals.

The edit creates the advertisement.

OPTIONAL VARIATION: Replace the problem/solution structure with curiosity → mechanism → demonstration → result.

CHAPTER 4 — AD DIRECTOR'S FRAMEWORK

A powerful paid-social video does not need every one of these elements simultaneously.

Usually, the strongest short ads are built around one dominant mechanism:

Curiosity

Problem recognition

Desire

Transformation

Demonstration

Identity

Social proof

Convenience

Emotion

Objection handling

Then the remaining visual decisions support that mechanism.

A skincare advertisement built around texture should not suddenly become a lifestyle film, testimonial, ingredient animation and product unboxing in the same eight seconds.

A lead-generation advertisement does not need to show ten benefits.

A restaurant advertisement may need nothing more sophisticated than an irresistible food close-up followed by a clean offer in editing.

The strategic question is:

What single idea must the viewer understand before they scroll away?

Build the video around that answer.

THE 5-STAGE PAID-SOCIAL VIDEO SYSTEM™

For longer ads, use:

1. SCROLL STOP

Give the viewer a reason not to move.

Visual surprise, sensory detail, recognizable problem or curiosity.

2. PROBLEM / DESIRE

Show why the subject matters.

3. MECHANISM

Show what the product, service or idea actually does.

4. PAYOFF

Let viewers experience the result visually.

5. NEXT STEP

Add accurate CTA, price, offer, URL, WhatsApp prompt or lead instruction **during editing**.

This final step matters because generative video is usually not the best place to create precise marketing typography.

CLAIM-SAFE VISUAL ADVERTISING

When creating client ads, visuals should not imply something the advertiser cannot support.

Avoid using AI video to fabricate:

- customer reviews that never happened,
- fake screenshots,
- fake order notifications,
- fake income amounts,
- fabricated endorsements,

- unrealistic instant physical changes,
- medical outcomes presented as guaranteed,
- false queues or crowds presented as actual business demand,
- impossible product performance presented as real testing.

Conceptual and aspirational advertising is fine.

The distinction is whether the viewer could reasonably interpret a fictional visual as evidence of a real result.

When accuracy matters, use:

real evidence + AI-supported presentation

rather than:

AI-generated evidence.

That makes the work more professional and more useful to paying clients.

PAID-SOCIAL DIRECTOR'S CHECKLIST

Before generating an ad, ask:

What is the ONE hook?

Can the first frame communicate something without sound?

What should the viewer feel?

What single problem or desire is being shown?

Is the product/service visually understandable?

Is the result believable?

Does each shot have one primary action?

Are exact claims and typography better added during editing?

Does the negative prompt protect the hero elements?

Can the final frame hold long enough for CTA?

If yes, you are building an advertisement—not just an attractive AI clip.

CHAPTER 5

REELS, TIKTOK & SHORT-FORM CONTENT

75 Scroll-Stopping AI Video Prompts for Vertical Social Content

Short-form video is a different discipline from traditional advertising.

An advertisement usually needs to communicate a commercial proposition. A Reel, TikTok, Short or similar vertical video often has a different first objective:

Earn the next second of attention.

That changes how you direct AI video.

Short-form content thrives on immediate movement, visual curiosity, recognizable situations, satisfying transformations, personality, rhythm, loops, pattern interruptions and moments that make viewers think:

“Wait—what am I looking at?”

or:

“I want to see what happens next.”

The original edition already included short-form concepts such as morning routines, GRWM beauty, chocolate pours, fitness montages, travel discovery, fashion transitions, puppy moments, luxury unboxing, POV opportunity scenes, recipes, ASMR skincare and finance/mindset visuals. This rebuilt chapter expands that foundation into **75 production-ready vertical-video frameworks** with stronger camera direction, motion hierarchy, continuity control and scene-specific negative prompts.

HOW TO USE THIS CHAPTER

Unless a prompt specifies otherwise, use:

Primary format: 9:16 vertical

Frame rate: 24–30fps

Typical generation: 5–10 seconds

Editing: Add subtitles, music, sound effects, headlines and CTA afterward

Composition: Keep important subjects away from extreme top/bottom UI zones

Camera rule: One dominant camera move per shot

Motion rule: One primary action, then supporting secondary movement

For longer 15–30 second Reels, generate multiple short scenes separately and assemble them during editing.

SECTION A — LIFESTYLE & AESTHETIC REELS

PROMPT R-01 — Cinematic Morning Routine

BEST FOR: Lifestyle creators • Personal brands • Wellness

CUSTOMIZE: [CHARACTER] [BEDROOM STYLE] [MORNING DRINK]

MASTER VIDEO PROMPT

Begin with a close-up of warm early-morning sunlight crossing white bedding inside [BEDROOM STYLE].

A hand enters frame and pulls the curtain slightly wider.

Transition to [CHARACTER] sitting at the edge of the bed, stretching naturally before reaching for [MORNING DRINK] on a bedside table.

Use warm sunrise illumination, subtle dust particles in the light beam and quiet premium lifestyle cinematography.

CAMERA: Slow bedside lateral slide.

MOTION PRIORITY: Curtain movement → character stretch → subtle environmental movement.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, duplicate limbs, changing face, warped bedding, floating cup, liquid spilling without cause, room morphing, exaggerated stretch, unstable sunlight, camera jitter, excessive bloom, text, watermark.

DIRECTOR'S NOTE: Don't rush the scene. Morning lifestyle content works because it feels calm.

OPTIONAL VARIATION: Rainy morning with cooler window light.

PROMPT R-02 — Sunday Reset Aesthetic

BEST FOR: Lifestyle • Home • Productivity • Wellness

CUSTOMIZE: [CHARACTER] [ROOM]

MASTER VIDEO PROMPT

Show [CHARACTER] resetting [ROOM] through one satisfying continuous action.

Begin with a slightly untidy bed or workspace.

Character enters frame, straightens one major element, places one object neatly, then opens curtains as daylight fills the space.

Avoid attempting an entire cleaning transformation within one generation.

CAMERA: Locked wide composition.

MOTION PRIORITY: Character actions.

OUTPUT: 9:16, 30fps, 8–10 seconds.

NEGATIVE PROMPT: objects teleporting, room architecture changing, furniture duplication, identity drift, extra limbs, impossible cleaning transformation, curtains clipping, camera movement, flicker, watermark.

DIRECTOR'S NOTE: Generate additional reset actions separately and edit them into a montage.

PROMPT R-03 — Slow Weekend Coffee Ritual

BEST FOR: Lifestyle • Coffee • Cafés • Personal brands

CUSTOMIZE: [COFFEE TYPE] [SETTING]

MASTER VIDEO PROMPT

Macro close-up of [COFFEE TYPE] being poured slowly into a ceramic cup inside [SETTING].

Steam rises gently.

Camera pulls backward to reveal a book, soft linen and morning window light.

A hand enters frame, lifts the cup and leaves the book behind in focus.

CAMERA: Slow macro pull-back.

PHYSICS: Realistic liquid viscosity, cup contact, steam and reflections.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: liquid pouring through cup, infinite coffee stream, floating cup, extra fingers, fake smoke-like steam, book text mutation, table morphing, excessive lens flare, watermark.

DIRECTOR'S NOTE: Sound design can turn this into strong ASMR content.

PROMPT R-04 — Night Routine Wind-Down

BEST FOR: Wellness • Skincare • Lifestyle

CUSTOMIZE: [CHARACTER] [ROUTINE OBJECT]

MASTER VIDEO PROMPT

Show [CHARACTER] inside a softly illuminated bedroom at night.

They place a phone face-down, switch on a warm bedside lamp and reach for [ROUTINE_OBJECT].

Keep movement slow and deliberate.

Blue evening light remains faintly visible through the window while warm practical light dominates the room.

CAMERA: Gentle push from doorway toward bedside.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: phone screen nonsense, face drift, duplicate hands, lamp teleporting on, excessive darkness, room morphing, floating props, exposure flicker, watermark.

DIRECTOR'S NOTE: Contrast digital stimulation with calm physical ritual.

PROMPT R-05 — “Little Things That Make Life Better”

BEST FOR: Lifestyle creators • Product placement • Aesthetic pages

CUSTOMIZE: [OBJECT]

MASTER VIDEO PROMPT

Create an intimate macro shot of [OBJECT] being used during a quiet everyday moment.

Focus on tactile interaction: fingers touching material, lid opening, fabric folding, steam rising, page turning or light switching.

Use shallow depth of field and natural environmental sound potential.

CAMERA: Controlled macro tracking.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, material morphing, object mutation, impossible mechanics, aggressive camera movement, fake sparkles, excessive slow motion, watermark.

DIRECTOR'S NOTE: Ordinary objects become interesting when texture and interaction are directed carefully.

SECTION B — BEAUTY & GRWM REELS

PROMPT R-06 — GRWM Mirror Transition

BEST FOR: Beauty • Fashion • Creator content

CUSTOMIZE: [MODEL] [FINAL LOOK]

MASTER VIDEO PROMPT

Vertical mirror shot of [MODEL] in a simple starting look.

Model raises one makeup brush toward the mirror until it completely covers the lens.

When the brush lowers, reveal [FINAL LOOK] with identical character identity, hairstyle foundation, room geometry and camera position.

Model gives one subtle finishing pose.

CAMERA: Locked mirror composition.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: face change, body change, mirror reflection mismatch, duplicate model, extra fingers, warped brush, room transformation, camera repositioning, makeup asymmetry, watermark.

DIRECTOR'S NOTE: Generate before and after separately if your model struggles with continuity, then create the transition in editing.

PROMPT R-07 — Lip Gloss Macro Application

BEST FOR: Beauty creators • Cosmetics • ASMR

CUSTOMIZE: [LIP COLOR] [PRODUCT]

MASTER VIDEO PROMPT

Extreme beauty macro of lips with [LIP COLOR].

A clean applicator deposits [PRODUCT] in one controlled pass across the lower lip.

Capture realistic glossy highlights, natural lip texture and precise applicator contact.

CAMERA: Locked macro.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: duplicate lips, distorted mouth, extra teeth, applicator passing through lip, product bleeding outside lip, plastic skin, excessive gloss, warped facial proportions, watermark.

DIRECTOR'S NOTE: Keep most of the face outside frame to reduce unnecessary generation complexity.

PROMPT R-08 — Skincare Dropper Satisfaction

BEST FOR: Skincare • Beauty ASMR

CUSTOMIZE: [SERUM]

MASTER VIDEO PROMPT

Extreme macro of a glass dropper hovering above clean skin.

One controlled droplet of [SERUM] forms at the dropper tip, stretches under gravity, releases and lands naturally on skin.

Camera remains completely still.

PHYSICS LOCK: Realistic droplet cohesion, surface tension and gravity.

OUTPUT: 9:16, high-speed macro aesthetic, 5 seconds.

NEGATIVE PROMPT: multiple random droplets, serum floating upward, liquid clipping through skin, dropper mutation, plastic skin, excessive shine, deformed facial features, camera shake, watermark.

DIRECTOR'S NOTE: One perfect droplet is more satisfying than excessive movement.

PROMPT R-09 — Makeup Brush Powder Burst

BEST FOR: Cosmetics • Beauty transitions

CUSTOMIZE: [POWDER COLOR]

MASTER VIDEO PROMPT

Macro side view of a premium makeup brush touching a small amount of [POWDER COLOR] cosmetic powder.

Brush taps once against a clean surface, producing a delicate controlled powder cloud illuminated by strong side backlight.

CAMERA: Static high-speed aesthetic.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: giant smoke explosion, powder behaving like fire, brush deformation, random hand, excessive particles, dirty environment, unstable focus, watermark.

DIRECTOR'S NOTE: Backlight is what makes fine particles visible.

PROMPT R-10 — Perfume Before Going Out

BEST FOR: Fragrance • Beauty • Fashion creators

CUSTOMIZE: [MODEL] [PERFUME]

MASTER VIDEO PROMPT

Close three-quarter view of [MODEL] finishing an evening look.

Model lifts [PERFUME], sprays once near the neck, pauses, then walks out of frame.

Focus shifts gently from model to perfume bottle left on vanity.

CAMERA: Mostly static with controlled rack focus.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: perfume cloud behaving like smoke, multiple arms, face drift, mirror mismatch, bottle mutation, excessive spray, focus hunting, watermark.

DIRECTOR'S NOTE: The final focus shift makes the product feel integrated rather than forced.

SECTION C — FASHION & TRANSITION REELS

PROMPT R-11 — Walk-Through Outfit Transition

BEST FOR: Fashion • Boutiques • Creators

CUSTOMIZE: [MODEL] [OUTFIT 1] [OUTFIT 2]

MASTER VIDEO PROMPT

[MODEL] wearing [OUTFIT 1] walks directly toward camera.

As the model's torso completely fills frame, transition into the same person continuing the same stride wearing [OUTFIT 2].

Maintain exact gait direction, hairstyle and body proportions.

CAMERA: Locked.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: face drift, body morphing, gait discontinuity, foot sliding, outfit melting, camera position change, duplicate model, extra limbs, watermark.

DIRECTOR'S NOTE: Full-frame occlusion gives editors a natural transition point.

PROMPT R-12 — Three-Look Spin Transition

BEST FOR: Fashion • Styling • Boutiques

CUSTOMIZE: [LOOK 1] [LOOK 2] [LOOK 3]

MASTER VIDEO PROMPT

Use a fixed full-body composition.

Model begins a controlled clockwise turn in [LOOK 1].

Generate separate matching clips for [LOOK 2] and [LOOK 3], preserving the same character, room, turn speed and body position.

Edit each outfit change at the moment the model's back faces camera.

CAMERA: Locked full-body.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: changing identity, body proportions, hairstyle drift, warped clothes, foot sliding, incorrect rotation direction, background changes, extra limbs, watermark.

DIRECTOR'S NOTE: Separate generations are more reliable than requesting three wardrobe changes in one shot.

PROMPT R-13 — Sneaker Step-In Reveal

BEST FOR: Footwear • Streetwear

CUSTOMIZE: [SNEAKER] [SURFACE]

MASTER VIDEO PROMPT

Low-angle macro of an empty [SURFACE].

One foot wearing [SNEAKER] steps decisively into frame and plants naturally.

Camera immediately begins a short semicircular orbit around the shoe while the wearer remains stationary.

CAMERA: 45-degree low orbit.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: extra legs, shoe mutation, foot sliding, floating shoe, sole melting, incorrect contact shadow, uncontrolled orbit, background morphing, watermark.

DIRECTOR'S NOTE: Make the step the hook and the orbit the payoff.

PROMPT R-14 — Handbag Street-Style Reel

BEST FOR: Bags • Fashion • Lifestyle

CUSTOMIZE: [MODEL] [BAG] [LOCATION]

MASTER VIDEO PROMPT

Medium waist-level tracking shot following [MODEL] walking through [LOCATION] carrying [BAG].

Bag moves naturally with walking momentum.

Model briefly adjusts the strap while camera tracks parallel.

CAMERA: Smooth side tracking.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: bag changing size, strap clipping through body, extra fingers, face drift, foot sliding, unrealistic bag swing, background warping, watermark.

DIRECTOR'S NOTE: Physics of the bag communicates material quality.

PROMPT R-15 — Jewelry Detail Stack

BEST FOR: Jewelry • Luxury fashion

CUSTOMIZE: [JEWELRY]

MASTER VIDEO PROMPT

Close-up of hand and wrist wearing [JEWELRY].

Hand moves slowly through a shaft of window light, allowing metal and stones to catch restrained natural highlights.

Use dark background separation and shallow depth of field.

CAMERA: Gentle macro track.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, jewelry duplication, fake sparkle stars, gemstone mutation, warped wrist, plastic skin, excessive bloom, watermark.

DIRECTOR'S NOTE: Let real-looking reflection create sparkle.

SECTION D — FOOD & DRINK REELS

PROMPT R-16 — Chocolate Pour Satisfaction

BEST FOR: Desserts • Bakeries • Food creators

CUSTOMIZE: [DESSERT] [SAUCE]

MASTER VIDEO PROMPT

Extreme macro of warm [SAUCE] pouring slowly over [DESSERT].

Sauce follows the dessert's geometry, pooling naturally at the base.

Camera remains close enough to emphasize texture.

CAMERA: Static macro.

PHYSICS: Realistic viscosity and gravity.

OUTPUT: 9:16, high-speed aesthetic, 5 seconds.

NEGATIVE PROMPT: infinite sauce, liquid flowing upward, dessert melting unnaturally, plastic food, random ingredients, sauce clipping, watermark.

DIRECTOR'S NOTE: Food physics is the entire shot.

PROMPT R-17 — Pasta Toss Reel

BEST FOR: Restaurants • Food creators

CUSTOMIZE: [PASTA]

MASTER VIDEO PROMPT

Close three-quarter view of a chef's pan containing [PASTA].

Chef performs one controlled forward-and-back pan toss.

Pasta lifts only slightly, turns together and lands naturally back inside the pan.

CAMERA: Static close-up.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: pasta flying across room, ingredients floating, extra hands, warped pan, fire explosion, impossible food trajectory, watermark.

DIRECTOR'S NOTE: Keep the toss modest. Realism beats spectacle.

PROMPT R-18 — Iced Drink Build

BEST FOR: Cafés • Beverage brands

CUSTOMIZE: [DRINK]

MASTER VIDEO PROMPT

Macro vertical shot of a transparent glass.

Ice cubes drop naturally into glass, followed by [DRINK] pouring around them.

Finish with condensation beginning to form on the exterior.

CAMERA: Locked.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: glass deformation, floating ice, liquid outside glass, infinite pouring, unrealistic condensation, random garnish, watermark.

DIRECTOR'S NOTE: Generate garnish placement separately if the model struggles with too many actions.

PROMPT R-19 — Pizza Slice Lift

BEST FOR: Restaurants • Food pages

CUSTOMIZE: [PIZZA STYLE]

MASTER VIDEO PROMPT

Tight 45-degree close-up of [PIZZA STYLE].

One slice lifts slowly while cheese stretches in several realistic strands.

Strands thin and break naturally before the slice exits upper frame.

CAMERA: Slow micro push.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: infinite cheese, rubber texture, pizza mutation, extra utensils, floating toppings, unnatural steam, watermark.

DIRECTOR'S NOTE: Allow the cheese to break. Perfectly endless cheese looks artificial.

PROMPT R-20 — Nigerian Food Macro Reel

BEST FOR: Nigerian restaurants • Food creators

CUSTOMIZE: [NIGERIAN DISH]

MASTER VIDEO PROMPT

Create a premium macro food portrait of [NIGERIAN DISH].

Begin on one recognizable texture—rice grains, grilled surface, sauce, soup texture or garnish—then slowly pull back to reveal the complete plating.

Use warm directional lighting and authentic ingredients.

CAMERA: Slow pull-back.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: incorrect ingredients, plastic food, excessive oil, floating garnish, plate mutation, generic foreign dish replacing specified Nigerian food, watermark.

DIRECTOR'S NOTE: Authenticity should come from the actual food, not stereotypical background props.

SECTION E — FITNESS & MOTIVATION REELS

PROMPT R-21 — Lace-Up → Run Transition

BEST FOR: Fitness • Running • Sportswear

CUSTOMIZE: [ATHLETE] [SHOE]

MASTER VIDEO PROMPT

Low close-up of [ATHLETE] tightening [SHOE].

Athlete rises; as their leg crosses close to camera, transition into the same shoe striking pavement during a run.

CAMERA: Low static setup transitioning to parallel tracking.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: extra legs, shoe mutation, foot sliding, impossible gait, identity drift, pavement morphing, unsafe running posture, watermark.

DIRECTOR'S NOTE: Generate setup and running shot separately for cleaner results.

PROMPT R-22 — Last Rep Cinematic

BEST FOR: Gym creators • Fitness brands

CUSTOMIZE: [ATHLETE] [EXERCISE]

MASTER VIDEO PROMPT

Medium close-up of [ATHLETE] completing one technically correct final repetition of [EXERCISE].

Show visible effort through breathing and controlled facial tension without body distortion.

Finish with the weight returning safely to starting position.

CAMERA: Slow 15-degree arc.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: unsafe form, impossible weight movement, muscle morphing, extra limbs, equipment bending, face distortion, uncontrolled camera, watermark.

DIRECTOR'S NOTE: “Hard” should come from performance, not impossible anatomy.

PROMPT R-23 — Empty Street Morning Run

BEST FOR: Motivation • Fitness lifestyle

CUSTOMIZE: [RUNNER] [CITY]

MASTER VIDEO PROMPT

Rear low tracking shot of [RUNNER] moving along a quiet street in [CITY] shortly before sunrise.

Streetlights remain on while cool dawn light begins appearing ahead.

Natural running gait, subtle breath condensation only if temperature supports it.

CAMERA: Smooth low follow.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: foot sliding, runner floating, duplicated pedestrians, random traffic, city warping, identity drift, excessive fog, watermark.

DIRECTOR'S NOTE: Solitude is the emotional hook.

PROMPT R-24 — Boxing Focus Moment

BEST FOR: Sports • Motivation • Athletic brands

CUSTOMIZE: [BOXER]

MASTER VIDEO PROMPT

Tight close-up of [BOXER] wrapping hands inside a dim training gym.

Camera tracks slowly from wrapped knuckles toward focused eyes.

No punching required.

CAMERA: Slow controlled tilt/track.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, incorrect wraps, face drift, exaggerated aggression, random boxing action, gym morphing, watermark.

DIRECTOR'S NOTE: Preparation can communicate intensity better than action.

PROMPT R-25 — Post-Workout Calm

BEST FOR: Wellness • Fitness • Recovery products

CUSTOMIZE: [ATHLETE] [RECOVERY PRODUCT]

MASTER VIDEO PROMPT

[ATHLETE] sits after training, breathing steadily.

They reach for [RECOVERY PRODUCT], use it naturally and relax shoulders while warm side light catches light perspiration.

CAMERA: Slow push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: excessive sweat, body morphing, product mutation, exaggerated exhaustion, extra limbs, watermark.

DIRECTOR'S NOTE: Fitness content does not always need explosive motion.

SECTION F — TRAVEL & DISCOVERY REELS

PROMPT R-26 — Follow-Me City Discovery

BEST FOR: Travel creators • Tourism

CUSTOMIZE: [TRAVELER] [CITY]

MASTER VIDEO PROMPT

Follow [TRAVELER] from behind through a visually distinctive street in [CITY].

Traveler turns their head slightly to admire architecture while continuing forward.

Camera maintains shoulder-height following distance.

CAMERA: Stabilized follow shot.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: foot sliding, traveler identity drift, duplicated pedestrians, warped architecture, random landmarks, impossible traffic, camera jitter, watermark.

DIRECTOR'S NOTE: Don't overload the shot with multiple landmarks.

PROMPT R-27 — Hotel Curtain Reveal

BEST FOR: Hotels • Travel • Luxury lifestyle

CUSTOMIZE: [VIEW]

MASTER VIDEO PROMPT

Begin inside a dim hotel room facing closed curtains.

A hand opens them slowly, revealing [VIEW] as daylight fills the room.

Camera pushes forward slightly toward the window.

CAMERA: Straight push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: extra hands, curtains clipping, impossible city geometry, view morphing, overexposed window, fake landmarks, watermark.

DIRECTOR'S NOTE: The reveal itself is the content.

PROMPT R-28 — Airport Window Wanderlust

BEST FOR: Travel • Aviation lifestyle

CUSTOMIZE: [TRAVELER]

MASTER VIDEO PROMPT

Side-profile medium shot of [TRAVELER] seated beside a large airport terminal window watching aircraft taxi slowly in the distance.

Traveler's carry-on sits nearby.

Camera gently slides laterally.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: aircraft deformation, plane clipping through terminal, luggage mutation, face drift, random airport text, watermark.

DIRECTOR'S NOTE: Use anticipation instead of cliché boarding footage.

PROMPT R-29 — Beach Footstep Transition

BEST FOR: Resorts • Travel • Lifestyle

CUSTOMIZE: [BEACH]

MASTER VIDEO PROMPT

Low shot of bare feet walking naturally along wet sand at [BEACH].

Each footstep leaves a realistic impression as shallow water washes gently over older footprints.

CAMERA: Low parallel tracking.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: extra feet, foot sliding, water moving unnaturally, footprints appearing before contact, sand morphing, giant waves, watermark.

DIRECTOR'S NOTE: Physics makes simple travel footage convincing.

PROMPT R-30 — Suitcase Arrival Reel

BEST FOR: Travel • Hotels • Luggage

CUSTOMIZE: [TRAVELER] [DESTINATION]

MASTER VIDEO PROMPT

Low rear tracking shot focused on [TRAVELER] pulling a suitcase through a clean arrival environment at [DESTINATION].

Wheels rotate correctly and remain in contact with floor.

Traveler moves toward a bright exit or lobby reveal.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: suitcase floating, wheels not rotating, extra legs, identity drift, warped terminal, random signage, watermark.

DIRECTOR'S NOTE: Correct wheel movement matters more than elaborate scenery.

SECTION G — BUSINESS & CREATOR-ECONOMY REELS

PROMPT R-31 — Laptop Café Creator Reel

BEST FOR: Freelancers • Creators • Personal brands

CUSTOMIZE: [CREATOR]

MASTER VIDEO PROMPT

Medium side-profile shot of [CREATOR] working at a laptop inside a modern café.

They type briefly, pause to think, then make one note in a notebook.

Coffee steam and distant background activity remain subtle.

CAMERA: Slow lateral slide.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: random readable laptop text, extra fingers, typing through keyboard, face drift, duplicate cups, excessive café crowd, watermark.

DIRECTOR'S NOTE: Avoid fake money or “easy income” imagery; show the work.

PROMPT R-32 — Small-Business Packing Orders

BEST FOR: Entrepreneurs • E-commerce creators

CUSTOMIZE: [OWNER] [PRODUCT]

MASTER VIDEO PROMPT

Top-down or 45-degree shot of [OWNER] packing [PRODUCT].

Show one complete package being wrapped, sealed and placed beside several finished orders.

CAMERA: Static.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: infinite orders, product duplication during handling, extra fingers, fake shipping text, package mutation, teleporting tape, watermark.

DIRECTOR'S NOTE: Process content doubles as social proof.

PROMPT R-33 — Behind-the-Prompt Creator Reel

BEST FOR: AI creators • Creative studios • Agencies

CUSTOMIZE: [CREATOR] [PROJECT TYPE]

MASTER VIDEO PROMPT

Over-the-shoulder shot of [CREATOR] working on [PROJECT TYPE] at a clean workstation.

Keep screen content abstract and unreadable.

Creator types briefly, watches a visual preview, then leans closer with focused interest.

Use monitor light mixed with a subtle practical lamp.

CAMERA: Slow over-shoulder push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: nonsense readable prompt text, fake software logos, extra fingers, keyboard deformation, screen flicker, face drift, excessive cyberpunk lighting, watermark.

DIRECTOR'S NOTE: Add the real prompt as a screen recording during editing.

PROMPT R-34 — Client Work Delivery Moment

BEST FOR: Freelancers • Agencies • Designers

CUSTOMIZE: [CREATOR]

MASTER VIDEO PROMPT

Medium shot of [CREATOR] reviewing finished work on a monitor.

They make one final adjustment, sit back, then press a single key or trackpad action representing delivery.

Finish on a subtle satisfied expression.

CAMERA: Gentle push.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: fake client messages, readable nonsense text, exaggerated celebration, extra fingers, screen mutation, face drift, watermark.

DIRECTOR'S NOTE: Add authentic project screenshots in post.

PROMPT R-35 — Workspace Transformation Reel

BEST FOR: Productivity • Desk setup • Tech creators

CUSTOMIZE: [WORKSPACE]

MASTER VIDEO PROMPT

Locked wide shot of [WORKSPACE] in a basic state.

A chair or person passes fully across the foreground.

Reveal the same room with a polished organized setup while preserving architecture and camera position.

CAMERA: Locked.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: changing walls, extra windows, desk mutation, monitor duplication, impossible room expansion, inconsistent perspective, watermark.

DIRECTOR'S NOTE: Generate before/after as matched shots if necessary.

SECTION H — POV & MINI-STORY REELS

PROMPT R-36 — POV: Your First Day in the Dream Office

BEST FOR: Aspirational business • Personal brands

CUSTOMIZE: [OFFICE TYPE]

MASTER VIDEO PROMPT

First-person POV entering [OFFICE TYPE].

A hand opens the door naturally. Camera moves inside and pauses as a bright professional workspace is revealed.

Keep hands visible only when necessary.

CAMERA: Human-height stabilized POV.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: floating camera, extra hands, distorted door, impossible office geometry, excessive luxury, random text, watermark.

DIRECTOR'S NOTE: POV works when movement feels human rather than drone-like.

PROMPT R-37 — POV: The Package You've Been Waiting For

BEST FOR: E-commerce • Unboxing

CUSTOMIZE: [PACKAGE]

MASTER VIDEO PROMPT

First-person POV approaching [PACKAGE] resting on a table.

Hands pull the package closer and begin opening the lid.

End just before the product is fully revealed.

CAMERA: Stable head-height-to-table POV.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra hands, package mutation, floating camera, random contents, fake labels, lid clipping, watermark.

DIRECTOR'S NOTE: Ending before the reveal creates a natural Part 2.

PROMPT R-38 — POV: Late-Night Idea

BEST FOR: Creators • Entrepreneurs • Writers

CUSTOMIZE: [IDEA CONTEXT]

MASTER VIDEO PROMPT

First-person POV lying or sitting in a dim bedroom.

A bedside phone lights softly. Character reaches for notebook instead, opens to a blank page and begins sketching [IDEA CONTEXT] with simple unreadable marks.

CAMERA: Natural seated POV.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: readable nonsense handwriting, extra hands, notebook pages morphing, floating pen, phone deformation, excessive darkness, watermark.

DIRECTOR'S NOTE: Add actual text during editing.

PROMPT R-39 — Mini-Story: Missed Bus, Unexpected Café

BEST FOR: Lifestyle storytelling • Café content

CUSTOMIZE: [CHARACTER] [CAFÉ]

MASTER VIDEO PROMPT

Generate as three short clips:

Shot 1: [CHARACTER] reaches a bus stop just after transport leaves, reacting with mild disappointment.

Shot 2: Character notices [CAFÉ] nearby and looks toward it.

Shot 3: Character sits comfortably inside with a drink, watching the street through the window.

Maintain character wardrobe and weather continuity.

OUTPUT: 9:16, 24fps, 3 clips of 3–5 seconds.

NEGATIVE PROMPT: identity drift, wardrobe change, transport moving impossibly, duplicate character, weather inconsistency, café architecture changing, exaggerated acting, watermark.

DIRECTOR'S NOTE: Short-form storytelling works through simple emotional reversals.

PROMPT R-40 — Mini-Story: The Forgotten Umbrella

BEST FOR: Fashion • Lifestyle • Story content

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Generate three matched scenes:

Character exits building under overcast sky.

Rain begins naturally; character realizes they have no umbrella.

Another person enters frame and silently shares an umbrella as they walk away together.

Keep interaction understated.

OUTPUT: 9:16, 24fps.

NEGATIVE PROMPT: rain passing through umbrella, character duplication, face drift, romantic overacting, umbrella deformation, changing weather direction, watermark.

DIRECTOR'S NOTE: A tiny story can create more retention than visual spectacle.

SECTION I — SATISFYING & ASMR REELS

PROMPT R-41 — Soap-Cutting Macro

BEST FOR: ASMR • Satisfying content

CUSTOMIZE: [SOAP STYLE]

MASTER VIDEO PROMPT

Extreme macro of [SOAP STYLE] on a clean cutting board.

A straight blade performs one slow controlled slice.

The cut section separates naturally and remains beside the bar.

CAMERA: Locked macro.

OUTPUT: 9:16, 60fps aesthetic, 5 seconds.

NEGATIVE PROMPT: extra fingers, blade bending, soap melting, explosive crumbs, impossible cutting resistance, duplicate knife, watermark.

DIRECTOR'S NOTE: Sound design is half the content.

PROMPT R-42 — Perfect Dough Press

BEST FOR: Food ASMR • Baking

CUSTOMIZE: [DOUGH]

MASTER VIDEO PROMPT

Macro overhead shot of soft [DOUGH].

One fingertip presses slowly into the surface, creating a realistic indentation. Dough rebounds partially when finger lifts.

CAMERA: Locked.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: extra fingers, dough behaving like liquid, impossible full rebound, surface morphing, random flour explosion, watermark.

PROMPT R-43 — Ice Cube Drop

BEST FOR: Beverage content • ASMR

CUSTOMIZE: [GLASS]

MASTER VIDEO PROMPT

Side macro of one clear ice cube dropping into [GLASS] containing a small amount of liquid.

Capture realistic splash displacement and ripples.

CAMERA: Locked high-speed aesthetic.

OUTPUT: 9:16, 60fps aesthetic, 4–5 seconds.

NEGATIVE PROMPT: giant splash, ice floating before contact, glass deformation, liquid clipping, multiple cubes appearing, watermark.

PROMPT R-44 — Paint Mixing Satisfaction

BEST FOR: Art • Design • Satisfying content

CUSTOMIZE: [COLOR A] [COLOR B]

MASTER VIDEO PROMPT

Top-down macro of [COLOR A] and [COLOR B] thick paint placed side by side.

Palette knife performs one slow fold through both colors, creating realistic marbling without instantly becoming a uniform color.

CAMERA: Locked overhead.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: liquid-water paint, impossible color behaviour, extra hands, knife deformation, paint teleporting, watermark.

PROMPT R-45 — Sand Pattern Loop

BEST FOR: Relaxation • Loop content

CUSTOMIZE: [PATTERN]

MASTER VIDEO PROMPT

Top-down view of fine sand.

A single metal stylus draws [PATTERN] in one smooth continuous motion.

Design ends near its starting point, enabling an edited seamless loop.

CAMERA: Locked overhead.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: stylus teleporting, pattern changing behind tool, sand moving before contact, extra tools, camera rotation, watermark.

SECTION J — VIRAL TRANSITIONS & PATTERN INTERRUPTS

PROMPT R-46 — Lens-Cover Transition

BEST FOR: Fashion • Travel • Before/after

CUSTOMIZE: [SCENE A] [SCENE B]

MASTER VIDEO PROMPT

In [SCENE A], character raises open palm directly toward lens until frame is completely covered.

Generate [SCENE B] beginning with palm covering frame, then lowering to reveal new environment or outfit.

Match hand orientation and movement direction.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: extra fingers, mismatched hand, face drift, transition gap, partial lens coverage, warped palm, watermark.

DIRECTOR'S NOTE: Generate two clips. Do not force the model to teleport between worlds.

PROMPT R-47 — Doorway Location Transition

BEST FOR: Travel • Lifestyle • Real estate

CUSTOMIZE: [LOCATION A] [LOCATION B]

MASTER VIDEO PROMPT

Character walks through a doorway in [LOCATION A].

Cut while the doorway frame fills most of the composition.

Continue identical walking motion emerging through a matched doorway into [LOCATION B].

OUTPUT: 9:16, 24fps.

NEGATIVE PROMPT: identity drift, gait mismatch, doorway geometry changing mid-shot, extra limbs, teleportation artifacts, foot sliding, watermark.

PROMPT R-48 — Whip-Pan Transition

BEST FOR: Fast lifestyle • Fashion • Travel

CUSTOMIZE: [SCENE A] [SCENE B]

MASTER VIDEO PROMPT

End [SCENE A] with a deliberate rapid pan to the right producing controlled directional motion blur.

Begin [SCENE B] with matching rightward blur, decelerating into the new subject.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: random rotation, rolling shutter distortion, subject morphing during pan, mismatched direction, excessive blur after transition, watermark.

DIRECTOR'S NOTE: Whip pans are primarily an editing technique. Generate clean entry/exit motion.

PROMPT R-49 — Object Pass Transition

BEST FOR: Products • Food • Fashion

CUSTOMIZE: [OBJECT]

MASTER VIDEO PROMPT

[OBJECT] moves horizontally across the foreground until it completely blocks camera.

Use that full-frame occlusion as transition point.

New scene begins with the same object completing the same movement away from lens.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: object mutation, inconsistent direction, object passing through camera, incomplete frame coverage, camera repositioning, watermark.

PROMPT R-50 — Jump-to-Land Transition

BEST FOR: Fashion • Travel • Fun creator content

CUSTOMIZE: [CHARACTER] [LOCATION A] [LOCATION B]

MASTER VIDEO PROMPT

Generate two separate shots.

In [LOCATION A], [CHARACTER] performs a small safe vertical jump.

Cut near peak movement.

In [LOCATION B], begin with the same character descending and landing naturally with matching body orientation.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: impossible jump height, floating, extra limbs, identity drift, wardrobe mismatch, foot sliding, unsafe landing, watermark.

DIRECTOR'S NOTE: The edit creates teleportation; physics within each shot should remain realistic.

SECTION K — FACELESS CONTENT

PROMPT R-51 — Faceless Luxury Desk

BEST FOR: Business • Motivation • Productivity

CUSTOMIZE: [DESK OBJECTS]

MASTER VIDEO PROMPT

Overhead shot of a sophisticated but realistic desk containing [DESK OBJECTS].

Hands open a notebook, place a phone face-down and begin writing.

No face appears.

CAMERA: Slow overhead push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, unreadable generated handwriting, floating objects, duplicate phone, warped notebook, clutter, watermark.

DIRECTOR'S NOTE: Add quotes or educational text during editing.

PROMPT R-52 — Faceless Morning POV

BEST FOR: Lifestyle • Motivation

CUSTOMIZE: [ROUTINE]

MASTER VIDEO PROMPT

First-person morning POV performing one element of [ROUTINE]: opening curtains, making the bed, pouring water or preparing coffee.

Keep visible hands minimal and natural.

CAMERA: Human POV.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: floating camera, extra hands, impossible reach, warped room, objects teleporting, watermark.

PROMPT R-53 — Faceless Work Session

BEST FOR: Study • Productivity • Business

CUSTOMIZE: [WORK TYPE]

MASTER VIDEO PROMPT

Over-the-shoulder composition where only shoulders, arms and hands are visible.

Character works on [WORK TYPE], alternates briefly between keyboard and notebook, then returns to screen.

CAMERA: Locked over-shoulder.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: random readable screen text, extra hands, typing through keyboard, notebook text mutation, watermark.

PROMPT R-54 — Faceless Cooking Reel

BEST FOR: Recipes • Food pages

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Top-down view of hands performing one visually satisfying stage of [DISH].

Keep ingredients organized around the frame and action centered.

CAMERA: Locked overhead.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, incorrect ingredients, food teleporting, utensils deforming, ingredients changing identity, watermark.

PROMPT R-55 — Faceless Product Routine

BEST FOR: Affiliate content • Product creators

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Close lifestyle composition showing hands retrieving [PRODUCT] from its normal storage location, using it once and returning it.

No direct sales pose.

CAMERA: Gentle side track.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: product mutation, extra hands, fake label text, object floating, unnatural use, watermark.

DIRECTOR'S NOTE: Natural integration makes faceless content less commercial-looking.

SECTION L — EDUCATIONAL & EXPLAINER REELS

PROMPT R-56 — Three-Step Visual Process

BEST FOR: Educational creators • Tutorials

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Create three separate close-up shots representing the three most visually distinct stages of [PROCESS].

Each shot should feature one clear action and similar visual style.

Leave negative space for Step 1, Step 2 and Step 3 labels added during editing.

OUTPUT: 9:16, 30fps, 3 clips.

NEGATIVE PROMPT: generated instructional text, too many simultaneous actions, inconsistent environment, subject mutation, cluttered frame, watermark.

DIRECTOR'S NOTE: AI supplies visuals; your editor supplies accurate teaching text.

PROMPT R-57 — Myth vs Reality Split Concept

BEST FOR: Education • Business • Beauty • Fitness

CUSTOMIZE: [TOPIC]

MASTER VIDEO PROMPT

Create two matched vertical shots.

First shows the common visual representation of the [TOPIC] misconception.

Second shows the more accurate alternative.

Keep camera position and subject framing similar so they can be edited side by side or sequentially.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: generated “myth/reality” text, unsupported claims, identity drift, camera mismatch, background mutation, watermark.

DIRECTOR'S NOTE: The factual distinction must come from your verified script, not from the video generator.

PROMPT R-58 — Object Metaphor Explainer

BEST FOR: Finance • Business • Personal development

CUSTOMIZE: [CONCEPT] [METAPHOR]

MASTER VIDEO PROMPT

Create a clean tabletop visualization using [METAPHOR] to represent [CONCEPT].

Example: individual blocks gradually forming a stable staircase, dominoes creating a chain, containers filling incrementally.

Use physically plausible movement.

CAMERA: Locked 45-degree tabletop.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: objects floating, random symbols, fake numbers, impossible stacking, unexplained morphing, excessive effects, watermark.

DIRECTOR'S NOTE: Let narration explain meaning. Visuals only need to make the metaphor memorable.

PROMPT R-59 — Talking-Head B-Roll Insert

BEST FOR: Educators • Personal brands

CUSTOMIZE: [TOPIC]

MASTER VIDEO PROMPT

Create a cinematic B-roll shot visually representing [TOPIC] without text or dialogue.

Use one clear subject, one meaningful action and substantial negative space for subtitles.

Keep visual complexity low enough that it can sit beneath narration.

CAMERA: Slow controlled movement.

OUTPUT: 9:16, 24fps, 5 seconds.

NEGATIVE PROMPT: random text, overly dramatic imagery, excessive motion, clutter, irrelevant objects, watermark.

PROMPT R-60 — Visual Question Hook

BEST FOR: Educational Reels • Explainers

CUSTOMIZE: [QUESTION SUBJECT]

MASTER VIDEO PROMPT

Open with a visually unusual but relevant close-up of [QUESTION SUBJECT].

Camera slowly reveals enough context to understand the object by the final second.

Reserve upper-middle negative space for a question added during editing.

OUTPUT: 9:16, 24fps, 5–6 seconds.

NEGATIVE PROMPT: generated question text, subject mutation, random reveal objects, camera shake, excessive visual effects, watermark.

DIRECTOR'S NOTE: Make the viewer mentally answer before your narration does.

SECTION M — PERSONAL BRAND & MOTIVATIONAL REELS

PROMPT R-61 — Walking Toward Camera Authority Shot

BEST FOR: Coaches • Founders • Creators

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

[CHARACTER] walks toward camera through [LOCATION] with relaxed confidence.

Camera tracks backward at matching speed.

Natural eye line slightly above lens, controlled arm movement and believable gait.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: foot sliding, exaggerated swagger, face drift, extra limbs, background warping, camera wobble, watermark.

DIRECTOR'S NOTE: Use as visual support beneath a strong voiceover.

PROMPT R-62 — Window Reflection Thinking Shot

BEST FOR: Storytelling • Motivation • Business

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Side-profile shot of [CHARACTER] beside a large window overlooking a city.

Their faint reflection remains visible in the glass.

Character looks outward, lowers gaze briefly, then returns attention to horizon.

CAMERA: Very slow push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: reflection mismatch, duplicate face, city morphing, exaggerated sadness, camera shake, watermark.

PROMPT R-63 — Notebook Goal-Setting Visual

BEST FOR: Productivity • Motivation • Business

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Overhead shot of [CHARACTER] opening a notebook and beginning to write.

Do not generate legible words; use subtle handwriting strokes as visual placeholders.

Phone remains face-down beside notebook.

CAMERA: Slow push.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: nonsense readable text, extra fingers, floating pen, notebook mutation, duplicate phone, watermark.

DIRECTOR'S NOTE: Overlay the real goal statement in post.

PROMPT R-64 — Quiet Late-Night Work

BEST FOR: Entrepreneurship • Study • Motivation

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Wide-medium shot of [CHARACTER] working alone at a desk late at night.

One warm desk lamp provides key light while city or room background remains dark.

Character types, pauses, stretches fingers and continues.

CAMERA: Slow side slide.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: fake readable screen, exhausted collapse, extra fingers, face drift, extreme blue/orange grade, room morphing, watermark.

PROMPT R-65 — Sunrise Rooftop Reset

BEST FOR: Motivation • Personal development

CUSTOMIZE: [CHARACTER] [CITY]

MASTER VIDEO PROMPT

Wide rear shot of [CHARACTER] standing safely on a normal rooftop terrace overlooking [CITY] at sunrise.

Character takes one controlled breath and slightly lifts their head as daylight grows.

CAMERA: Slow forward push.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: unsafe roof edge positioning, character floating, city morphing, exaggerated sun flare, identity drift, cape-like clothing physics, watermark.

DIRECTOR'S NOTE: Keep the scene reflective, not melodramatic.

SECTION N — BEHIND-THE-SCENES & PROCESS REELS

PROMPT R-66 — Product Shoot BTS

BEST FOR: Photographers • AI creators • Brands

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Show a behind-the-scenes studio angle where [PRODUCT] sits on a small commercial set.

Visible light modifier, camera rig edge and stylist's hands subtly adjust one prop.

Keep the product itself beautifully illuminated.

CAMERA: Gentle handheld documentary movement.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: extra hands, impossible camera equipment, product mutation, chaotic cables, random crew members, camera shake, watermark.

DIRECTOR'S NOTE: BTS should feel slightly less polished than the final commercial—but still intentional.

PROMPT R-67 — Restaurant Kitchen BTS

BEST FOR: Restaurants • Chefs • Food creators

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Medium-close documentary shot inside a professional kitchen as a chef completes one stage of [DISH].

Background staff remain soft and minimal.

Use practical kitchen lighting with subtle warm highlights from cooking area.

CAMERA: Gentle shoulder-level follow.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: unsafe kitchen actions, duplicate chefs, extra hands, food mutation, excessive fire, warped equipment, watermark.

PROMPT R-68 — Fashion Shoot BTS

BEST FOR: Fashion brands • Models • Studios

CUSTOMIZE: [MODEL] [OUTFIT]

MASTER VIDEO PROMPT

Behind-the-scenes angle showing [MODEL] wearing [OUTFIT] on a clean fashion set.

A photographer silhouette or camera edge appears foreground while model makes one controlled pose adjustment.

Studio flash fires once.

CAMERA: Slight handheld realism.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: multiple flashes, face drift, extra limbs, photographer duplication, outfit mutation, warped studio equipment, watermark.

PROMPT R-69 — Packaging BTS

BEST FOR: Small businesses • E-commerce

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Close overhead process shot of hands preparing [PRODUCT] for dispatch.

Show tissue fold, product placement and package closure as separate deliberate movements.

CAMERA: Locked overhead.

OUTPUT: 9:16, 30fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, product duplication, package mutation, fake readable labels, objects teleporting, watermark.

PROMPT R-70 — Editing Suite BTS

BEST FOR: Video creators • Agencies • VFX • AI studios

CUSTOMIZE: [PROJECT TYPE]

MASTER VIDEO PROMPT

Over-the-shoulder shot of an editor working in a dark professional suite on [PROJECT TYPE].

Screen shows abstract timeline shapes and preview imagery without readable software UI.

Editor moves a control surface or mouse once while preview changes.

CAMERA: Slow push.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: fake software logos, nonsense readable UI, extra fingers, screen flicker, cyberpunk overload, duplicate monitors, watermark.

DIRECTOR'S NOTE: Replace the screen with actual editing footage in post when possible.

SECTION O — LOOPS, SURREAL VISUALS & HIGH-RETENTION CONCEPTS

PROMPT R-71 — Endless Coffee Pour Loop

BEST FOR: Cafés • Satisfying loops

CUSTOMIZE: [COFFEE]

MASTER VIDEO PROMPT

Design a short loop where [COFFEE] pours into a cup from just above frame.

Cup level rises only slightly.

End with framing and liquid state close enough to the opening frame that an editor can create a seamless loop.

CAMERA: Locked macro.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: overflowing cup, impossible infinite liquid source visible, glass mutation, liquid flowing upward, camera movement, watermark.

DIRECTOR'S NOTE: True seamless loops often require editing. Generate matching start/end states.

PROMPT R-72 — Miniature Workers Product World

BEST FOR: Creative product Reels • Concept advertising

CUSTOMIZE: [PRODUCT] [MINIATURE ACTIVITY]

MASTER VIDEO PROMPT

Macro shot of a normal full-size [PRODUCT] transformed into a believable landscape for tiny stylized workers performing [MINIATURE ACTIVITY].

Keep product geometry perfectly accurate while miniature characters interact only with its surfaces.

Use tilt-shift-inspired shallow depth of field.

CAMERA: Slow macro dolly.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: product mutation, miniature characters embedded inside product, giant malformed workers, extra limbs, scale inconsistency, random machinery, clutter, watermark.

DIRECTOR'S NOTE: This is intentionally surreal, but its internal physics should remain coherent.

PROMPT R-73 — Room Inside the Product

BEST FOR: Surreal ads • Creative portfolio pieces

CUSTOMIZE: [PRODUCT] [INTERIOR WORLD]

MASTER VIDEO PROMPT

Begin on extreme macro of a recognizable opening or transparent surface of [PRODUCT].

Camera moves toward it and reveals a stylized miniature [INTERIOR WORLD] visually inspired by the product's purpose or personality.

Preserve the outer product geometry during the transition.

CAMERA: Straight macro push.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: product melting, random portal effects, chaotic fantasy objects, camera teleportation, scale inconsistency, excessive particles, watermark.

DIRECTOR'S NOTE: The interior world should communicate a brand idea, not just visual randomness.

PROMPT R-74 — Match-Cut Object Transformation

BEST FOR: Creative Reels • Fashion • Products • Travel

CUSTOMIZE: [OBJECT A] [OBJECT B]

MASTER VIDEO PROMPT

Generate two separate shots with [OBJECT A] and [OBJECT B] occupying identical position, scale, silhouette direction and camera perspective.

Both objects perform the same simple rotation or movement.

Cut between them at the closest matching shape.

CAMERA: Locked.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: perspective mismatch, inconsistent lighting direction, uncontrolled object deformation, camera movement, background mismatch, watermark.

DIRECTOR'S NOTE: The magic comes from composition matching, not AI morphing.

PROMPT R-75 — Complete 30-Second Viral Reel Blueprint

BEST FOR: Creator portfolios • Brands • Social campaigns • VantaFrame-style showreels

CUSTOMIZE: [SUBJECT] [NICHE] [PAYOFF]

Do not ask one generation to produce the entire 30-second Reel.

Build it as a sequence.

SHOT 1 — 0–3 SEC: PATTERN INTERRUPT

Extreme macro, unexpected perspective or immediate physical movement connected to [SUBJECT].

The first frame must already contain visual information.

Purpose: Stop the scroll.

SHOT 2 — 3–6 SEC: CONTEXT REVEAL

Pull back or cut wider to reveal what the viewer was actually looking at.

Purpose: Close the first curiosity loop.

SHOT 3 — 6–10 SEC: HUMAN INTERACTION

Show a character touching, using, wearing, preparing or reacting naturally to [SUBJECT].

Purpose: Add relatability.

SHOT 4 — 10–14 SEC: DETAIL SHOT

Macro texture, material behaviour, hand interaction, food detail, interface moment or craftsmanship.

Purpose: Increase sensory interest.

SHOT 5 — 14–18 SEC: VISUAL TRANSITION

Use doorway, foreground wipe, whip-pan, lens-cover or match-cut transition.

Purpose: Reset attention.

SHOT 6 — 18–22 SEC: HERO MOMENT

Show [SUBJECT] at its strongest visual angle.

Use the most premium lighting and composition in the sequence.

Purpose: Deliver visual payoff.

SHOT 7 — 22–26 SEC: LIFESTYLE PAYOFF

Show [PAYOFF] naturally.

Avoid exaggerated transformation.

Purpose: Make the content emotionally meaningful.

SHOT 8 — 26–30 SEC: LOOP / FINAL FRAME

Create a composition visually related to Shot 1 or finish on a clean hero frame.

Hold final image long enough for text or CTA.

Purpose: Encourage replay or provide clean ending.

GLOBAL CAMERA RULE

Every shot receives only **one dominant camera instruction**.

Do not request:

orbit + zoom + crane + handheld + rack focus + whip pan

inside one four-second shot.

GLOBAL CONTINUITY LOCK

For recurring characters preserve:

[AGE RANGE]

[FACE DESCRIPTION]

[HAIRSTYLE]

[SKIN TONE]

[WARDROBE]

[ACCESSORIES]

[BODY PROPORTIONS]

For products preserve:

[SHAPE]

[COLOR]

[MATERIAL]

[CAP/LID]

[LOGO POSITION]

[PACKAGING PROPORTIONS]

GLOBAL NEGATIVE PROMPT

character identity drift, changing face, changing hairstyle, changing skin tone, wardrobe mutation, extra fingers, missing fingers, extra limbs, duplicate characters, malformed anatomy, product geometry changes, label mutation, random letters, fake logos, floating objects, foot sliding, object clipping, broken gravity, unrealistic liquid physics, fabric clipping, background morphing, architecture distortion, temporal flicker, lighting flicker, exposure pumping, focus hunting, excessive motion blur, uncontrolled camera movement, random zoom, unwanted rotation, low-resolution texture, oversharpening, excessive bloom, random subtitles, generated captions, watermark, borders.

OUTPUT

9:16 vertical master, 24 or 30fps, eight individually generated shots assembled into approximately 25–30 seconds.

DIRECTOR'S NOTE

The retention structure is:

**HOOK → REVEAL → HUMAN → DETAIL → RESET → HERO → PAYOFF
→ LOOP**

You can reuse this structure across almost any niche simply by changing the subject and visual language.

THE SHORT-FORM RETENTION SYSTEM™

Short-form videos should be designed around **attention resets**.

A useful structure is:

0–2 SECONDS — INTERRUPT

Give the viewer movement, mystery, beauty, tension or a recognizable situation immediately.

Avoid wasting the first second on a generic establishing shot.

2–5 SECONDS — ANSWER ONE QUESTION

Reveal enough information to reward continued viewing.

5–8 SECONDS — CREATE ANOTHER REASON TO WATCH

Introduce a detail, action, transformation or change of perspective.

8–12 SECONDS — PAYOFF

Deliver the visual moment promised by the opening.

12+ SECONDS — RESET

If the video continues, introduce a new visual beat.

This produces a useful principle:

Don't make one 30-second AI clip. Build a 30-second edit from controlled visual beats.

THE MOTION-DENSITY RULE™

One reason AI Reels often feel artificial is that creators ask every object in the frame to move.

Instead, rank movement.

PRIMARY MOTION

The action viewers are supposed to watch.

SECONDARY MOTION

Movement that supports the primary action.

AMBIENT MOTION

Small environmental activity that keeps the shot alive.

LOCKED ELEMENTS

Everything that must remain stable.

For example, in a perfume Reel:

Primary: model raises perfume.

Secondary: fabric moves slightly.

Ambient: curtain responds gently to air.

Locked: bottle geometry, vanity, mirror, camera horizon.

This creates a more believable image than:

“Everything moves cinematically.”

THE SHORT-FORM FIRST-FRAME TEST™

Before generating a Reel, imagine the video paused at **frame one**.

Ask:

Would this frame make someone curious enough to allow the video to continue?

A weak opening may be:

A woman standing in a room.

A stronger opening may be:

A macro shot of a gold earring fastening behind the ear.

Or:

A knife breaking through a glossy chocolate shell.

Or:

A sneaker landing inches from camera.

Or:

A curtain opening onto an unexpected skyline.

Or:

A package being pulled rapidly into frame.

Short-form content doesn't always need to explain immediately.

It needs to earn attention immediately.

TEXT-SAFE COMPOSITION FOR REELS

When you know subtitles or headlines will be added later, direct the AI to leave intentional visual space.

Instead of generating a subject exactly in the center every time, request:

“Place the subject in the lower-right third with clean negative space in the upper-left.”

Or:

“Keep the central upper region visually uncluttered for subtitle placement.”

Do **not** ask the generator to produce critical marketing typography unless you know the model handles it reliably.

For professional client work, exact:

headlines, subtitles, prices, usernames, URLs, CTA buttons, phone numbers, logos and disclaimers

are generally safer to add during editing.

THE 7-CLIP REEL FORMULA™

When you don't know how to structure a Reel, generate these seven clips:

1. **Hook** — unusual close-up.

2. **Wide** — reveal context.
3. **Human** — interaction.
4. **Macro** — texture/detail.
5. **Motion** — movement/transition.
6. **Hero** — strongest beauty shot.
7. **Payoff** — emotional result or loop.

Each clip can be **2–4 seconds** in the final edit.

That gives you enough footage for a polished **15–25 second Reel** without asking the generator to maintain an entire story in one generation.

SHORT-FORM NEGATIVE CONTROL CHECKLIST™

Before generating, protect the things most likely to break.

For **people**, prioritize:

face identity, hands, fingers, limbs, gait, wardrobe and reflections.

For **products**, prioritize:

geometry, labels, materials, caps, colors and scale.

For **food**, prioritize:

viscosity, gravity, texture, steam, ingredient consistency and utensil interaction.

For **fashion**, prioritize:

fabric physics, body continuity, accessories, footwear and walking.

For **POV**, prioritize:

hand count, human camera height, believable movement and object contact.

For **transitions**, prioritize:

matching direction, scale, composition, camera position and motion speed.

For **loops**, prioritize:

similar opening and closing states.

Negative prompts should target **probable failure modes**, not become an enormous random list of everything that could possibly go wrong.

TURNING ONE REEL PROMPT INTO 10 CONTENT PIECES

A strong prompt is not one piece of content.

Take a single product Reel and change only one variable at a time:

Version 1: Morning daylight.

Version 2: Dark luxury studio.

Version 3: UGC smartphone aesthetic.

Version 4: Extreme macro.

Version 5: Hands-only demonstration.

Version 6: POV.

Version 7: Lifestyle integration.

Version 8: Satisfying/ASMR.

Version 9: Surreal concept.

Version 10: Behind-the-scenes.

One core idea can therefore become an entire content series.

That is how you stop treating prompts as disposable instructions and start treating them as **creative production systems**.

CHAPTER 6

YOUTUBE & LONG-FORM VIDEO

75 Production-Ready AI Video Prompts for Intros, B-Roll, Faceless Channels, Documentaries, Business, Finance, Tech, Travel, Food, Education and Storytelling

YouTube and long-form video require a different approach from Reels and paid social.

Short-form usually fights for attention second by second.

Long-form has a broader job:

Support the story without exhausting the viewer.

That means AI-generated visuals should not compete with narration every few seconds.

They should help explain, illustrate, transition, establish atmosphere, maintain pacing and make abstract ideas easier to understand.

The original edition included YouTube concepts such as channel intros, problem B-roll, travel follow shots, finance visuals, technology unboxing, wellness setups, motivational scenes, cooking footage, DIY transformation and abstract network imagery. This rebuilt chapter expands that foundation into **75 production-ready YouTube visual frameworks** designed around the Golden Prompt Formula 2.0™, controlled camera direction and scene-specific negative prompts.

HOW TO USE THIS CHAPTER

For YouTube, think in **visual units** rather than entire videos.

A 10-minute video may only require:

- 1 intro shot
- 3 establishing shots
- 8–15 B-roll clips
- 2–4 abstract visualizations
- 3 transition shots
- 1 ending shot

You do not need to generate ten uninterrupted minutes.

Instead:

Generate clean, reusable 4–10 second shots and build the story in editing.

Recommended default:

Format: 16:9

Frame rate: 24 or 30fps

Clip duration: 5–10 seconds

Camera: One dominant movement per shot

Text: Add titles, diagrams, statistics and exact labels in editing

Audio: Voiceover, music and sound design added afterward

SECTION A — CHANNEL INTROS & OPENING SHOTS

PROMPT Y-01 — Cinematic Channel Identity Intro

BEST FOR: Personal brands • Business channels • Documentary channels

CUSTOMIZE: [CHANNEL THEME] [SIGNATURE OBJECT]

MASTER VIDEO PROMPT

Begin with an extreme macro close-up of [SIGNATURE OBJECT] associated with [CHANNEL THEME].

Camera slowly pulls backward to reveal a wider environment that visually represents the channel's identity.

For a business channel, the object may be a pen over a financial notebook.

For a travel channel, a passport beside a window.

For a technology channel, a precision device on a dark desk.

Leave clean negative space for channel title added in editing.

CAMERA LOCK: One continuous pull-back.

MOTION HIERARCHY: Primary — camera reveal. Ambient — subtle environment movement.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random generated title, fake logo, object mutation, environment morphing, excessive particles, camera shake, sudden zoom, watermark.

DIRECTOR'S NOTE: A channel intro should create identity without wasting 20 seconds.

PROMPT Y-02 — Cold Open Mystery Shot

BEST FOR: Documentaries • Essays • Investigations • Storytelling

CUSTOMIZE: [MYSTERY SUBJECT]

MASTER VIDEO PROMPT

Start on a tight ambiguous detail of [MYSTERY SUBJECT] in low controlled lighting.

Do not reveal full context immediately.

Camera slowly moves sideways as one additional clue enters frame.

End before the complete answer is shown.

CAMERA: Slow lateral slider.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: full reveal too early, random props, subject mutation, excessive darkness, horror clichés unless relevant, watermark.

DIRECTOR'S NOTE: Use under narration that opens with a question.

PROMPT Y-03 — Fast-Moving Montage Opener

BEST FOR: Business • Tech • Culture • Motivation

CUSTOMIZE: [TOPIC]

MASTER VIDEO PROMPT

Generate three separate 3-second shots visually representing different aspects of [TOPIC].

Shot 1: extreme close-up.

Shot 2: human interaction.

Shot 3: wide contextual environment.

Maintain a consistent lighting palette and visual style.

OUTPUT: 16:9, 24fps, three clips.

NEGATIVE PROMPT: random unrelated imagery, inconsistent style, face drift, product mutation, generated text, watermark.

DIRECTOR'S NOTE: Edit rapidly under the opening narration rather than generating one chaotic montage.

PROMPT Y-04 — Calm Authority Intro

BEST FOR: Educational channels • Finance • Professional commentary

CUSTOMIZE: [SUBJECT]

MASTER VIDEO PROMPT

Create a polished slow B-roll opening associated with [SUBJECT].

Use one clean desk, architectural space, relevant tool or symbolic object.

Camera performs a deliberate 5% push-in while background remains quiet.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: cluttered composition, excessive movement, random fake documents, nonsense screen text, watermark.

DIRECTOR'S NOTE: Authority often comes from restraint.

PROMPT Y-05 — Documentary Establishing Opener

BEST FOR: History • Society • Travel • Documentary essays

CUSTOMIZE: [LOCATION] [TIME OF DAY]

MASTER VIDEO PROMPT

Wide cinematic establishing shot of [LOCATION] at [TIME OF DAY].

Include realistic environmental activity appropriate to the location.

Camera performs one slow elevated push or lateral drift.

Avoid dramatic fantasy lighting unless historically or narratively justified.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: warped architecture, random landmarks, duplicated crowds, impossible traffic, excessive cinematic fog, oversaturated sky, watermark.

DIRECTOR'S NOTE: Establish where the viewer is before you explain why it matters.

SECTION B — GENERAL B-ROLL FOR EXPLAINER VIDEOS

PROMPT Y-06 — Person Thinking at Desk

BEST FOR: Business • Education • Productivity

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Medium side-profile shot of [CHARACTER] seated at a clean desk.

They pause typing, lean back slightly and look toward a notebook or window as if considering a decision.

Natural daylight, subtle background depth.

CAMERA: Slow side slide.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, fake readable screen text, exaggerated frustration, face drift, random props, watermark.

DIRECTOR'S NOTE: Useful under narration about uncertainty, decision-making or strategy.

PROMPT Y-07 — Research B-Roll

BEST FOR: Education • Science • Investigation

CUSTOMIZE: [TOPIC]

MASTER VIDEO PROMPT

Over-the-shoulder shot of a researcher reviewing several printed references and a laptop related to [TOPIC].

Keep written material intentionally unreadable.

Researcher highlights one line and turns a page.

CAMERA: Slow push.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake readable citations, extra fingers, papers changing layout, duplicated books, screen nonsense, watermark.

DIRECTOR'S NOTE: Add real evidence and citations in editing.

PROMPT Y-08 — Time Passing at Workspace

BEST FOR: Productivity • Business stories • Learning

CUSTOMIZE: [WORKSPACE]

MASTER VIDEO PROMPT

Locked wide shot of [WORKSPACE].

Use gradual daylight shift and controlled environmental changes to imply time passing while the main desk remains fixed.

Do not rapidly morph furniture.

CAMERA: Locked.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: desk mutation, objects teleporting, window geometry changing, impossible sun direction, exposure flicker, watermark.

DIRECTOR'S NOTE: Use as a gentle time-passing transition, not extreme time-lapse unless needed.

PROMPT Y-09 — Hands Writing Notes

BEST FOR: Tutorials • Business • Study content

CUSTOMIZE: [NOTE TYPE]

MASTER VIDEO PROMPT

Top-down shot of hands writing [NOTE TYPE] in a notebook.

Keep handwriting abstract and unreadable, with clean page composition.

One hand writes while the other stabilizes the notebook.

CAMERA: Static top-down.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, nonsense readable text, pen floating, duplicated hands, notebook mutation, watermark.

DIRECTOR'S NOTE: Replace visible text with real notes during editing if necessary.

PROMPT Y-10 — Walking-and-Thinking B-Roll

BEST FOR: Essays • Motivation • Business

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

Wide-medium rear shot of [CHARACTER] walking slowly through [LOCATION].

Character maintains natural pace and reflective posture.

Camera follows from several meters behind.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: foot sliding, identity drift, duplicate pedestrians, background warping, floating character, watermark.

DIRECTOR'S NOTE: Useful under reflective narration.

SECTION C — BUSINESS & ENTREPRENEURSHIP

PROMPT Y-11 — Small Business Opening Shop

BEST FOR: Entrepreneurship • Business documentaries

CUSTOMIZE: [OWNER] [BUSINESS TYPE]

MASTER VIDEO PROMPT

Early-morning shot of [OWNER] unlocking [BUSINESS TYPE], switching on lights and preparing the first area for customers.

Keep environment realistic and modestly busy.

CAMERA: Smooth follow shot.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: changing storefront, fake signage, extra keys, deformed hands, identity drift, random crowds, watermark.

DIRECTOR'S NOTE: Strong for narratives about building a business from the ground up.

PROMPT Y-12 — Entrepreneur Reviewing Orders

BEST FOR: E-commerce • Business growth stories

CUSTOMIZE: [OWNER] [PRODUCT]

MASTER VIDEO PROMPT

Medium shot of [OWNER] at a packing table with several [PRODUCT] orders prepared neatly.

Owner checks a phone or laptop, then begins packaging one item.

Keep screens unreadable.

CAMERA: Slow push.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: fake revenue text, infinite packages, extra fingers, product duplication, screen mutation, watermark.

DIRECTOR'S NOTE: Show activity without inventing specific sales numbers.

PROMPT Y-13 — Team Strategy Meeting

BEST FOR: Leadership • Startup • Management content

CUSTOMIZE: [TEAM TYPE]

MASTER VIDEO PROMPT

Medium-wide shot of a small [TEAM TYPE] team around a table discussing a project.

One person points toward a simple diagram while others listen.

Keep body language natural and professional.

CAMERA: Slow lateral move.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate people, extra limbs, unreadable whiteboard text, exaggerated gestures, room morphing, watermark.

DIRECTOR'S NOTE: Add real diagrams in post.

PROMPT Y-14 — Founder Alone After Hours

BEST FOR: Entrepreneurship • Motivation • Founder stories

CUSTOMIZE: [FOUNDER]

MASTER VIDEO PROMPT

Wide shot of [FOUNDER] working alone inside a nearly empty office after dark.

Most ceiling lights are off. One desk lamp and monitor provide controlled illumination.

Founder pauses, looks at the room, then continues working.

CAMERA: Slow dolly in.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake readable screen, exaggerated exhaustion, identity drift, office morphing, excessive blue lighting, watermark.

DIRECTOR'S NOTE: Use sparingly; not every entrepreneur story needs hustle clichés.

PROMPT Y-15 — Business Process Assembly Line

BEST FOR: Operations • Logistics • Manufacturing

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Wide industrial shot showing one clear stage of [PROCESS].

Objects move consistently along a real conveyor or organized workflow while workers perform simple repeated tasks.

CAMERA: Slow tracking parallel to process.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: impossible machinery, workers duplicating, objects teleporting, unsafe behaviour, conveyor direction changing, watermark.

DIRECTOR'S NOTE: Show one stage at a time for clarity.

SECTION D — FINANCE & MONEY VISUALIZATION

PROMPT Y-16 — Abstract Compound Growth Visual

BEST FOR: Finance education • Investing explainers

CUSTOMIZE: [CONCEPT]

MASTER VIDEO PROMPT

Create a clean conceptual visualization of [CONCEPT] using stacked geometric blocks.

Begin with one block. Additional blocks are added gradually, each supporting the next, forming a stable rising structure.

Avoid currency symbols or exact percentages.

CAMERA: Slow side orbit.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: floating blocks, impossible stacking, fake numbers, random dollar symbols, chaotic motion, watermark.

DIRECTOR'S NOTE: Narration should explain the finance concept accurately.

PROMPT Y-17 — Budget Allocation Metaphor

BEST FOR: Personal finance • Budgeting

CUSTOMIZE: [CATEGORIES]

MASTER VIDEO PROMPT

Top-down shot of several clean containers representing [CATEGORIES].

Neutral tokens are distributed gradually between containers in controlled proportions.

Do not generate category labels.

CAMERA: Static top-down.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: fake text labels, tokens multiplying randomly, floating objects, impossible hand anatomy, watermark.

DIRECTOR'S NOTE: Add category names as motion graphics.

PROMPT Y-18 — Market Volatility Abstract

BEST FOR: Investing • Economics • Finance commentary

CUSTOMIZE: [MARKET CONTEXT]

MASTER VIDEO PROMPT

Create a minimalist line made of physical illuminated segments moving through smooth rises and falls across a dark surface.

Camera tracks slowly alongside the changing path.

Avoid showing specific stock prices or fake charts.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake ticker symbols, nonsense numbers, excessive red/green flashing, crypto clichés, watermark.

DIRECTOR'S NOTE: Visualize volatility without implying real market data.

PROMPT Y-19 — Saving vs Spending Metaphor

BEST FOR: Financial education

CUSTOMIZE: [OBJECT]

MASTER VIDEO PROMPT

Split composition into two physical paths.

Identical [OBJECT] tokens move down both paths: one path disperses rapidly into many purchases, while the other accumulates steadily in a container.

Keep metaphor simple and nonjudgmental.

CAMERA: Locked overhead.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random text, floating tokens, impossible movement, excessive moralizing imagery, watermark.

PROMPT Y-20 — Cashflow Pipe Metaphor

BEST FOR: Business finance • Cashflow education

CUSTOMIZE: [BUSINESS CONTEXT]

MASTER VIDEO PROMPT

Create a clean transparent-pipe system carrying illuminated neutral particles representing money movement through [BUSINESS CONTEXT].

Some streams enter, some leave, one section briefly narrows to visualize a bottleneck.

CAMERA: Slow forward tracking.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: currency symbols, random numbers, physically impossible pipe geometry, excessive neon, particles escaping system, watermark.

DIRECTOR'S NOTE: Use voiceover to define inflow, outflow and bottleneck.

SECTION E — TECH & GADGET YOUTUBE

PROMPT Y-21 — Tech Unboxing Hero

BEST FOR: Gadget channels • Reviews

CUSTOMIZE: [DEVICE]

MASTER VIDEO PROMPT

Top-down shot of [DEVICE] packaging on a clean dark desk.

Hands lift the lid slowly, remove the device and place it beside the box.

Keep packaging details stable.

CAMERA: Static top-down.

OUTPUT: 16:9, 30fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, device mutation, packaging text distortion, duplicate device, lid teleporting, watermark.

DIRECTOR'S NOTE: Use real product shots when exact hardware accuracy is required.

PROMPT Y-22 — Device Macro Detail

BEST FOR: Reviews • Tech B-roll

CUSTOMIZE: [DEVICE] [DETAIL]

MASTER VIDEO PROMPT

Extreme macro tracking shot across [DETAIL] of [DEVICE].

Highlight machining, ports, buttons, texture or screen edge with controlled directional light.

CAMERA: Slow macro track.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: extra ports, warped buttons, device shape drift, random logo, excessive flare, watermark.

PROMPT Y-23 — Smartphone Daily Use

BEST FOR: Mobile reviews • App videos

CUSTOMIZE: [USER] [PHONE]

MASTER VIDEO PROMPT

Medium lifestyle shot of [USER] using [PHONE] naturally while commuting, sitting at café or working.

Keep screen content softly out of focus.

CAMERA: Gentle side tracking.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, phone mutation, nonsense readable screen, face drift, exaggerated gestures, watermark.

PROMPT Y-24 — Laptop Productivity Shot

BEST FOR: Laptop reviews • Productivity videos

CUSTOMIZE: [LAPTOP]

MASTER VIDEO PROMPT

Three-quarter side view of [LAPTOP] being opened on a clean desk.

User types briefly, then uses trackpad.

Use soft window light and controlled screen glow.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: warped keyboard, random keys, screen bending, extra fingers, fake UI text, watermark.

PROMPT Y-25 — Desk Setup Cinematic B-Roll

BEST FOR: Tech • Productivity • Creator videos

CUSTOMIZE: [SETUP]

MASTER VIDEO PROMPT

Wide-to-medium shot of [SETUP].

Camera slowly slides from foreground accessory toward the main workstation, revealing monitor, keyboard and lighting.

Keep cables and accessories realistic.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: monitor duplication, impossible desk geometry, random RGB overload, floating accessories, fake screen UI, watermark.

SECTION F — SaaS & SOFTWARE SUPPORT VISUALS

PROMPT Y-26 — Workflow Automation Visualization

BEST FOR: SaaS explainers • Productivity

CUSTOMIZE: [WORKFLOW]

MASTER VIDEO PROMPT

Create a minimal abstract sequence of connected nodes representing [WORKFLOW].

One input enters the system, passes through three clearly separated stages and exits as one completed output.

CAMERA: Slow push.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake readable text, random code, excessive holograms, nodes duplicating, chaotic paths, watermark.

PROMPT Y-27 — Remote Collaboration Visual

BEST FOR: SaaS • Work-from-home content

CUSTOMIZE: [TEAM]

MASTER VIDEO PROMPT

Show three professionals in separate environments performing related tasks.

Use subtle graphical lines or matching actions to suggest collaboration.

Generate each person in separate shot if continuity becomes unstable.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: duplicate faces, unreadable chat windows, exaggerated holographic UI, extra limbs, inconsistent lighting, watermark.

PROMPT Y-28 — Data Organization Before/After

BEST FOR: Analytics • Software explainers

CUSTOMIZE: [DATA TYPE]

MASTER VIDEO PROMPT

Begin with many scattered neutral information cards representing [DATA TYPE].

Cards reorganize smoothly into several clean aligned groups.

No readable text.

CAMERA: Static front view.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random letters, cards multiplying, objects clipping, chaotic motion, excessive glow, watermark.

PROMPT Y-29 — Cybersecurity Barrier

BEST FOR: Security explainers

CUSTOMIZE: [SYSTEM]

MASTER VIDEO PROMPT

Abstract dark network representing [SYSTEM].

One anomalous red signal approaches a transparent barrier and is redirected away while normal network traffic continues.

CAMERA: Slow forward drift.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: hacker-mask clichés, random code, skull icons, flashing alarms, excessive red lighting, watermark.

PROMPT Y-30 — Cloud Infrastructure Metaphor

BEST FOR: Cloud computing • Enterprise tech

CUSTOMIZE: [SERVICE]

MASTER VIDEO PROMPT

Create a clean network of illuminated server-like nodes distributed across a dark volumetric environment.

Data particles move predictably between nodes with redundancy paths.

Avoid literal fluffy clouds.

CAMERA: Slow aerial drift.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: cartoon clouds, random code, excessive sci-fi neon, data chaos, watermark.

SECTION G — DOCUMENTARY & INVESTIGATIVE VISUALS

PROMPT Y-31 — Empty Street After Event

BEST FOR: Investigations • News-style documentary

CUSTOMIZE: [LOCATION TYPE]

MASTER VIDEO PROMPT

Wide static or slow-moving shot of an empty [LOCATION TYPE] after a significant event.

Use subtle environmental evidence—closed storefront, scattered ordinary debris, rainwater, quiet traffic distance—without fabricating specific evidence.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: dramatic disaster destruction unless factual, random police tape, fake logos, sensational smoke, warped buildings, watermark.

DIRECTOR'S NOTE: Illustrative AI footage should not be presented as authentic evidence.

PROMPT Y-32 — Anonymous Interview Silhouette

BEST FOR: Documentary reconstruction • Sensitive storytelling

CUSTOMIZE: [INTERVIEWEE TYPE]

MASTER VIDEO PROMPT

Side-profile silhouette of [INTERVIEWEE TYPE] seated against a softly illuminated neutral background.

Face remains intentionally unidentifiable.

Hands rest calmly.

Camera performs slow push.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: identifiable facial detail, exaggerated shadow, extra limbs, dramatic crime clichés, watermark.

DIRECTOR'S NOTE: Clearly label reconstructions when appropriate in the final edit.

PROMPT Y-33 — Archive-Like Desk Reconstruction

BEST FOR: History • Investigations

CUSTOMIZE: [PERIOD] [OBJECTS]

MASTER VIDEO PROMPT

Create a period-appropriate desk from [PERIOD] containing [OBJECTS].

Camera glides slowly across the arrangement.

Any documents remain visually plausible but unreadable.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: modern objects, fake readable historical text, anachronistic technology, random dates, watermark.

PROMPT Y-34 — Evidence Board Without Fake Evidence

BEST FOR: Mystery • Investigative storytelling

CUSTOMIZE: [TOPIC]

MASTER VIDEO PROMPT

Show a clean research board containing abstract photos, maps and neutral cards connected by restrained lines.

Do not generate names, accusations or specific claims.

Camera moves slowly across the board.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake suspect names, fake newspaper headlines, random accusations, unreadable clutter, watermark.

DIRECTOR'S NOTE: Add verified labels manually.

PROMPT Y-35 — Empty Industrial Atmosphere

BEST FOR: Investigations • Economics • Manufacturing stories

CUSTOMIZE: [INDUSTRIAL LOCATION]

MASTER VIDEO PROMPT

Wide interior of [INDUSTRIAL LOCATION] with machines inactive or operating minimally.

Use realistic practical light, dust and scale.

Camera moves slowly down one aisle.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: impossible machinery, unsafe environment, random workers appearing, extreme fog, architecture mutation, watermark.

SECTION H — HISTORY & PERIOD VISUALS

PROMPT Y-36 — Ancient City Establishing Reconstruction

BEST FOR: History channels • Educational documentaries

CUSTOMIZE: [CIVILIZATION] [PERIOD]

MASTER VIDEO PROMPT

Wide reconstructed view of a city associated with [CIVILIZATION] during [PERIOD].

Architecture, clothing silhouettes and street activity should be broadly consistent with the requested era.

Camera performs slow elevated drift.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: modern vehicles, modern clothing, skyscrapers, random fantasy architecture, neon lights, watermark.

DIRECTOR'S NOTE: Treat as visualization, not archaeological evidence.

PROMPT Y-37 — Historical Market Life

BEST FOR: History storytelling

CUSTOMIZE: [PLACE] [ERA]

MASTER VIDEO PROMPT

Medium-wide reconstruction of a marketplace in [PLACE] during [ERA].

Show vendors arranging goods and people walking naturally.

Avoid focusing closely on specific faces.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: modern packaging, electrical devices, duplicate crowds, costume drift, random text signs, watermark.

PROMPT Y-38 — Historical Writing Scene

BEST FOR: Biographies • Historical essays

CUSTOMIZE: [ERA] [WRITING TOOL]

MASTER VIDEO PROMPT

Close-up of hands using [WRITING TOOL] appropriate to [ERA] on period-appropriate writing material.

Keep actual writing abstract and unreadable.

CAMERA: Macro side track.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: modern pen, readable fake quotation, extra fingers, incorrect writing material, watermark.

PROMPT Y-39 — War Room Strategic Map

BEST FOR: Military history • Geopolitical history

CUSTOMIZE: [ERA]

MASTER VIDEO PROMPT

Overhead reconstruction of a strategy table appropriate to [ERA].

Hands move neutral markers across a map-like surface.

Do not include real tactical instructions or fake labels.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: modern devices, fake readable labels, excessive weapon detail, extra hands, random national symbols, watermark.

PROMPT Y-40 — Monument Through Time

BEST FOR: History • Architecture

CUSTOMIZE: [MONUMENT TYPE]

MASTER VIDEO PROMPT

Locked wide composition of [MONUMENT TYPE].

Create several separately generated era-matched states with consistent camera position for editing into a time progression.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: geometry changing arbitrarily, camera position drift, impossible construction stages, random modern elements, watermark.

DIRECTOR'S NOTE: Build the historical sequence in editing from multiple controlled shots.

SECTION I — SCIENCE & EDUCATIONAL VISUALIZATION

PROMPT Y-41 — Cell-Level Biological Visualization

BEST FOR: Science • Health education

CUSTOMIZE: [BIOLOGICAL PROCESS]

MASTER VIDEO PROMPT

Create a clean stylized educational visualization of [BIOLOGICAL PROCESS] at microscopic scale.

Use clearly separated structures, restrained colors and slow movement.

Avoid presenting speculative detail as literal microscopy.

CAMERA: Slow drift.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: horror-like biological imagery, excessive gore, random labels, chaotic structures, watermark.

DIRECTOR'S NOTE: Add scientifically accurate labels in post.

PROMPT Y-42 — Molecule Interaction Visualization

BEST FOR: Chemistry • Science explainers

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Stylized molecules represented as simple spheres and bonds move toward each other and rearrange to visualize [PROCESS].

Keep motion slow and legible.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random element symbols, physically chaotic movement, excessive glow, watermark.

PROMPT Y-43 — Planetary Scale Comparison

BEST FOR: Astronomy • Space education

CUSTOMIZE: [OBJECTS]

MASTER VIDEO PROMPT

Create a clean dark-space visualization showing [OBJECTS] aligned for relative scale comparison.

Camera slowly pulls backward to emphasize difference in size.

Do not include unsupported exact measurements on screen.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: planet deformation, random rings, impossible lighting, fake text labels, watermark.

PROMPT Y-44 — Electricity Flow Metaphor

BEST FOR: Physics • Technology education

CUSTOMIZE: [SYSTEM]

MASTER VIDEO PROMPT

Create a transparent simplified representation of [SYSTEM].

Illuminated particles move consistently along one defined path to illustrate electrical flow conceptually.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: sparks everywhere, random electricity arcs, fake labels, chaotic particle motion, watermark.

PROMPT Y-45 — Climate System Visualization

BEST FOR: Geography • Environmental science

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Create an educational globe-scale visualization of [PROCESS] using restrained atmospheric movement, cloud flow and heat or wind indicators.

Avoid exaggerated disaster imagery unless specifically relevant.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: random continent distortion, fake labels, impossible storm growth, excessive catastrophe visuals, watermark.

SECTION J — HEALTH, WELLNESS & LIFESTYLE SUPPORT VISUALS

PROMPT Y-46 — Calm Sleep Routine B-Roll

BEST FOR: Wellness • Sleep education

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Show [CHARACTER] dimming lights, placing phone away and preparing a calm bedroom environment.

Use warm practical light and minimal blue spill.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake sleep-tracker screen, face drift, room morphing, exaggerated yawning, watermark.

PROMPT Y-47 — Hydration Routine

BEST FOR: Wellness • Lifestyle

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Close-medium shot of [CHARACTER] filling a reusable bottle with water and taking one natural sip.

Use bright daylight and clean neutral environment.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: water flowing upward, bottle mutation, extra fingers, identity drift, choking behaviour, watermark.

PROMPT Y-48 — Healthy Meal Preparation

BEST FOR: Nutrition • Cooking education

CUSTOMIZE: [MEAL]

MASTER VIDEO PROMPT

Top-down or three-quarter shot of hands preparing one stage of [MEAL].

Use fresh ingredients and simple deliberate cutting or assembly.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, unsafe knife use, ingredient mutation, food teleporting, random garnish, watermark.

PROMPT Y-49 — Meditation Setup

BEST FOR: Mindfulness • Wellness

CUSTOMIZE: [ENVIRONMENT]

MASTER VIDEO PROMPT

Wide shot inside [ENVIRONMENT].

Character sits comfortably in a stable posture, closes eyes and breathes naturally.

Curtain or plant moves faintly in ambient air.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: body distortion, floating character, exaggerated mystical effects, excessive smoke, watermark.

PROMPT Y-50 — Nature Recovery B-Roll

BEST FOR: Wellness • Stress content

CUSTOMIZE: [NATURAL LOCATION]

MASTER VIDEO PROMPT

Slow cinematic shot of [NATURAL LOCATION] with one clear natural movement: river flow, grass movement, waves or tree canopy.

CAMERA: Slow drift.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: impossible water physics, excessive fantasy lighting, warped landscape, duplicate trees, watermark.

SECTION K — TRAVEL & CULTURE YOUTUBE

PROMPT Y-51 — Walking Into a New City

BEST FOR: Travel documentaries • City guides

CUSTOMIZE: [TRAVELER] [CITY]

MASTER VIDEO PROMPT

Rear tracking shot of [TRAVELER] walking into a recognizable but not overloaded district of [CITY].

Use real-world architecture style and natural pedestrian movement.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake landmarks, duplicate pedestrians, foot sliding, identity drift, architecture morphing, watermark.

PROMPT Y-52 — Local Market Establishing Shot

BEST FOR: Travel • Culture

CUSTOMIZE: [MARKET TYPE]

MASTER VIDEO PROMPT

Wide-medium shot moving slowly through [MARKET TYPE].

Focus on goods, textures, hands and environment rather than exaggerated crowds.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: cultural stereotypes, duplicate people, random costumes, warped products, fake signage, watermark.

PROMPT Y-53 — Hotel Room Arrival

BEST FOR: Travel reviews

CUSTOMIZE: [HOTEL STYLE]

MASTER VIDEO PROMPT

POV or shoulder-height shot entering [HOTEL STYLE] room.

Camera moves through doorway and reveals bed, seating and window.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: warped room dimensions, extra doors, duplicate furniture, fisheye distortion, watermark.

PROMPT Y-54 — Street Food Observation

BEST FOR: Travel food • Culture

CUSTOMIZE: [FOOD TYPE]

MASTER VIDEO PROMPT

Medium close documentary-style shot of vendor preparing [FOOD TYPE].

Show one safe and recognizable preparation step.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: incorrect ingredients, extra hands, unsafe cooking, warped utensils, fake steam, watermark.

PROMPT Y-55 — Scenic Transport Window Shot

BEST FOR: Travel • Reflective sequences

CUSTOMIZE: [TRANSPORT] [LANDSCAPE]

MASTER VIDEO PROMPT

Interior-side view through window of [TRANSPORT] moving past [LANDSCAPE].

Foreground reflections remain subtle and physically consistent.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: landscape moving wrong direction, warped window, impossible reflections, repeated scenery, watermark.

SECTION L — FOOD & COOKING YOUTUBE

PROMPT Y-56 — Ingredient Flat Lay Intro

BEST FOR: Recipe videos • Food channels

CUSTOMIZE: [INGREDIENTS]

MASTER VIDEO PROMPT

Top-down shot of [**INGREDIENTS**] arranged neatly on a clean work surface.

One hand places the final ingredient into composition.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, ingredient duplication, incorrect food types, clutter, watermark.

PROMPT Y-57 — Knife Prep B-Roll

BEST FOR: Cooking • Recipe channels

CUSTOMIZE: [**INGREDIENT**]

MASTER VIDEO PROMPT

Close side shot of [**INGREDIENT**] being sliced safely and evenly on a board.

Hands remain correctly positioned.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: unsafe finger placement, extra fingers, knife bending, ingredient morphing, random slices appearing, watermark.

PROMPT Y-58 — Pan Sizzle B-Roll

BEST FOR: Cooking • Restaurants

CUSTOMIZE: [**FOOD**]

MASTER VIDEO PROMPT

Extreme close-up of [**FOOD**] entering a properly heated pan.

Small realistic sizzle and steam rise immediately.

OUTPUT: 16:9, high-speed aesthetic, 5 seconds.

NEGATIVE PROMPT: fire explosion, giant smoke cloud, food teleporting, pan mutation, watermark.

PROMPT Y-59 — Sauce Reduction Macro

BEST FOR: Cooking channels

CUSTOMIZE: [SAUCE]

MASTER VIDEO PROMPT

Macro shot of [SAUCE] simmering gently inside a saucepan.

Small bubbles form and collapse naturally as sauce thickens.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: violent boiling, sauce behaving like water, pan deformation, random ingredients, watermark.

PROMPT Y-60 — Final Plating Hero

BEST FOR: Cooking • Restaurant videos

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Three-quarter close-up of chef placing one final garnish onto [DISH].

Camera performs a slow pull-back to reveal complete plating.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, garnish multiplying, dish morphing, floating food, fake steam, watermark.

SECTION M — DIY, CRAFT & TRANSFORMATION CHANNELS

PROMPT Y-61 — Workshop Before Shot

BEST FOR: DIY • Restoration • Crafts

CUSTOMIZE: [OBJECT]

MASTER VIDEO PROMPT

Wide-medium shot of [OBJECT] in its genuine starting condition inside a clean workshop.

Camera slowly pushes toward the area that needs work.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: object changing condition during shot, random tools, workshop morphing, watermark.

PROMPT Y-62 — Sanding Detail

BEST FOR: Restoration • Woodworking

CUSTOMIZE: [SURFACE]

MASTER VIDEO PROMPT

Macro close-up of a hand sanding [SURFACE] in straight controlled strokes.

Fine dust appears only at point of contact.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, dust explosion, tool deformation, surface melting, watermark.

PROMPT Y-63 — Paint Transformation

BEST FOR: DIY • Furniture makeover

CUSTOMIZE: [OBJECT] [PAINT COLOR]

MASTER VIDEO PROMPT

Close shot of roller or brush applying [PAINT COLOR] to [OBJECT].

Color changes exactly behind the tool path.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: paint appearing ahead of brush, dripping impossibly, tool mutation, surface geometry changing, watermark.

PROMPT Y-64 — Assembly Detail

BEST FOR: Furniture • DIY • Crafts

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Close-up of one simple assembly stage of [PROJECT].

Hands align two pieces and secure them with one appropriate fastening action.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: extra hands, parts teleporting, impossible tool use, screw duplication, geometry mutation, watermark.

PROMPT Y-65 — Before/After Reveal

BEST FOR: Restoration • Home improvement

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Create two matched shots of [PROJECT] before and after transformation with identical camera position and lighting direction.

Use foreground object wipe in editing to transition.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: background changes, object scale drift, camera mismatch, random extra furniture, watermark.

SECTION N — STORYTELLING & CINEMATIC B-ROLL

PROMPT Y-66 — Character Enters Empty Room

BEST FOR: Narrative essays • Story channels

CUSTOMIZE: [CHARACTER] [ROOM]

MASTER VIDEO PROMPT

Wide static shot of [ROOM].

[CHARACTER] enters slowly, stops near center and looks around without speaking.

Use meaningful negative space and controlled lighting.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: identity drift, extra limbs, room morphing, melodramatic acting, watermark.

PROMPT Y-67 — Rain on Window Reflection

BEST FOR: Emotional narration • Storytelling

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Close profile of [CHARACTER] beside rain-covered window.

Focus begins on droplets, then shifts gently to character reflection.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: rain moving upward, reflection mismatch, face drift, excessive sadness, window distortion, watermark.

PROMPT Y-68 — Train Platform Goodbye

BEST FOR: Narrative B-roll • Emotional videos

CUSTOMIZE: [CHARACTERS]

MASTER VIDEO PROMPT

Medium-wide shot of [CHARACTERS] standing on a train platform.

One person boards while the other remains.

Keep emotion restrained and environment believable.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate characters, train warping, face drift, platform morphing, exaggerated crying, watermark.

PROMPT Y-69 — Empty Chair Symbolism

BEST FOR: Essays • Emotional documentaries

CUSTOMIZE: [ENVIRONMENT]

MASTER VIDEO PROMPT

Wide static composition of one empty chair inside [ENVIRONMENT].

Curtain, light or dust moves minimally.

No people enter.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: chair moving by itself, random person appearing, room morphing, excessive fog, watermark.

PROMPT Y-70 — Door Closing End-of-Chapter Shot

BEST FOR: Story transitions • Documentary chapters

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

Rear shot of [CHARACTER] leaving [LOCATION].

Door closes slowly after them until frame becomes mostly dark.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: door warping, character duplication, impossible hinge motion, camera shake, watermark.

DIRECTOR'S NOTE: Useful as a visual punctuation mark between story sections.

SECTION O — FACELESS YOUTUBE & LONG-FORM SYSTEMS

PROMPT Y-71 — Faceless Business Documentary Pack

BEST FOR: Business channels • Finance essays

CUSTOMIZE: [TOPIC]

Generate these five separate shots:

1. Professional at desk reviewing abstract documents.
2. Close-up of hands typing.
3. Exterior business district establishing shot.
4. Neutral financial metaphor.
5. Empty office at night.

Maintain one consistent color palette.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: fake earnings, nonsense readable text, extra fingers, random logos, style inconsistency, watermark.

DIRECTOR'S NOTE: Five shots can support several minutes of voiceover when edited intelligently.

PROMPT Y-72 — Faceless Tech Explainer Pack

BEST FOR: Technology • AI • Software channels

CUSTOMIZE: [TOPIC]

Generate:

1. Device macro.
2. Over-the-shoulder computer use.
3. Abstract network visualization.
4. Server or data-center inspired environment.
5. Clean human-tech interaction.

OUTPUT: 16:9.

NEGATIVE PROMPT: random code, excessive neon, fake readable UI, device mutation, extra fingers, watermark.

PROMPT Y-73 — Faceless History Documentary Pack

BEST FOR: History channels

CUSTOMIZE: [ERA] [LOCATION]

Generate:

1. Period establishing reconstruction.
2. Historical marketplace.
3. Writing/detail close-up.
4. Map/table reconstruction.
5. Monument or landscape at sunset.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: anachronisms, modern clothing, fake readable historical text, fantasy architecture, watermark.

DIRECTOR'S NOTE: Use clear labeling when visuals are reconstructed rather than archival.

PROMPT Y-74 — Faceless Motivation Video Pack

BEST FOR: Motivation • Self-development

CUSTOMIZE: [**THEME**]

Generate:

1. Dawn preparation.
2. Running/walking shot.
3. Focused work.
4. Quiet setback/reflection moment.
5. Sunrise or completion payoff.

Avoid luxury clichés unless relevant to [**THEME**].

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: money raining, supercars without relevance, exaggerated muscles, fake success symbols, face drift, watermark.

DIRECTOR'S NOTE: Motivation works better when actions represent discipline, not fantasy wealth.

PROMPT Y-75 — Complete 10-Minute YouTube Visual Blueprint

BEST FOR: Faceless YouTube • Educational channels • Documentaries • Business essays

CUSTOMIZE: [TOPIC] [NARRATIVE ANGLE]

Do not attempt to generate a ten-minute AI video.

Build a **visual library** around the script.

STAGE 1 — OPENING: 0:00–0:30

Generate:

- 1 mystery or pattern-interrupt shot
- 1 contextual establishing shot
- 1 human or object interaction shot
- 1 title-safe hero shot

Each clip: 4–7 seconds.

STAGE 2 — SETUP: 0:30–2:00

Generate:

- 2 general B-roll shots
- 1 problem visualization
- 1 environment shot
- 1 metaphor representing the central idea

Each clip: 5–8 seconds.

STAGE 3 — EXPLANATION: 2:00–5:00

Generate:

- 2 process visuals
- 2 abstract visualizations
- 2 human-support shots
- 1 research or document shot
- 1 transition shot

Add real diagrams, charts, statistics and citations during editing rather than relying on AI-generated typography.

STAGE 4 — DEVELOPMENT: 5:00–8:00

Generate:

- 2 contrasting examples
- 2 atmospheric B-roll shots
- 1 emotional or human moment
- 1 close detail
- 1 wide establishing reset
- 1 conceptual metaphor

STAGE 5 — CONCLUSION: 8:00–10:00

Generate:

- 1 reflective character or environment shot
- 1 strongest visual payoff
- 1 wide closing composition
- 1 channel-end-card-safe shot with negative space

VISUAL PACING RULE

Do not change AI-generated footage every second merely because you can.

Use visual changes when:

- narration introduces a new idea,
- the current shot has delivered its information,
- attention needs resetting,
- an abstract concept needs support,
- the story changes location, time or emotional state.

GLOBAL CAMERA LOCK

One meaningful camera instruction per generated shot.

Good:

Slow lateral tracking shot at constant speed.

Bad:

Dolly forward while rotating upward, orbiting left, zooming out and performing handheld movement.

GLOBAL CONTINUITY LOCK

If the same character appears throughout the video, create and reuse a Character DNA Block™ containing:

[AGE RANGE]

[FACE STRUCTURE]

[HAIRSTYLE]

[SKIN TONE]

[WARDROBE]

[BODY PROPORTIONS]

[DISTINGUISHING DETAILS]

If the same location appears repeatedly, lock:

[ARCHITECTURE]

[FURNITURE]

[TIME OF DAY]

[LIGHT DIRECTION]

[COLOR PALETTE]

[IMPORTANT PROPS]

GLOBAL NEGATIVE PROMPT

identity drift, changing facial structure, hairstyle changes, changing wardrobe, extra fingers, fused fingers, malformed hands, duplicated limbs, duplicate characters, foot sliding, character floating, object deformation, product mutation, random props appearing, disappearing objects, environment morphing, warped architecture, inconsistent perspective, fake readable text, random numbers, fake logos, screen nonsense, unrealistic physics, floating liquids, clipping, broken shadows, unstable reflections, camera jitter, sudden zoom, random rotation, focus hunting, exposure flicker, temporal inconsistency, excessive bloom, oversaturation, oversharpening, low-resolution textures, random subtitles, watermark, borders.

YOUTUBE DIRECTOR'S NOTE

The visual structure is not:

Generate everything mentioned in the narration.

It is:

**Choose the moments where visuals can make the narration clearer,
more emotional or easier to remember.**

That distinction makes long-form content feel directed rather than over-generated.

THE LONG-FORM B-ROLL SYSTEM™

When a script contains an important sentence, ask:

CAN I SHOW IT LITERALLY?

Example:

Narration:

“Small businesses spend hours packaging orders.”

Visual:

Hands packing products.

CAN I SHOW THE ENVIRONMENT?

Narration:

“The company started in a tiny apartment.”

Visual:

Small home workspace.

CAN I SHOW THE EMOTION?

Narration:

“The founder wasn't sure it would survive.”

Visual:

Founder alone looking at quiet workspace.

CAN I SHOW A METAPHOR?

Narration:

“Cashflow became the bottleneck.”

Visual:

Particles slowing through a narrow transparent pipe.

SHOULD I KEEP THE TALKING HEAD?

Sometimes the answer is yes.

Not every sentence needs B-roll.

THE 5 TYPES OF YOUTUBE B-ROLL™

A complete YouTube video usually benefits from five kinds of visual support:

1. ESTABLISHING B-ROLL

Shows:

Where are we?

City, building, office, room, landscape.

2. ACTION B-ROLL

Shows:

What is happening?

Typing, cooking, walking, repairing, building, packing.

3. DETAIL B-ROLL

Shows:

What should I notice?

Hands, texture, mechanism, expression, material, ingredient.

4. CONCEPTUAL B-ROLL

Shows:

What does the idea mean?

Metaphors, diagrams, abstract visualizations.

5. EMOTIONAL B-ROLL

Shows:

How should this moment feel?

Isolation, relief, excitement, uncertainty, determination, calm.

If your long-form video contains all five intelligently, it rarely feels visually monotonous.

THE 70/30 REALISM RULE™

For most educational, business and documentary YouTube channels:

Aim for roughly:

70% believable, grounded visuals

and

30% heightened, conceptual or cinematic visuals.

If every scene becomes:

- glowing particles,
- floating objects,
- giant holograms,
- impossible transitions,
- surreal landscapes,

the viewer quickly stops perceiving any shot as special.

Reality creates contrast.

Then the occasional extraordinary shot earns attention.

YOUTUBE TEXT & DATA RULE

AI-generated footage should rarely be trusted for:

- exact statistics,
- quotations,
- dates,
- names,
- graphs,
- legal information,
- medical information,
- financial values,
- software UI,
- maps with exact labels.

Generate the visual environment.

Then overlay verified information during editing.

A polished workflow is:

AI video + real data + real typography + narration + editing.

Not:

Ask the video model to invent all five.

YOUTUBE VISUAL PACING GUIDE

A practical starting point:

TALKING-HEAD CONTENT

Introduce B-roll every **10–30 seconds** when it meaningfully supports the point.

FACELESS EXPLAINERS

Visual changes may occur every **4–12 seconds**, depending on narration speed.

DOCUMENTARY

Allow important cinematic shots to breathe for **5–10 seconds** when atmosphere matters.

FAST BUSINESS / TECH CONTENT

Use tighter pacing—but don't confuse speed with quality.

EMOTIONAL STORYTELLING

Longer shots can create more impact than constant cutting.

CHAPTER 7

SaaS, APPS & TECHNOLOGY

75 Production-Ready AI Video Prompts for Software, Fintech, AI Products, Productivity, Cybersecurity, E-Commerce Platforms, HR Tech, Legal Tech, Analytics, Remote Work, Mobile Apps & Futuristic Technology

Technology advertising has one recurring problem:

Software is useful, but software itself is not always visually interesting.

A dashboard sitting on a screen is not automatically a commercial.

A phone displaying an app is not automatically a story.

A glowing hologram is not automatically “technology.”

The strongest technology videos translate invisible benefits into visible experiences:

Chaos becomes order.

Waiting becomes speed.

Complexity becomes simplicity.

Isolation becomes collaboration.

Data becomes insight.

Repetition becomes automation.

That is the directing principle behind this chapter.

Instead of asking AI to generate unreliable interfaces filled with invented text, these prompts concentrate on **human experience, visual metaphors, devices,**

environments, workflows, abstract data and controlled interface placeholders that can later be combined with genuine screen recordings and typography.

THE TECH COMMERCIAL RULE™

For most SaaS and app videos, separate the production into three layers:

Layer 1 — AI-Generated Cinematic Footage

People, offices, devices, environments, conceptual visualizations and transitions.

Layer 2 — Real Product UI

Actual dashboard recordings, app screens and software demonstrations.

Layer 3 — Post-Production Graphics

Headlines, statistics, feature labels, notifications, CTA, logo and pricing.

This produces a far more credible commercial than asking the generator to invent an entire functioning interface.

SECTION A — SaaS PRODUCT FILMS

PROMPT S-01 — Chaos-to-Clarity SaaS Transformation

BEST FOR: Productivity SaaS • Operations • Project management

CUSTOMIZE: [USER] [SOFTWARE CATEGORY] [BRAND COLOR]

MASTER VIDEO PROMPT

Begin with [USER] seated at a desk surrounded by several devices, scattered papers and multiple competing work tasks.

The environment should feel busy but believable rather than comically chaotic.

User pauses.

Camera slowly pushes toward the main monitor.

As the camera approaches, the visual environment becomes progressively cleaner: unnecessary papers disappear through an edited transition, secondary screens become visually quiet and attention centers on one organized workspace representing [SOFTWARE CATEGORY].

Do not generate readable interface text.

Use [BRAND COLOR] only as a restrained accent.

CAMERA LOCK: One continuous slow dolly forward.

MOTION HIERARCHY: User frustration → camera push → controlled transition to order.

CONTINUITY LOCK: Same user, desk, room and camera axis throughout.

OUTPUT: 16:9, 24fps, 8–10 seconds.

NEGATIVE PROMPT: unreadable interface text, random software logos, changing face, extra fingers, monitor duplication, floating documents, desk morphing, impossible disappearing objects within uncut footage, excessive holograms, cyberpunk neon, camera jitter, sudden zoom, flicker, watermark.

DIRECTOR'S NOTE: Generate “chaos” and “clarity” as matched shots when necessary and create the transformation during editing.

OPTIONAL VARIATION: 9:16 version for paid social.

PROMPT S-02 — Dashboard Hero Reveal

BEST FOR: SaaS launches • Analytics • B2B software

CUSTOMIZE: [DEVICE] [BRAND COLOR]

MASTER VIDEO PROMPT

Begin behind the edge of [DEVICE] in a dark premium workspace.

Camera performs a controlled 30-degree arc until the screen becomes visible.

Screen contains a clean abstract dashboard structure with cards, charts and panels but no readable text.

Subtle [BRAND COLOR] highlights guide attention toward the center.

CAMERA LOCK: Single smooth arc.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: nonsense text, random numbers, warped monitor, floating UI, excessive holographic elements, fake logos, duplicated panels, screen flicker, camera shake, watermark.

DIRECTOR'S NOTE: Replace the abstract screen with the actual product interface in post.

PROMPT S-03 — One-Click Simplicity

BEST FOR: Automation tools • Productivity apps

CUSTOMIZE: [ACTION]

MASTER VIDEO PROMPT

Macro over-the-shoulder shot of a user's hand approaching a laptop trackpad.

User performs one deliberate click representing [ACTION].

Immediately afterward, several previously active physical task indicators in the environment become calm and organized through an editorial match cut.

CAMERA: Locked macro.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, hand clipping through trackpad, fake readable interface, magical explosions, random buttons, laptop mutation, watermark.

DIRECTOR'S NOTE: The click is symbolic. Show the actual feature with genuine UI separately.

PROMPT S-04 — SaaS Workflow Pipeline

BEST FOR: Automation • CRM • Operations

CUSTOMIZE: [INPUT] [PROCESS] [OUTPUT]

MASTER VIDEO PROMPT

Create a clean three-dimensional conceptual pipeline.

A single visual token representing [INPUT] enters from the left.

It moves through three clearly separated stages representing [PROCESS].

The token exits on the right transformed into [OUTPUT].

Use restrained materials and subtle brand accents.

CAMERA: Parallel tracking.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: random text, token duplication, broken paths, floating objects, excessive neon, unnecessary particles, watermark.

DIRECTOR'S NOTE: Add real stage names in editing.

PROMPT S-05 — SaaS Speed Visualization

BEST FOR: Performance software • Workflow tools

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Visualize [PROCESS] as physical cards moving through a clean sorting system.

Initially cards move through several manual stations.

Cut to a streamlined route where the same type of cards travel directly through one organized channel.

CAMERA: Smooth lateral tracking.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: impossible machinery, cards teleporting, random text, infinite cards, excessive motion blur, watermark.

DIRECTOR'S NOTE: Don't imply specific speed improvements unless supported by real data.

SECTION B — AI PRODUCT & AUTOMATION FILMS

PROMPT S-06 — AI Assistant at Work

BEST FOR: AI assistants • Productivity tools

CUSTOMIZE: [USER] [TASK]

MASTER VIDEO PROMPT

Show [USER] working on [TASK].

Beside the main physical workspace, use subtle abstract visual elements to represent an AI assistant organizing related information.

Avoid humanoid robots.

User remains the decision-maker.

CAMERA: Slow side push.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: robot assistant, floating brain, excessive holograms, nonsense text, autonomous actions implying unsupported capabilities, extra fingers, watermark.

DIRECTOR'S NOTE: Position AI as an assisting system rather than visual magic.

PROMPT S-07 — AI Information Synthesis

BEST FOR: Research AI • Knowledge tools

CUSTOMIZE: [INFORMATION TYPE]

MASTER VIDEO PROMPT

Hundreds of small abstract information cards representing [INFORMATION TYPE] enter a clean visual space.

They organize into themes and compress into several clear structured groups.

No readable text.

CAMERA: Slow overhead descent.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random letters, cards colliding, excessive particle effects, chaotic grouping, fake citations, watermark.

PROMPT S-08 — AI Content Workflow

BEST FOR: Creative AI • Marketing software

CUSTOMIZE: [CONTENT TYPE]

MASTER VIDEO PROMPT

Visualize [CONTENT TYPE] moving through three stages:

raw idea represented by loose cards,

organized creative direction represented by structured boards,

finished content represented by clean media frames.

Use smooth physical transitions rather than magical explosions.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: generated readable copy, fake social logos, random images, excessive morphing, watermark.

PROMPT S-09 — Human + AI Collaboration

BEST FOR: Enterprise AI • Creative tools

CUSTOMIZE: [PROFESSIONAL]

MASTER VIDEO PROMPT

Medium shot of [PROFESSIONAL] working at a computer.

Subtle abstract information appears beside the workstation as organized visual cards.

Professional reviews, rejects one option and selects another.

CAMERA: Slow push.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: AI controlling human, excessive holograms, nonsense UI, extra fingers, face drift, robotic gestures, watermark.

DIRECTOR'S NOTE: Human judgment is the hero of the shot.

PROMPT S-10 — Invisible Automation

BEST FOR: Workflow automation • No-code platforms

CUSTOMIZE: [REPETITIVE TASK]

MASTER VIDEO PROMPT

Show several physical representations of [REPETITIVE TASK] moving automatically through a clean organized system while the professional focuses on a higher-value activity nearby.

Keep automation visually understandable.

CAMERA: Slow lateral track.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: magical floating objects, unsupported robotic machinery, random text, duplicated user, chaotic motion, watermark.

SECTION C — MOBILE APP COMMERCIALS

PROMPT S-11 — Smartphone App Hero Reveal

BEST FOR: App launches • Mobile products

CUSTOMIZE: [PHONE] [APP CATEGORY] [BRAND COLOR]

MASTER VIDEO PROMPT

Premium macro shot of [PHONE] resting on a clean surface.

Camera arcs slowly toward screen.

Display shows an abstract [APP CATEGORY] interface using restrained [BRAND COLOR] accents and no readable text.

OUTPUT: 9:16 or 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: warped phone, extra camera lenses, screen bending, fake app name, random letters, excessive reflections, watermark.

PROMPT S-12 — App in Daily Life

BEST FOR: Consumer apps • Lifestyle technology

CUSTOMIZE: [USER] [APP USE CASE]

MASTER VIDEO PROMPT

Show [USER] naturally reaching for a smartphone during [APP USE CASE].

Keep interaction brief: unlock, tap once, receive visual confirmation and continue activity.

CAMERA: Medium lifestyle tracking.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, endless tapping, unreadable screen, phone mutation, face drift, exaggerated reaction, watermark.

PROMPT S-13 — App Notification Relief

BEST FOR: Productivity • Scheduling • Reminder apps

CUSTOMIZE: [USER]

MASTER VIDEO PROMPT

Close shot of [USER] working calmly.

Phone emits one subtle visual notification.

User checks it, gives a small acknowledgement and returns to work without interruption.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: dozens of notifications, fake readable messages, exaggerated smile, extra fingers, screen flicker, watermark.

PROMPT S-14 — Mobile App Onboarding

BEST FOR: App demos • Startup launches

CUSTOMIZE: [APP TYPE]

MASTER VIDEO PROMPT

Top-down close-up of phone.

A finger performs three simple sequential gestures—tap, swipe, confirm—on a clean abstract [APP TYPE] interface.

CAMERA: Locked overhead.

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, screen lag, random text, interface morphing between touches, incorrect touch contact, watermark.

DIRECTOR'S NOTE: For an actual onboarding tutorial, composite real screen recordings.

PROMPT S-15 — App-to-Real-World Match Cut

BEST FOR: Travel • Delivery • Fitness • Lifestyle apps

CUSTOMIZE: [APP ACTION] [REAL WORLD RESULT]

MASTER VIDEO PROMPT

Begin close on a phone displaying an abstract representation of [APP ACTION].

Camera pushes toward one visual element until it fills frame.

Match cut into [REAL WORLD RESULT] occupying similar composition.

OUTPUT: 9:16, 24fps, two matched clips.

NEGATIVE PROMPT: phone morphing into object, random portal effects, fake text, perspective mismatch, watermark.

SECTION D — FINTECH & DIGITAL PAYMENTS

PROMPT S-16 — Digital Payment Moment

BEST FOR: Fintech • Banking apps • Payments

CUSTOMIZE: [CUSTOMER] [PAYMENT CONTEXT]

MASTER VIDEO PROMPT

Show [CUSTOMER] completing [PAYMENT CONTEXT] with a phone.

One tap.

Merchant or system acknowledges payment naturally.

Do not display specific financial values.

CAMERA: Close lifestyle shot.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: fake balance, fake transaction amount, extra fingers, phone mutation, excessive celebration, random currency symbols, watermark.

PROMPT S-17 — Money Movement Visualization

BEST FOR: Fintech explainers • Transfers

CUSTOMIZE: [FLOW]

MASTER VIDEO PROMPT

Create a secure-looking abstract network with two endpoints.

A single illuminated token representing value moves from origin through a defined path to destination.

CAMERA: Track alongside token.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: flying banknotes, fake balances, random cryptocurrency symbols, excessive neon, token duplication, watermark.

PROMPT S-18 — Small-Business Fintech

BEST FOR: Merchant apps • SME banking

CUSTOMIZE: [BUSINESS OWNER] [BUSINESS]

MASTER VIDEO PROMPT

Show [BUSINESS OWNER] operating [BUSINESS].

A customer completes a digital transaction.

Owner checks phone briefly and continues serving.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake transaction text, money raining, extra fingers, phone mutation, identity drift, stereotypical environment, watermark.

PROMPT S-19 — Expense Organization

BEST FOR: Budgeting apps • Expense software

CUSTOMIZE: [EXPENSE TYPES]

MASTER VIDEO PROMPT

Several neutral physical cards representing [EXPENSE TYPES] arrive scattered on a surface.

Cards slide into clean category groups.

No labels are generated.

CAMERA: Top-down.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: fake amounts, random category names, floating cards, card duplication, watermark.

PROMPT S-20 — Secure Payment Confidence

BEST FOR: Payment processors • Fintech security

CUSTOMIZE: [TRANSACTION CONTEXT]

MASTER VIDEO PROMPT

Visualize [TRANSACTION CONTEXT] moving through a clean protected digital pathway.

Transparent layers close around the moving data token before it reaches destination.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: giant padlocks, hacker masks, fake banking logos, random code, excessive red alarms, watermark.

SECTION E — PRODUCTIVITY & PROJECT MANAGEMENT

PROMPT S-21 — Overloaded Task Board

BEST FOR: Task management • Productivity

CUSTOMIZE: [PROFESSIONAL]

MASTER VIDEO PROMPT

Show [PROFESSIONAL] facing a physical wall of numerous neutral task cards.

They pause.

Cut to a clean organized arrangement containing only priority groups.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: readable fake tasks, cards multiplying, exaggerated panic, extra fingers, wall morphing, watermark.

PROMPT S-22 — Calendar Clarity

BEST FOR: Scheduling apps

CUSTOMIZE: [USER]

MASTER VIDEO PROMPT

Top-down desk scene containing several overlapping physical schedule cards.

Cards reorganize into a clean linear sequence while [USER] watches.

No dates or readable text.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake dates, random calendar text, floating cards, extra hands, watermark.

PROMPT S-23 — Focus Mode

BEST FOR: Productivity • Time-management tools

CUSTOMIZE: [USER]

MASTER VIDEO PROMPT

Begin with [USER] working while several subtle distractions exist around desk.

Camera pushes closer as distractions become visually subdued and only the central task remains illuminated.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: objects magically vanishing mid-frame, excessive spotlight, fake notifications, identity drift, watermark.

PROMPT S-24 — Project Milestone Visualization

BEST FOR: Project management SaaS

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Create a physical pathway containing several evenly spaced milestone markers.

One progress object moves steadily through the first markers and stops at the current stage.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake percentages, random text, object teleporting, impossible path, excessive glow, watermark.

PROMPT S-25 — Team Handoff

BEST FOR: Workflow • Collaboration tools

CUSTOMIZE: [TEAM TYPES]

MASTER VIDEO PROMPT

Represent work as one clean project object passing sequentially between three professionals from [TEAM TYPES].

Each person performs one small contribution before passing it forward.

CAMERA: Lateral tracking.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate people, project object changing shape, extra limbs, unnatural handoffs, watermark.

SECTION F — E-COMMERCE TECHNOLOGY

PROMPT S-26 — Order Journey

BEST FOR: E-commerce platforms • Logistics SaaS

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Visualize [PRODUCT] moving through four physical stages:

order received,

packed,

dispatched,

delivered.

Generate each stage as separate matched shot.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: product mutation, package changing dimensions, fake shipping labels, teleportation, duplicate products, watermark.

PROMPT S-27 — Inventory Visibility

BEST FOR: Inventory management

CUSTOMIZE: [PRODUCT CATEGORY]

MASTER VIDEO PROMPT

Wide warehouse aisle containing organized [PRODUCT CATEGORY].

Camera tracks slowly while subtle abstract indicators appear beside inventory groups.

No numbers or text.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: shelves bending, products duplicating, impossible warehouse scale, fake labels, watermark.

PROMPT S-28 — Abandoned Cart Concept

BEST FOR: E-commerce marketing software

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Create a minimalist shopping environment where one [PRODUCT] sits inside an otherwise abandoned cart.

Camera slowly pulls away while surrounding environment becomes quiet.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: fake checkout UI, product mutation, cart deformation, melodramatic lighting, watermark.

DIRECTOR'S NOTE: Pair with narration explaining abandonment; don't let the visual make unsupported claims.

PROMPT S-29 — Store Growth Visualization

BEST FOR: E-commerce SaaS

CUSTOMIZE: [STORE TYPE]

MASTER VIDEO PROMPT

Begin with one neatly packed order on a table.

Through matched cuts, reveal progressively larger but believable batches of prepared orders.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: infinite packages, fake revenue numbers, packages appearing mid-shot, product mutation, watermark.

PROMPT S-30 — Multi-Channel Commerce

BEST FOR: Omnichannel platforms

CUSTOMIZE: [CHANNELS]

MASTER VIDEO PROMPT

Create several distinct purchase pathways represented by clean physical lanes.

Each lane carries identical order tokens toward one central fulfillment hub.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: platform logos unless supplied, random text, lane collisions, token duplication, excessive futuristic styling, watermark.

SECTION G — ANALYTICS & DATA

PROMPT S-31 — Data-to-Insight Transformation

BEST FOR: Analytics platforms • BI software

CUSTOMIZE: [DATA TYPE]

MASTER VIDEO PROMPT

Begin with hundreds of scattered neutral data points.

They gradually align into a clear visual pattern with several clusters and one highlighted trend.

CAMERA: Slow overhead pull-back.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake numbers, random graph labels, chaotic particles, data points disappearing, excessive neon, watermark.

PROMPT S-32 — Live Dashboard Environment

BEST FOR: Analytics • Operations

CUSTOMIZE: [BUSINESS TYPE]

MASTER VIDEO PROMPT

Professional monitors inside [BUSINESS TYPE] operations environment display abstract clean charts.

A staff member notices one visual change and calmly responds.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: nonsense numbers, impossible charts, flashing emergency graphics, extra fingers, watermark.

PROMPT S-33 — Trend Detection

BEST FOR: Analytics • AI insights

CUSTOMIZE: [DATA CONTEXT]

MASTER VIDEO PROMPT

A field of neutral points moves consistently over time.

Most remain within one pattern while a new cluster gradually forms and becomes subtly highlighted.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random numbers, chaotic movement, sudden unexplained explosion, fake labels, watermark.

PROMPT S-34 — Funnel Visualization

BEST FOR: Marketing analytics • Sales SaaS

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Create a physical transparent funnel-like structure.

Many neutral tokens enter the wide top and move through clearly defined stages, with fewer reaching the final output.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake conversion percentages, tokens passing through walls, impossible gravity, excessive particle effects, watermark.

PROMPT S-35 — Forecasting Visualization

BEST FOR: Planning • Analytics

CUSTOMIZE: [FORECAST CONTEXT]

MASTER VIDEO PROMPT

Create a grounded abstract path extending from a known solid section into several increasingly translucent future branches.

One branch becomes emphasized as a possible scenario.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: presenting prediction as certainty, fake numbers, random labels, chaotic branches, watermark.

SECTION H — CYBERSECURITY & PRIVACY

PROMPT S-36 — Protected Network

BEST FOR: Cybersecurity • Enterprise IT

CUSTOMIZE: [NETWORK TYPE]

MASTER VIDEO PROMPT

Dark minimal network representing [NETWORK TYPE].

Normal data signals travel through stable routes.

One anomalous signal approaches and is isolated inside a transparent containment zone.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: hooded hacker, skull icon, Matrix-style code, explosive firewall, excessive red flashing, watermark.

PROMPT S-37 — Authentication Concept

BEST FOR: Identity • Security platforms

CUSTOMIZE: [AUTHENTICATION TYPE]

MASTER VIDEO PROMPT

Close-up of user approaching a device.

One controlled authentication action occurs, followed by a restrained visual confirmation.

Avoid exact UI text.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: fake passwords, readable credentials, extra fingers, face distortion, excessive scanning lasers, watermark.

PROMPT S-38 — Encryption Visualization

BEST FOR: Security explainers

CUSTOMIZE: [DATA TYPE]

MASTER VIDEO PROMPT

Neutral information blocks representing [DATA TYPE] enter a transparent protected channel.

Their visible patterns transform into unreadable geometric structures during transit, then reconstruct at authorized destination.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: real encryption keys, random code, fake security claims, blocks clipping, watermark.

PROMPT S-39 — Privacy by Design

BEST FOR: Privacy software • Enterprise tech

CUSTOMIZE: [USER TYPE]

MASTER VIDEO PROMPT

Show [USER TYPE] working normally while sensitive-looking abstract information remains visually contained within clearly defined boundaries around the device.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: readable personal information, surveillance clichés, giant padlocks, random code, watermark.

PROMPT S-40 — Threat Monitoring Room

BEST FOR: SOC • Enterprise security

CUSTOMIZE: [TEAM]

MASTER VIDEO PROMPT

Professional [TEAM] works inside a realistic security operations environment.

Screens contain abstract maps and charts.

One analyst notices an anomaly and calmly signals another team member.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: flashing red room, fake IP addresses, nonsense text, duplicate analysts, dramatic panic, watermark.

SECTION I — HR, RECRUITING & PEOPLE TECHNOLOGY

PROMPT S-41 — Candidate Pipeline

BEST FOR: Recruiting software

CUSTOMIZE: [ROLE TYPE]

MASTER VIDEO PROMPT

Neutral profile cards representing candidates for [ROLE TYPE] move through several organized stages.

Cards maintain identical dimensions while groups narrow naturally.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake candidate names, photos changing, discriminatory visual ranking, random scores, watermark.

PROMPT S-42 — New Employee Onboarding

BEST FOR: HR platforms • Employee experience

CUSTOMIZE: [EMPLOYEE]

MASTER VIDEO PROMPT

[EMPLOYEE] enters a welcoming modern workplace, receives a laptop and sits at prepared workstation.

Team member greets them naturally.

CAMERA: Smooth follow.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate employees, extra hands, laptop mutation, exaggerated celebration, fake company logos, watermark.

PROMPT S-43 — Remote Employee Onboarding

BEST FOR: Remote HR • Distributed teams

CUSTOMIZE: [EMPLOYEE]

MASTER VIDEO PROMPT

[EMPLOYEE] opens a delivered work package at home containing a laptop and simple accessories.

They set up device and join a work session represented abstractly.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake readable chat, extra fingers, package mutation, duplicate laptop, watermark.

PROMPT S-44 — Employee Feedback

BEST FOR: HR surveys • Culture tools

CUSTOMIZE: [EMPLOYEE]

MASTER VIDEO PROMPT

Show [EMPLOYEE] completing a brief abstract feedback interaction on laptop, then returning to normal work.

Keep scene private and non-invasive.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: fake survey questions, readable personal data, exaggerated emotions, screen mutation, watermark.

PROMPT S-45 — Team Connection

BEST FOR: Employee engagement • Collaboration

CUSTOMIZE: [TEAM]

MASTER VIDEO PROMPT

Show [TEAM] working from several different environments.

Use matched gestures and subtle graphical connections to suggest collaboration.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: duplicate faces, fake video-call UI, excessive holograms, random company logos, watermark.

SECTION J — LEGAL TECH & COMPLIANCE

PROMPT S-46 — Document Review Automation

BEST FOR: Legal tech • Contract software

CUSTOMIZE: [DOCUMENT TYPE]

MASTER VIDEO PROMPT

Several abstract [DOCUMENT TYPE] pages move through a clean review system.

Important sections become visually highlighted without generating actual legal text.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake legal clauses, readable names, invented signatures, random law references, watermark.

PROMPT S-47 — Contract Comparison

BEST FOR: Legal software

CUSTOMIZE: [CONTRACT TYPE]

MASTER VIDEO PROMPT

Two abstract document stacks align side by side.

Matching sections connect visually while several differing blocks become highlighted.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake contract language, random signatures, invented legal claims, document morphing, watermark.

PROMPT S-48 — Compliance Workflow

BEST FOR: Governance • Compliance SaaS

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Visualize [PROCESS] as several controlled checkpoints along one path.

A neutral information token passes through each checkpoint before reaching approval.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake approval stamps, legal claims, random text, token teleporting, watermark.

PROMPT S-49 — Digital Signature Moment

BEST FOR: E-signature products

CUSTOMIZE: [USER]

MASTER VIDEO PROMPT

Close over-the-shoulder shot of [USER] reviewing an abstract document on tablet.

User performs one signing gesture in a designated blank area.

Do not generate a real signature.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: real person's signature, readable contract, extra fingers, tablet deformation, watermark.

PROMPT S-50 — Audit Trail Visualization

BEST FOR: Compliance • Enterprise software

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Create a clean chronological sequence of neutral event cards representing [PROCESS].

Each card locks into place behind the previous one, forming an ordered historical trail.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake timestamps, random names, cards changing order, excessive blockchain clichés, watermark.

SECTION K — REMOTE WORK & COLLABORATION

PROMPT S-51 — Global Remote Team

BEST FOR: Collaboration SaaS • Remote-work platforms

CUSTOMIZE: [TEAM ROLES]

MASTER VIDEO PROMPT

Generate separate shots of professionals from [TEAM ROLES] working in distinct realistic environments.

Match time-of-day mood and visual palette.

Edit together as a connected team sequence.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: stereotypical locations, duplicate faces, fake call UI, exaggerated gestures, watermark.

PROMPT S-52 — Async Work

BEST FOR: Collaboration • Documentation tools

CUSTOMIZE: [TASK]

MASTER VIDEO PROMPT

One professional finishes [TASK] and closes laptop.

Match cut to another professional in a different time zone opening their laptop and continuing related work.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: same character accidentally duplicated, impossible daylight, fake messages, screen text, watermark.

PROMPT S-53 — Virtual Brainstorm

BEST FOR: Collaboration tools

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Several professionals contribute neutral idea cards to a shared abstract workspace.

Cards arrange into thematic groups.

Keep actual content unreadable.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake readable ideas, cards clipping, duplicate participants, excessive holograms, watermark.

PROMPT S-54 — Remote Focus Session

BEST FOR: Productivity SaaS

CUSTOMIZE: [PROFESSIONAL]

MASTER VIDEO PROMPT

[PROFESSIONAL] works quietly at home in a clean but lived-in environment.

A subtle abstract task indicator progresses while the person remains focused.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake timer text, unrealistic home office, face drift, extra fingers, watermark.

PROMPT S-55 — Seamless File Handoff

BEST FOR: Cloud storage • Collaboration

CUSTOMIZE: [FILE TYPE]

MASTER VIDEO PROMPT

Represent [FILE TYPE] as one clean visual object moving from one workstation through a secure abstract pathway to another workstation.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: literal paper flying through internet, random cloud icons, fake filenames, object duplication, watermark.

SECTION L — STARTUP & BRAND FILMS

PROMPT S-56 — Founder Origin Story

BEST FOR: Startup brand films

CUSTOMIZE: [FOUNDER] [STARTUP TYPE]

MASTER VIDEO PROMPT

Show [FOUNDER] inside a modest early-stage workspace working on [STARTUP TYPE].

Desk contains notebook, laptop and only essential tools.

Founder sketches, pauses and returns to work.

CAMERA: Slow push.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake company name, fake funding numbers, exaggerated garage-startup clichés, extra fingers, identity drift, watermark.

PROMPT S-57 — Startup Team Momentum

BEST FOR: Recruitment • Brand films

CUSTOMIZE: [TEAM]

MASTER VIDEO PROMPT

Small [TEAM] moves naturally through an active workday: one person reviewing work, another discussing an idea, another preparing a prototype.

Generate as three separate clips.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: duplicate employees, exaggerated celebration, fake UI, office morphing, watermark.

PROMPT S-58 — Product Launch Countdown Atmosphere

BEST FOR: Startup launches

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Show team preparing [PRODUCT] launch shortly before release.

Close-ups of final checks, device screens with abstract UI, hands on controls and focused faces.

Do not generate countdown numbers.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: fake countdown text, panic, extra fingers, screen nonsense, excessive flashing lights, watermark.

PROMPT S-59 — Customer Impact Brand Film

BEST FOR: SaaS testimonials • Brand storytelling

CUSTOMIZE: [CUSTOMER TYPE] [BENEFIT]

MASTER VIDEO PROMPT

Show [CUSTOMER TYPE] naturally experiencing [BENEFIT] through their ordinary workflow.

Avoid exaggerated celebration.

Use calm confident performance.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake testimonial quote, unrealistic success, money imagery, exaggerated emotion, identity drift, watermark.

PROMPT S-60 — Startup Mission Film

BEST FOR: Brand manifesto • Company homepage

CUSTOMIZE: [MISSION]

MASTER VIDEO PROMPT

Build three symbolic shots around [MISSION]:

human problem,

technology supporting action,

improved human outcome.

Maintain one cinematic visual language.

OUTPUT: 16:9, 24fps, three 5–7 second clips.

NEGATIVE PROMPT: generic robot imagery, excessive holograms, fake claims, random typography, watermark.

SECTION M — CUSTOMER SUCCESS & ONBOARDING

PROMPT S-61 — Before Software

BEST FOR: SaaS case studies

CUSTOMIZE: [CUSTOMER] [PROBLEM]

MASTER VIDEO PROMPT

Show [CUSTOMER] experiencing [PROBLEM] through a believable workflow.

Keep frustration subtle.

Focus on repeated physical actions or scattered information.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: exaggerated distress, impossible workload, fake software, extra limbs, watermark.

PROMPT S-62 — After Software

BEST FOR: SaaS case studies

CUSTOMIZE: [CUSTOMER] [IMPROVED WORKFLOW]

MASTER VIDEO PROMPT

Match the camera and environment of the previous “before” shot.

Show [CUSTOMER] completing [IMPROVED WORKFLOW] calmly with fewer unnecessary actions.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: character change, room change, unrealistic instant success, fake metrics, watermark.

PROMPT S-63 — Guided Onboarding Journey

BEST FOR: SaaS onboarding

CUSTOMIZE: [PRODUCT TYPE]

MASTER VIDEO PROMPT

Visualize onboarding as a clean pathway of four simple stations.

One user token progresses station by station.

Each completed station becomes subtly illuminated.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake instructional text, random numbers, token duplication, excessive gamification, watermark.

PROMPT S-64 — Customer Support Resolution

BEST FOR: Support software • Helpdesk SaaS

CUSTOMIZE: [CUSTOMER]

MASTER VIDEO PROMPT

Show [CUSTOMER] encountering a minor issue at workstation.

Cut to support professional reviewing the situation.

Return to customer continuing work normally.

OUTPUT: 16:9, 24fps, three clips.

NEGATIVE PROMPT: fake chat messages, angry acting, duplicate characters, random support logos, watermark.

PROMPT S-65 — Customer Success Partnership

BEST FOR: Enterprise SaaS

CUSTOMIZE: [CUSTOMER TEAM] [SUCCESS TEAM]

MASTER VIDEO PROMPT

Professional meeting between [CUSTOMER TEAM] and [SUCCESS TEAM].

One person presents a clean abstract visual while others discuss calmly.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake charts, unreadable whiteboard text, duplicate people, exaggerated handshake imagery, watermark.

SECTION N — FUTURISTIC & PREMIUM TECH

PROMPT S-66 — Futuristic Glass Device

BEST FOR: Concept technology • Premium campaigns

CUSTOMIZE: [DEVICE] [ACCENT COLOR]

MASTER VIDEO PROMPT

Dark premium studio.

A futuristic [DEVICE] constructed from believable glass, metal and ceramic materials rests on a matte pedestal.

Camera performs a slow 120-degree orbit.

Thin [ACCENT COLOR] illumination travels along one functional edge.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: device melting, floating parts, impossible reflections, excessive neon, random buttons, fake logos, camera jitter, watermark.

PROMPT S-67 — Spatial Computing Workspace

BEST FOR: XR • Future-of-work concepts

CUSTOMIZE: [USER]

MASTER VIDEO PROMPT

[USER] sits in a minimal workspace interacting with several restrained translucent spatial panels.

Panels remain anchored consistently in three-dimensional space.

Hand gestures are small and intentional.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: extra fingers, floating random windows, panels passing through user, excessive holograms, impossible gestures, cyberpunk clutter, watermark.

PROMPT S-68 — Smart City Data Layer

BEST FOR: IoT • Infrastructure technology

CUSTOMIZE: [CITY TYPE]

MASTER VIDEO PROMPT

Elevated realistic view of [CITY TYPE].

Subtle data pathways overlay transport, energy and buildings without obscuring the real city.

CAMERA: Slow aerial drift.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: city morphing, flying cars unless requested, excessive neon, random text, fake statistics, watermark.

PROMPT S-69 — Robotics Precision

BEST FOR: Industrial tech • Robotics

CUSTOMIZE: [ROBOTIC TASK]

MASTER VIDEO PROMPT

Close industrial shot of a robotic system performing [ROBOTIC TASK] with slow precise repeatable movement.

Mechanical joints move consistently and maintain believable physical constraints.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: impossible joints, robotic arms clipping, sparks, unsafe human proximity, floating components, watermark.

PROMPT S-70 — Future Interface Without UI Clutter

BEST FOR: Concept films • Technology branding

CUSTOMIZE: [FUNCTION]

MASTER VIDEO PROMPT

Create a minimal transparent interface representing [FUNCTION].

Only three major visual elements exist at once.

One element responds to a deliberate human gesture.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: hundreds of holographic windows, random code, fake readable text, excessive neon, extra fingers, watermark.

DIRECTOR'S NOTE: Futuristic does not mean visually overcrowded.

SECTION O — HIGH-CONCEPT TECH COMMERCIALS

PROMPT S-71 — The Invisible Workflow Room

BEST FOR: SaaS commercials • Creative portfolios

CUSTOMIZE: [SOFTWARE FUNCTION]

MASTER VIDEO PROMPT

A professional walks through a large minimalist room.

Around them, physical objects representing different stages of [SOFTWARE FUNCTION] move automatically along clean pathways.

The professional does not touch them; they simply observe the organized system operating.

CAMERA: Smooth backward tracking.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: floating chaos, impossible object collisions, excessive sci-fi visuals, face drift, foot sliding, watermark.

PROMPT S-72 — Data Becomes Architecture

BEST FOR: Analytics • Enterprise technology

CUSTOMIZE: [DATA CONCEPT]

MASTER VIDEO PROMPT

Begin with hundreds of small data blocks scattered across a dark floor.

Blocks move along defined paths and assemble into a clean architectural structure representing [DATA CONCEPT].

Movement follows believable weight and contact.

CAMERA: Slow crane backward.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: blocks flying randomly, impossible gravity, structure melting, excessive particles, fake numbers, watermark.

PROMPT S-73 — Software as a Bridge

BEST FOR: Integration platforms • APIs • Workflow SaaS

CUSTOMIZE: [SYSTEM A] [SYSTEM B]

MASTER VIDEO PROMPT

Visualize [SYSTEM A] and [SYSTEM B] as two clean architectural platforms separated by a gap.

A structured connection forms between them.

Information tokens begin crossing in both directions.

CAMERA: Slow aerial arc.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: bridge collapsing, tokens colliding, random logos, fake code, excessive futuristic effects, watermark.

PROMPT S-74 — Technology Disappears

BEST FOR: Premium brand films • UX storytelling

CUSTOMIZE: [TECH PRODUCT] [HUMAN OUTCOME]

MASTER VIDEO PROMPT

Begin close on [TECH PRODUCT] being used.

Camera slowly pulls backward.

Technology becomes less visually dominant while [HUMAN OUTCOME] becomes the focus of the frame.

Finish with the person naturally continuing their activity.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: device literally disappearing, fake happiness, exaggerated lifestyle transformation, face drift, random UI, watermark.

DIRECTOR'S NOTE: Great technology advertising often ends with the human benefit rather than the interface.

PROMPT S-75 — COMPLETE 30-SECOND SaaS COMMERCIAL SYSTEM™

BEST FOR: SaaS companies • Startups • Fintech • AI products • Agency portfolios

CUSTOMIZE: [PRODUCT] [CUSTOMER] [PROBLEM] [CORE ACTION] [BENEFIT]
[BRAND COLOR]

Build the commercial as separate generations.

SHOT 1 — 0–4 SEC

THE PROBLEM

Medium shot of [CUSTOMER] experiencing [PROBLEM] in a believable work environment.

Do not exaggerate frustration.

CAMERA: Slow push.

NEGATIVE CONTROL: identity drift, fake UI, excessive clutter, extra fingers, melodramatic performance.

SHOT 2 — 4–7 SEC

THE BOTTLENECK

Macro visual metaphor representing the problem.

Information cards, task objects or data tokens accumulate at one constrained point.

CAMERA: Locked close-up.

NEGATIVE CONTROL: floating objects, impossible collisions, random text, chaotic movement.

SHOT 3 — 7–10 SEC

PRODUCT INTRODUCTION

Premium device or monitor shot.

Actual [PRODUCT] interface should ideally be composited during editing.

Use [BRAND COLOR] as subtle accent.

CAMERA: Controlled 30-degree arc.

NEGATIVE CONTROL: fake logo, nonsense UI, screen distortion, random typography.

SHOT 4 — 10–14 SEC

CORE ACTION

Show [CORE ACTION] through either real UI capture or a clean conceptual visualization.

Keep the action understandable within four seconds.

NEGATIVE CONTROL: excessive steps, unsupported features, random interface behaviour.

SHOT 5 — 14–18 SEC

SYSTEM WORKING

Visualize information moving through a clean organized workflow.

CAMERA: Parallel tracking.

NEGATIVE CONTROL: token duplication, broken pathways, excessive particles, chaotic motion.

SHOT 6 — 18–22 SEC

HUMAN BENEFIT

Return to the same [CUSTOMER].

Show [BENEFIT] through a believable improvement in workflow.

Do not show exaggerated wealth, unrealistic productivity or unsupported outcomes.

CAMERA: Match original problem shot.

NEGATIVE CONTROL: character change, wardrobe change, room change, fake celebration.

SHOT 7 — 22–26 SEC

PREMIUM HERO

Show device, software environment or conceptual product world at its strongest visual angle.

Leave clean negative space for one benefit statement.

CAMERA: Slow hero orbit or push.

SHOT 8 — 26–30 SEC

BRAND END FRAME

Minimal premium composition.

Device or abstract brand object remains stable.

Reserve center or right-side negative space for:

[LOGO]

[ONE-LINE VALUE PROPOSITION]

[CTA]

Add all typography during editing.

GLOBAL CAMERA LOCK

Each shot gets one dominant camera move.

Avoid combining:

orbit + zoom + crane + tilt + handheld + rack focus

inside one short generation.

GLOBAL MOTION HIERARCHY

Primary: The action communicating the benefit.

Secondary: Supporting device or character motion.

Ambient: Small environmental movement.

Locked: Product geometry, architecture, important props and brand-critical elements.

GLOBAL CONTINUITY LOCK

For recurring customer:

[FACE STRUCTURE]

[AGE RANGE]

[SKIN TONE]

[HAIRSTYLE]

[WARDROBE]

[ACCESSORIES]

[BODY PROPORTIONS]

For recurring environment:

[DESK]

[CHAIR]

[MONITOR COUNT]

[WINDOW POSITION]

[LIGHT DIRECTION]

[BACKGROUND OBJECTS]

For device:

[DEVICE MODEL/SHAPE]

[SCREEN SIZE]

[BODY COLOR]

[PORTS]

[CAMERA POSITION]

[MATERIAL]

GLOBAL NEGATIVE PROMPT

changing character identity, face morphing, hairstyle drift, skin-tone inconsistency, wardrobe changes, malformed hands, extra fingers, fused fingers, extra limbs, duplicate people, foot sliding, device deformation, changing screen dimensions, additional cameras or ports, fake logos, distorted branding, random letters, unreadable interface text, fake statistics, fake financial figures, random notifications, unsupported feature visualization, floating objects, object penetration, broken gravity, unstable reflections, incorrect shadows, environment morphing, changing furniture, warped architecture, inconsistent perspective, camera jitter, random zoom, uncontrolled orbit, sudden tilt, focus hunting, temporal flicker, exposure flicker, excessive bloom, excessive neon, oversaturation, oversharpening, low-resolution textures, random subtitles, watermark, borders.

THE SaaS STORY FORMULA™

Most software commercials can be built around five ideas:

1. FRICTION

What is difficult now?

2. INTRODUCTION

What tool enters the workflow?

3. ACTION

What does it actually help the customer do?

4. RELIEF

What becomes easier?

5. OUTCOME

Why does the customer care?

The formula is:

FRICTION → PRODUCT → ACTION → RELIEF → OUTCOME

This is usually stronger than spending 30 seconds showing dashboards.

THE UI REALITY RULE™

One of the biggest mistakes in AI technology commercials is expecting a generative video model to create a perfectly functioning software interface.

It may invent:

- buttons,
- menus,
- charts,
- numbers,
- notifications,
- icons,
- words,
- navigation,
- features that don't exist.

For client work, a stronger production method is:

Generate the cinematic environment first. Composite the real interface second.

For example:

1. Generate a beautiful laptop shot with a clean replaceable screen.
2. Record the actual SaaS dashboard.
3. Track the screen in your editor.
4. Composite the real recording onto the device.
5. Add realistic reflections and slight blur if necessary.
6. Add brand typography separately.

The result looks like an actual technology commercial rather than an AI approximation.

THE TECHNOLOGY VISUAL METAPHOR LIBRARY™

When software benefits cannot be photographed literally, translate them.

SOFTWARE IDEA

VISUAL METAPHOR

Automation	Objects moving through a system without repeated manual handling
Integration	Separate pathways connecting
Organization	Scattered elements arranging into groups
Speed	Long process becoming shorter
Collaboration	Multiple contributors feeding one shared system
Security	Information traveling through protected boundaries
Analytics	Random data resolving into patterns
Forecasting	One known path branching into possible futures
Workflow	Objects moving through sequential stations

Bottleneck	Flow slowing at one constrained point
Scalability	Stable system expanding without breaking
Cloud sync	Matching information reaching several endpoints
Centralization	Multiple streams converging into one hub
Search	Many elements narrowing to one relevant result
Filtering	Mixed elements separating according to rules

The metaphor should make the idea easier to understand.

Not more complicated.

THE “NO GENERIC TECH” RULE™

Remove these defaults unless the concept genuinely requires them:

- random glowing circuits,
- hooded hackers,
- giant holographic dashboards,
- blue binary code,
- endless neon grids,
- robot hands touching human hands,

- floating brains,
- unexplained glowing spheres,
- meaningless data streams,
- every room illuminated blue.

These visual clichés immediately make technology videos feel generic.

Instead, ask:

What human problem does this technology remove?

Then visualize that.

B2B vs B2C TECH DIRECTION

B2B

Prioritize:

workflow, efficiency, operations, collaboration, clarity, reliability, integration, customer experience and business outcomes.

Visual language should generally feel:

controlled, intelligent, credible and precise.

B2C

Prioritize:

convenience, simplicity, speed, lifestyle, confidence, enjoyment and everyday usefulness.

Visual language can feel:

warmer, faster, more personal and more energetic.

The same software-style visual treatment should not automatically be used for both audiences.

MOBILE APP CAMERA RULE™

When filming a phone:

Don't let the camera constantly orbit the device simply because the model can.

Choose the shot according to purpose.

For **design**: macro orbit.

For **use**: over-the-shoulder.

For **lifestyle**: medium environmental shot.

For **interaction**: close-up of hand and phone.

For **premium launch**: pedestal hero.

For **UI demonstration**: stable front-facing screen.

The camera should serve the information.

TECH NEGATIVE CONTROL STACK™

Technology scenes deserve special negative protection.

DEVICE CONTROL

No:

warped device, extra cameras, changing ports, bending screens, changing dimensions, duplicate devices.

INTERFACE CONTROL

No:

random letters, fake buttons, changing layouts, invented menus, fake statistics, nonsensical charts.

HUMAN INTERACTION CONTROL

No:

extra fingers, fingers entering screen, impossible touch points, repeated tapping, hand morphing.

MOTION CONTROL

No:

floating interfaces unless intentionally spatial, UI elements escaping screen, excessive particles, random object movement.

CAMERA CONTROL

No:

sudden zoom, random orbit, screen losing framing, aggressive focus breathing.

BRAND CONTROL

No:

fake logos, logo mutations, random brand colors, invented slogans.

CHAPTER 8

REAL ESTATE & PROPERTY

75 Production-Ready AI Video Prompts for Luxury Homes, Apartments, Condos, Penthouses, New Developments, Commercial Property, Hotels, Vacation Rentals, Airbnb, Land, Interiors, Drone Cinematography, Neighborhood Lifestyle, Agent Branding, Construction & Property Investment

Real-estate video has one major objective:

Make the viewer imagine occupying the space.

The strongest property videos do not simply document rooms. They communicate **scale, flow, atmosphere, lifestyle, architecture and perceived value.**

That requires restraint.

A property video can fail when AI:

- changes the room halfway through the shot,
- adds or removes furniture,
- bends walls,
- creates impossible doors,
- changes window positions,
- stretches room dimensions,
- produces physically impossible reflections,
- turns a realistic property into fantasy architecture.

For real-estate generation, therefore, **architecture itself becomes the hero subject.**

The Golden Prompt Formula 2.0™ should be combined with a particularly strong **Environment Lock™** and **Architecture Lock™**.

THE REAL-ESTATE DIRECTOR SYSTEM™

For property videos, protect six things:

1. **Architecture** — walls, doors, windows, stairs, ceilings and room dimensions.
2. **Furniture** — position, scale, orientation and quantity.
3. **Materials** — marble, wood, glass, concrete, stone and metal.
4. **Lighting** — source, direction and time of day.
5. **Camera Geography** — where the camera begins, travels and finishes.
6. **Spatial Continuity** — the property must feel like one coherent physical location.

The rule:

Move the camera through the property. Don't let the property move around the camera.

SECTION A — LUXURY HOME CINEMATOGRAPHY

PROMPT RE-01 — Luxury Villa Exterior Hero Reveal

BEST FOR: Luxury listings • Property developers • Architecture portfolios

CUSTOMIZE: [PROPERTY STYLE] [LANDSCAPE] [TIME OF DAY]

MASTER VIDEO PROMPT

Begin behind a foreground architectural wall or landscaped hedge, revealing only a small portion of a premium [PROPERTY STYLE] residence.

Camera performs one slow stabilized lateral movement.

As foreground obstruction clears, reveal the complete residence surrounded by [LANDSCAPE].

Use [TIME OF DAY] with realistic directional sunlight, physically accurate glass reflections and believable shadows.

Keep every window, balcony, column and roofline geometrically stable.

CAMERA LOCK: Single lateral reveal at constant speed.

MOTION HIERARCHY: Camera reveal → subtle trees → minor water or curtain movement.

PHYSICS LOCK: Accurate sunlight, reflections, foliage and surface contact.

OUTPUT: 16:9, 24fps, 8–10 seconds.

NEGATIVE PROMPT: warped architecture, changing windows, extra floors, disappearing balconies, bending columns, morphing roofline, duplicate doors, floating landscaping, impossible reflections, unstable shadows, random vehicles, people appearing, fisheye distortion, camera jitter, sudden zoom, exposure flicker, oversaturated sky, watermark.

DIRECTOR'S NOTE: The architecture should remain more stable than anything else in the scene.

OPTIONAL VARIATION: Golden-hour 9:16 version for Instagram.

PROMPT RE-02 — Grand Entrance Approach

BEST FOR: Mansions • Villas • Luxury homes

CUSTOMIZE: [ENTRANCE STYLE]

MASTER VIDEO PROMPT

Eye-level stabilized camera approaches [ENTRANCE STYLE] along a clean entrance pathway.

Symmetrical architecture leads toward the main door.

Landscaping frames both sides without obstructing the entrance.

Camera stops approximately two meters before the door.

CAMERA LOCK: Straight forward dolly only.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: door changing size, walkway bending, columns shifting, plants multiplying, stairs changing count, random camera rotation, unstable perspective, watermark.

DIRECTOR'S NOTE: Symmetry creates authority.

PROMPT RE-03 — Double-Height Living Room Reveal

BEST FOR: Premium interiors • Developer advertising

CUSTOMIZE: [INTERIOR STYLE]

MASTER VIDEO PROMPT

Begin just outside a double-height living room.

Slowly move through the doorway and reveal [INTERIOR STYLE] furnishings, floor-to-ceiling windows and architectural lighting.

Maintain correct vertical lines.

Furniture remains completely fixed.

CAMERA: Slow gimbal push.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: bent walls, moving sofa, changing ceiling height, extra windows, duplicate furniture, floating décor, fisheye distortion, exposure pumping, watermark.

PROMPT RE-04 — Luxury Staircase Architectural Shot

BEST FOR: Villas • Mansions • Architecture

CUSTOMIZE: [STAIRCASE MATERIAL]

MASTER VIDEO PROMPT

Start low beside the first step of a sculptural staircase made from [STAIRCASE MATERIAL].

Camera cranes upward gradually while following the staircase geometry.

Use soft architectural lighting to reveal material texture.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: impossible stairs, changing step count, missing railing, railing morphing, floating staircase, warped verticals, random people, watermark.

PROMPT RE-05 — Luxury Bedroom Morning Reveal

BEST FOR: Villas • Hotels • Premium residences

CUSTOMIZE: [BEDROOM STYLE] [VIEW]

MASTER VIDEO PROMPT

Begin close on soft foreground bedding.

Camera slowly pulls backward and sideways to reveal [BEDROOM STYLE] bedroom with [VIEW] visible through large windows.

Morning sunlight enters naturally.

Curtains move almost imperceptibly.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: bed changing shape, duplicate pillows, windows morphing, impossible exterior view, curtains passing through furniture, room stretching, watermark.

SECTION B — KITCHENS & DINING SPACES

PROMPT RE-06 — Premium Kitchen Island Reveal

BEST FOR: Property listings • Kitchen design

CUSTOMIZE: [COUNTERTOP MATERIAL] [CABINET COLOR]

MASTER VIDEO PROMPT

Slow lateral slide past foreground cabinetry to reveal a premium kitchen centered around [COUNTERTOP MATERIAL] island and [CABINET COLOR] cabinetry.

Appliances remain integrated and geometrically correct.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: cabinets changing size, duplicate ovens, warped island, faucet mutation, floating stools, impossible reflections, clutter appearing, watermark.

PROMPT RE-07 — Kitchen Detail Macro

BEST FOR: Luxury listings • Interior designers

CUSTOMIZE: [FEATURE]

MASTER VIDEO PROMPT

Macro tracking shot across [FEATURE]: stone countertop edge, brushed-metal fixture, timber cabinetry or premium hardware.

Light grazes the surface to reveal texture.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: material melting, grain changing, warped hardware, excessive sharpening, fake scratches, unstable focus, watermark.

PROMPT RE-08 — Kitchen-to-Dining Flow

BEST FOR: Open-plan properties

CUSTOMIZE: [INTERIOR STYLE]

MASTER VIDEO PROMPT

Wide stabilized camera begins inside kitchen and slowly tracks toward adjoining dining area.

Maintain clear spatial relationship between both zones.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: rooms changing position, table moving, doorway appearing, furniture duplication, impossible floor plan, camera teleportation, watermark.

PROMPT RE-09 — Dining Room Sunset Atmosphere

BEST FOR: Luxury lifestyle marketing

CUSTOMIZE: [DINING STYLE]

MASTER VIDEO PROMPT

Elegant [DINING STYLE] dining room during sunset.

Warm sunlight travels naturally across one side of table.

Camera performs a subtle 10% push-in.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: table morphing, chair count changing, fake food appearing, sunlight flickering, excessive orange cast, watermark.

PROMPT RE-10 — Indoor-Outdoor Entertaining

BEST FOR: Villas • Warm-climate properties

CUSTOMIZE: [INDOOR SPACE] [OUTDOOR SPACE]

MASTER VIDEO PROMPT

Begin inside [INDOOR SPACE].

Move slowly toward fully opened glass doors revealing [OUTDOOR SPACE].

Interior and exterior exposure remain balanced.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: glass doors disappearing, wall geometry changing, exterior teleporting, impossible exposure, furniture moving, watermark.

SECTION C — POOLS & OUTDOOR LIVING

PROMPT RE-11 — Infinity Pool Hero

BEST FOR: Resorts • Luxury homes

CUSTOMIZE: [\[VIEW\]](#)

MASTER VIDEO PROMPT

Low camera skims slowly above edge of infinity pool toward [\[VIEW\]](#).

Water contains subtle natural ripples.

Architecture remains reflected consistently.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: water flowing uphill, pool edge bending, reflection mismatch, giant waves, disappearing architecture, camera entering water, watermark.

PROMPT RE-12 — Poolside Lifestyle

BEST FOR: Luxury property marketing

CUSTOMIZE: [\[POOL AREA STYLE\]](#)

MASTER VIDEO PROMPT

Wide shot of [POOL AREA STYLE] with loungers, landscaping and architecture arranged cleanly.

One subtle lifestyle element—a towel moving lightly or water ripple—adds life without distracting from property.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: furniture moving, random swimmers, floating loungers, pool changing dimensions, excessive tropical clichés, watermark.

PROMPT RE-13 — Outdoor Kitchen & Terrace

BEST FOR: Premium homes

CUSTOMIZE: [TERRACE STYLE]

MASTER VIDEO PROMPT

Camera moves laterally across [TERRACE STYLE], revealing outdoor kitchen, dining area and property beyond.

Maintain straight architectural lines.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: grill duplication, furniture morphing, railing deformation, random food, unstable architecture, watermark.

PROMPT RE-14 — Garden Path Experience

BEST FOR: Estates • Resorts

CUSTOMIZE: [LANDSCAPING STYLE]

MASTER VIDEO PROMPT

Waist-height stabilized camera travels slowly along garden path through [LANDSCAPING STYLE].

Plants move gently in natural wind.

Architecture appears progressively through foliage.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: path warping, plants growing mid-shot, repeated vegetation patterns, excessive wind, floating leaves, watermark.

PROMPT RE-15 — Rooftop Entertainment Area

BEST FOR: Urban luxury homes • Apartments

CUSTOMIZE: [CITY VIEW]

MASTER VIDEO PROMPT

Begin behind rooftop seating and slowly crane upward to reveal [CITY VIEW].

Maintain realistic rooftop scale and safety barriers.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake skyline landmarks, missing railings, furniture floating, warped buildings, excessive drone height, watermark.

SECTION D — APARTMENTS & CONDOS

PROMPT RE-16 — Apartment Entry Reveal

BEST FOR: Rental listings • Sales

CUSTOMIZE: [APARTMENT STYLE]

MASTER VIDEO PROMPT

Camera enters [APARTMENT STYLE] apartment from front doorway.

Move forward only far enough to reveal living area and primary sightline.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: walls stretching, extra rooms appearing, door mutation, furniture moving, impossible wide-angle distortion, watermark.

PROMPT RE-17 — Compact Apartment Space Showcase

BEST FOR: Studios • Small apartments

CUSTOMIZE: [SPACE]

MASTER VIDEO PROMPT

Wide but natural perspective showing [SPACE] efficiently arranged.

Use a slow lateral move rather than extreme wide lens.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: artificially enlarged room, stretched furniture, fisheye distortion, duplicate windows, misleading proportions, watermark.

DIRECTOR'S NOTE: Do not make small rooms look physically larger than they are.

PROMPT RE-18 — Apartment Balcony Reveal

BEST FOR: Condos • City apartments

CUSTOMIZE: [VIEW]

MASTER VIDEO PROMPT

Begin inside apartment facing balcony.

Camera moves slowly through open door toward [VIEW].

Maintain exposure and architecture.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: balcony changing size, impossible skyline, railing deformation, glass disappearing, watermark.

PROMPT RE-19 — Modern Bathroom Showcase

BEST FOR: Apartments • Luxury listings

CUSTOMIZE: [MATERIAL PALETTE]

MASTER VIDEO PROMPT

Controlled side slide through bathroom featuring [MATERIAL PALETTE], vanity, mirror and shower enclosure.

Keep mirror reflections physically plausible.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: impossible mirror reflection, duplicate sinks, warped tiles, faucet mutation, shower glass disappearing, watermark.

PROMPT RE-20 — Condo Lifestyle Morning

BEST FOR: Lifestyle property campaigns

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] opens curtains inside modern condo, revealing city morning.

Character remains secondary; property is hero.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: face drift, extra fingers, curtain clipping, window mutation, city warping, exaggerated acting, watermark.

SECTION E — PENTHOUSES

PROMPT RE-21 — Penthouse Skyline Reveal

BEST FOR: Ultra-premium property

CUSTOMIZE: [CITY]

MASTER VIDEO PROMPT

Begin close behind sculptural furniture.

Slowly rise and pull backward to reveal floor-to-ceiling glass overlooking [CITY].

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake landmark placement, glass warping, furniture mutation, skyline flicker, floor bending, watermark.

PROMPT RE-22 — Penthouse Night Interior

BEST FOR: Luxury marketing

CUSTOMIZE: [INTERIOR STYLE]

MASTER VIDEO PROMPT

Wide [INTERIOR STYLE] penthouse interior at blue hour transitioning into night atmosphere.

Interior practical lights remain warm and controlled.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: time-lapse flicker, changing furniture, random lights, impossible city reflections, watermark.

PROMPT RE-23 — Penthouse Bar

BEST FOR: Luxury lifestyle property

CUSTOMIZE: [BAR MATERIALS]

MASTER VIDEO PROMPT

Slow macro-to-wide movement along [BAR MATERIALS], glassware and architectural lighting before revealing entire bar area.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: bottles duplicating, glassware melting, fake labels, counter morphing, watermark.

PROMPT RE-24 — Private Elevator Arrival

BEST FOR: Luxury apartments • Penthouses

CUSTOMIZE: [LOBBY STYLE]

MASTER VIDEO PROMPT

Elevator doors open into [LOBBY STYLE].

Camera moves forward slowly from elevator into private foyer.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: doors bending, elevator interior changing, impossible foyer geometry, camera teleporting, watermark.

PROMPT RE-25 — Penthouse Terrace Sunset

BEST FOR: High-end property

CUSTOMIZE: [VIEW]

MASTER VIDEO PROMPT

Slow wide orbit around premium terrace seating while sunset [VIEW] remains stable beyond railing.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: skyline morphing, railing bending, furniture rotating independently, excessive sunset saturation, watermark.

SECTION F — NEW DEVELOPMENTS & OFF-PLAN PROPERTY

PROMPT RE-26 — Development Exterior Hero

BEST FOR: Property developers

CUSTOMIZE: [DEVELOPMENT STYLE]

MASTER VIDEO PROMPT

Wide architectural visualization of completed [DEVELOPMENT STYLE].

Camera performs slow elevated approach.

Keep façade repetition, balconies and window spacing exact.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: changing floor count, duplicate balconies, warped façade, random towers appearing, watermark.

PROMPT RE-27 — Construction-to-Completion Match

BEST FOR: Developers • Progress campaigns

CUSTOMIZE: [BUILDING]

MASTER VIDEO PROMPT

Generate two identical-camera shots:

Shot A — [BUILDING] under construction.

Shot B — completed [BUILDING].

Maintain identical footprint, camera height and perspective.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: building position drift, camera mismatch, impossible construction stage, unrelated final architecture, watermark.

PROMPT RE-28 — Masterplan Visualization

BEST FOR: Estates • New developments

CUSTOMIZE: [DEVELOPMENT]

MASTER VIDEO PROMPT

Elevated clean visualization of [DEVELOPMENT] showing roads, residential blocks, green spaces and shared amenities.

Slow controlled aerial movement.

No generated labels.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: roads changing direction, buildings multiplying, random text, impossible traffic, distorted scale, watermark.

PROMPT RE-29 — Amenities Sequence

BEST FOR: New apartments • Estates

CUSTOMIZE: [AMENITIES]

MASTER VIDEO PROMPT

Generate individual 5-second hero shots for each [AMENITIES].

Maintain consistent architectural language, landscaping and lighting.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: architecture inconsistency, duplicated amenities, random people, changing material palette, watermark.

PROMPT RE-30 — New Home Handover

BEST FOR: Developers • Emotional property campaigns

CUSTOMIZE: [BUYER]

MASTER VIDEO PROMPT

[BUYER] receives keys at entrance of completed home.

Use restrained smile and natural interaction.

Property remains clearly visible.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, duplicate keys, exaggerated celebration, face drift, property morphing, watermark.

SECTION G — COMMERCIAL PROPERTY

PROMPT RE-31 — Premium Office Lobby

BEST FOR: Commercial real estate

CUSTOMIZE: [LOBBY STYLE]

MASTER VIDEO PROMPT

Low-to-eye-level camera enters [LOBBY STYLE] commercial lobby.

Reveal reception, elevators and architectural materials.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: warped columns, fake signage, duplicate desks, impossible reflections, excessive crowds, watermark.

PROMPT RE-32 — Open Office Floor

BEST FOR: Office leasing

CUSTOMIZE: [OFFICE STYLE]

MASTER VIDEO PROMPT

Wide lateral tracking shot across [OFFICE STYLE] workspace showing desk arrangement, natural light and circulation paths.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: desk duplication, employees morphing, impossible room dimensions, random screens, watermark.

PROMPT RE-33 — Retail Space Showcase

BEST FOR: Shops • Commercial leasing

CUSTOMIZE: [RETAIL SPACE]

MASTER VIDEO PROMPT

Empty [RETAIL SPACE] shown from entrance with slow forward dolly.

Keep floor area unobstructed and spatial proportions honest.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake merchandise, changing storefront, extra walls, exaggerated room width, watermark.

PROMPT RE-34 — Warehouse Facility

BEST FOR: Industrial property

CUSTOMIZE: [WAREHOUSE TYPE]

MASTER VIDEO PROMPT

Wide stabilized tracking shot through [WAREHOUSE TYPE].

Emphasize ceiling height, loading access and floor area.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: impossible machinery, shelves morphing, unsafe traffic, warped ceiling, watermark.

PROMPT RE-35 — Commercial Building Exterior

BEST FOR: Office towers • Investment property

CUSTOMIZE: [BUILDING STYLE]

MASTER VIDEO PROMPT

Low-angle architectural shot of [BUILDING STYLE].

Camera slowly tilts upward only once, maintaining straight geometry.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: bending tower, changing floor count, extreme perspective, fake signage, sky flicker, watermark.

SECTION H — HOTELS & HOSPITALITY

PROMPT RE-36 — Hotel Lobby Arrival

BEST FOR: Hotels • Resorts

CUSTOMIZE: [HOTEL STYLE]

MASTER VIDEO PROMPT

Camera passes through entrance into [HOTEL STYLE] lobby.

Reveal reception, lounge and signature architectural feature.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: lobby morphing, fake hotel logo, duplicate furniture, random guests, warped architecture, watermark.

PROMPT RE-37 — Hotel Room Door Reveal

BEST FOR: Hotel marketing

CUSTOMIZE: [ROOM TYPE]

MASTER VIDEO PROMPT

POV camera opens door and slowly enters [ROOM TYPE].

Bed, window and primary seating become visible in one coherent reveal.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra rooms, door mutation, bed changing size, furniture appearing, fisheye distortion, watermark.

PROMPT RE-38 — Resort Balcony Morning

BEST FOR: Resorts

CUSTOMIZE: [VIEW]

MASTER VIDEO PROMPT

Camera begins inside room and slowly approaches balcony overlooking [VIEW].

Soft morning atmosphere and natural environmental movement.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: impossible view, railing mutation, excessive fog, curtains clipping, watermark.

PROMPT RE-39 — Hotel Bathroom Luxury

BEST FOR: Premium hospitality

CUSTOMIZE: [BATHROOM MATERIALS]

MASTER VIDEO PROMPT

Slow controlled side movement across [BATHROOM MATERIALS], freestanding tub, vanity and lighting.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: mirror errors, duplicate fixtures, warped tub, water appearing randomly, watermark.

PROMPT RE-40 — Resort Pool Sunrise

BEST FOR: Resorts • Travel marketing

CUSTOMIZE: [RESORT STYLE]

MASTER VIDEO PROMPT

Wide sunrise shot of [RESORT STYLE] pool.

Camera moves gently across waterline as architecture receives first warm sunlight.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: water instability, changing building geometry, excessive orange light, random swimmers, watermark.

SECTION I — AIRBNB & VACATION RENTALS

PROMPT RE-41 — Airbnb Arrival Experience

BEST FOR: Short-term rentals

CUSTOMIZE: [PROPERTY TYPE]

MASTER VIDEO PROMPT

POV arrival at [PROPERTY TYPE].

Door opens and camera moves naturally into inviting main space.

OUTPUT: 9:16 or 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: door deformation, room stretching, random luggage, furniture changes, watermark.

PROMPT RE-42 — Cozy Cabin Fireplace

BEST FOR: Cabins • Holiday rentals

CUSTOMIZE: [CABIN STYLE]

MASTER VIDEO PROMPT

Warm [CABIN STYLE] interior centered on fireplace and seating.

Camera slowly pushes in.

Fire behaves naturally.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: giant flames, smoke entering room, furniture morphing, wall changes, excessive orange cast, watermark.

PROMPT RE-43 — Beach Rental Morning

BEST FOR: Coastal rentals

CUSTOMIZE: [PROPERTY STYLE]

MASTER VIDEO PROMPT

Soft morning interior of [PROPERTY STYLE].

Camera reveals ocean through open balcony doors.

Curtains move gently.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: ocean entering property, impossible waves, window mutation, curtain clipping, watermark.

PROMPT RE-44 — Romantic Vacation Suite

BEST FOR: Couples' accommodation

CUSTOMIZE: [SUITE STYLE]

MASTER VIDEO PROMPT

Tasteful [SUITE STYLE] with warm lamps, clean bedding and restrained decorative details.

Slow side slide.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: excessive rose petals, random champagne branding, bed morphing, clutter, watermark.

PROMPT RE-45 — Family Vacation Rental

BEST FOR: Family accommodation

CUSTOMIZE: [PROPERTY]

MASTER VIDEO PROMPT

Bright wide shot of [PROPERTY] living area connecting naturally to dining or outdoor family space.

Show practical layout rather than staged chaos.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random children appearing, toy clutter, room distortion, duplicate furniture, watermark.

SECTION J — LAND & DEVELOPMENT OPPORTUNITIES

PROMPT RE-46 — Land Aerial Establishing Shot

BEST FOR: Land listings

CUSTOMIZE: [LANDSCAPE]

MASTER VIDEO PROMPT

High but believable aerial view of [LANDSCAPE].

Camera moves slowly forward while keeping horizon stable.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake boundary lines, random buildings, warped roads, duplicated trees, unstable horizon, watermark.

DIRECTOR'S NOTE: Add verified boundary overlays separately.

PROMPT RE-47 — Road Access Showcase

BEST FOR: Land • Development sites

CUSTOMIZE: [SITE]

MASTER VIDEO PROMPT

Elevated tracking shot follows existing road toward [SITE].

Maintain accurate road direction and terrain.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: road changing direction, vehicles teleporting, fake signs, landscape morphing, watermark.

PROMPT RE-48 — Development Potential Visualization

BEST FOR: Developers • Land marketing

CUSTOMIZE: [PROPOSED DEVELOPMENT]

MASTER VIDEO PROMPT

Begin with undeveloped site.

Create separate matched visualization showing [PROPOSED DEVELOPMENT] occupying same footprint.

OUTPUT: 16:9.

NEGATIVE PROMPT: camera mismatch, impossible scale, building floating, surrounding landscape changing, watermark.

DIRECTOR'S NOTE: Clearly identify conceptual renders as proposed visualization where applicable.

PROMPT RE-49 — Green Estate Vision

BEST FOR: Residential developments

CUSTOMIZE: [ESTATE TYPE]

MASTER VIDEO PROMPT

Elevated conceptual view of [ESTATE TYPE] incorporating realistic roads, homes, trees and communal green spaces.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fantasy landscaping, impossible density, roads intersecting buildings, random labels, watermark.

PROMPT RE-50 — Waterfront Development Concept

BEST FOR: Waterfront land • Resorts

CUSTOMIZE: [DEVELOPMENT]

MASTER VIDEO PROMPT

Slow aerial movement along waterfront revealing conceptual [DEVELOPMENT].

Water and structures maintain realistic scale and physical relationship.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: buildings floating on water, shoreline morphing, impossible waves, random boats, watermark.

SECTION K — AGENT & REALTOR BRANDING

PROMPT RE-51 — Agent Property Entrance

BEST FOR: Realtor personal brands

CUSTOMIZE: [AGENT] [PROPERTY]

MASTER VIDEO PROMPT

[AGENT] walks toward [PROPERTY] entrance, turns slightly toward camera and continues inside.

Professional, relaxed confidence.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: face drift, foot sliding, wardrobe changes, extra fingers, property morphing, exaggerated gestures, watermark.

PROMPT RE-52 — Agent Walkthrough Introduction

BEST FOR: Listing videos

CUSTOMIZE: [AGENT] [ROOM]

MASTER VIDEO PROMPT

[AGENT] walks slowly through [ROOM] while gesturing naturally toward one feature.

Leave dialogue for voiceover or lip-sync workflow.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: excessive hand gestures, extra fingers, mouth distortion, identity drift, room changes, watermark.

PROMPT RE-53 — Realtor Neighborhood Walk

BEST FOR: Area guides

CUSTOMIZE: [AGENT] [NEIGHBORHOOD]

MASTER VIDEO PROMPT

Smooth tracking shot follows [AGENT] through [NEIGHBORHOOD].

Architecture and street activity remain natural.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: fake landmarks, duplicate pedestrians, foot sliding, identity drift, street morphing, watermark.

PROMPT RE-54 — Agent Key Handover

BEST FOR: Closing-day content

CUSTOMIZE: [AGENT] [CLIENT]

MASTER VIDEO PROMPT

Close-medium shot of [AGENT] handing a simple key set to [CLIENT].

Both react naturally with restrained happiness.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: duplicate keys, extra fingers, hand fusion, exaggerated celebration, face drift, watermark.

PROMPT RE-55 — Premium Realtor Portrait Film

BEST FOR: Agent branding

CUSTOMIZE: [AGENT] [PROPERTY TYPE]

MASTER VIDEO PROMPT

Medium-low angle of [AGENT] standing outside [PROPERTY TYPE].

Camera performs a subtle 15% push-in.

Property remains recognizable behind them.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: identity drift, body distortion, fake luxury props, architecture mutation, aggressive camera motion, watermark.

SECTION L — NEIGHBORHOOD & LIFESTYLE

PROMPT RE-56 — Morning Neighborhood Establishing

BEST FOR: Residential listings

CUSTOMIZE: [NEIGHBORHOOD TYPE]

MASTER VIDEO PROMPT

Wide morning shot of [NEIGHBORHOOD TYPE] with realistic light traffic, pedestrians and landscaping.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: duplicate pedestrians, impossible traffic, fake signage, warped buildings, watermark.

PROMPT RE-57 — Café Lifestyle Nearby

BEST FOR: Urban property marketing

CUSTOMIZE: [LIFESTYLE TYPE]

MASTER VIDEO PROMPT

Warm documentary-style shot representing nearby [LIFESTYLE TYPE].

Focus on atmosphere rather than identifiable business branding.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: fake business logos, random text, duplicate customers, stereotypical behavior, watermark.

PROMPT RE-58 — Park & Green Space

BEST FOR: Family communities • Estates

CUSTOMIZE: [GREEN SPACE]

MASTER VIDEO PROMPT

Wide stabilized movement through [GREEN SPACE] during comfortable daylight.

Natural activity remains secondary to environment.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: duplicate people, impossible trees, excessive crowds, landscape morphing, watermark.

PROMPT RE-59 — Commute Connectivity Visual

BEST FOR: Urban developments

CUSTOMIZE: [TRANSPORT TYPE]

MASTER VIDEO PROMPT

Show [TRANSPORT TYPE] moving naturally through urban environment.

Use stable tracking to communicate accessibility without displaying unsupported travel times.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake route maps, fake travel times, impossible traffic, vehicle deformation, watermark.

PROMPT RE-60 — Evening Community Atmosphere

BEST FOR: Estates • Apartment developments

CUSTOMIZE: [COMMUNITY]

MASTER VIDEO PROMPT

Blue-hour wide shot of [COMMUNITY] with warm architectural lights activating gradually.

Subtle human activity creates life without crowding frame.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: lights flickering, random crowds, architecture morphing, excessive orange glow, watermark.

SECTION M — CONSTRUCTION & PROGRESS

PROMPT RE-61 — Construction Crane Establishing

BEST FOR: Developer updates

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Wide shot of [PROJECT] construction site.

Crane moves slowly and workers remain small in frame.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: unsafe operations, crane deformation, workers floating, building morphing, watermark.

PROMPT RE-62 — Foundation Progress

BEST FOR: Development documentation

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Elevated stable view showing foundation stage of [PROJECT].

Emphasize site organization and structural layout.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: impossible structural geometry, machinery teleporting, unsafe workers, random completed floors, watermark.

PROMPT RE-63 — Interior Fit-Out

BEST FOR: Construction updates

CUSTOMIZE: [ROOM]

MASTER VIDEO PROMPT

Medium-wide view of [ROOM] during interior finishing.

Worker performs one simple safe task while architecture remains dominant.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: unsafe tool use, extra limbs, walls morphing, materials changing mid-shot, watermark.

PROMPT RE-64 — Construction Time Progression

BEST FOR: Developer campaigns

CUSTOMIZE: [BUILDING]

MASTER VIDEO PROMPT

Generate four separately controlled shots from identical camera position:

foundation,

structural frame,

exterior enclosure,

completed building.

NEGATIVE PROMPT: camera drift, footprint changes, inconsistent architecture, impossible stage progression, watermark.

DIRECTOR'S NOTE: Assemble the time progression in editing rather than asking one generation to build an entire tower.

PROMPT RE-65 — Final Construction Reveal

BEST FOR: Project completion

CUSTOMIZE: [PROJECT]

MASTER VIDEO PROMPT

Begin behind temporary foreground construction barrier.

Camera moves sideways, revealing completed [PROJECT] in pristine condition.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: unfinished sections morphing live, building geometry drift, random signage, unstable landscaping, watermark.

SECTION N — PROPERTY INVESTMENT VISUALS

PROMPT RE-66 — Property Portfolio Concept

BEST FOR: Investment education

CUSTOMIZE: [PROPERTY TYPES]

MASTER VIDEO PROMPT

Create a clean miniature architectural composition representing [PROPERTY TYPES].

Camera slowly pulls backward to reveal multiple distinct assets.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake returns, currency symbols, buildings floating, random labels, misleading charts, watermark.

PROMPT RE-67 — Rental Income Concept

BEST FOR: Property investment education

CUSTOMIZE: [PROPERTY]

MASTER VIDEO PROMPT

Show [PROPERTY] as stable physical model.

Neutral tokens move periodically from property toward an organized container representing income.

No amounts.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: money raining, guaranteed-return implication, fake numbers, token duplication, watermark.

PROMPT RE-68 — Occupancy Visualization

BEST FOR: Property analytics

CUSTOMIZE: [BUILDING TYPE]

MASTER VIDEO PROMPT

Architectural model of [BUILDING TYPE].

Windows illuminate gradually to visualize occupancy conceptually.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake occupancy percentages, building mutation, random flashing windows, watermark.

PROMPT RE-69 — Location Value Concept

BEST FOR: Investment education

CUSTOMIZE: [PROPERTY] [AMENITIES]

MASTER VIDEO PROMPT

Elevated miniature environment places [PROPERTY] at center while roads and [AMENITIES] become visually apparent around it.

No distance or price claims.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: fake maps, incorrect labels, arbitrary landmarks, random prices, watermark.

PROMPT RE-70 — Property Investment Decision

BEST FOR: Educational property content

CUSTOMIZE: [INVESTOR]

MASTER VIDEO PROMPT

[INVESTOR] reviews architectural plans, neutral financial documents and property imagery at clean desk.

They compare materials calmly.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake returns, readable financial figures, guaranteed-profit imagery, extra fingers, face drift, watermark.

SECTION O — HIGH-CONCEPT PROPERTY FILMS

PROMPT RE-71 — Architecture Emerging From Darkness

BEST FOR: Luxury developer campaigns

CUSTOMIZE: [PROPERTY]

MASTER VIDEO PROMPT

Near-black frame.

A narrow controlled light gradually travels across [PROPERTY] façade, revealing material, windows and geometry section by section.

Property itself remains stationary.

CAMERA: Extremely slow push.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: building forming from particles, geometry changes, excessive glow, random lights, crushed detail, watermark.

PROMPT RE-72 — House Through the Seasons

BEST FOR: Lifestyle campaigns

CUSTOMIZE: [PROPERTY]

MASTER VIDEO PROMPT

Generate four matched exterior shots of [PROPERTY] from identical camera position representing appropriate seasonal conditions.

Architecture remains identical.

OUTPUT: 16:9.

NEGATIVE PROMPT: house changing design, camera drift, impossible vegetation, random architectural additions, watermark.

PROMPT RE-73 — Dawn-to-Night Property Film

BEST FOR: Premium listings

CUSTOMIZE: [PROPERTY]

MASTER VIDEO PROMPT

Generate three matched locked shots of [PROPERTY]:

dawn,

daylight,

blue hour.

Maintain exact camera and property geometry.

Edit into smooth progression.

NEGATIVE PROMPT: architecture changes, sun moving impossibly, camera shift, flickering windows, watermark.

PROMPT RE-74 — Impossible Interior-to-Aerial Transition

BEST FOR: Premium showreels • High-concept property ads

CUSTOMIZE: [PROPERTY]

MASTER VIDEO PROMPT

Shot A: stabilized camera approaches large window from inside [PROPERTY].

Shot B: matched exterior camera continues forward movement away from façade into elevated aerial reveal.

Create separately and join with window-frame transition.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: camera physically passing through glass in malformed way, architecture morphing, sudden scale jump, mismatched perspective, watermark.

DIRECTOR'S NOTE: Design impossible transitions as matched edits rather than asking the model to violate geometry.

PROMPT RE-75 — COMPLETE 30-SECOND LUXURY PROPERTY COMMERCIAL™

BEST FOR: Realtors • Developers • Property agencies • Portfolio pieces

CUSTOMIZE: [PROPERTY] [LOCATION] [HERO FEATURE] [LIFESTYLE FEATURE]

Build the commercial as **eight controlled generations**.

SHOT 1 — 0–4 SEC: LOCATION

Elevated establishing shot showing [PROPERTY] within [LOCATION].

Slow forward aerial movement.

SHOT 2 — 4–8 SEC: EXTERIOR HERO

Ground-level architectural reveal of façade.

SHOT 3 — 8–11 SEC: ENTRANCE

Straight stabilized approach toward main entrance.

SHOT 4 — 11–15 SEC: MAIN INTERIOR

Enter primary living space with one continuous forward movement.

SHOT 5 — 15–18 SEC: MATERIAL DETAIL

Macro shot of premium material, fixture or craftsmanship.

SHOT 6 — 18–22 SEC: HERO FEATURE

Reveal [HERO FEATURE]—pool, kitchen, staircase, terrace, cinema, view or primary suite.

SHOT 7 — 22–26 SEC: LIFESTYLE

Show [LIFESTYLE FEATURE] with restrained human presence if appropriate.

SHOT 8 — 26–30 SEC: CLOSING HERO

Exterior blue-hour shot.

Warm interior lights visible.

Leave negative space for:

[PROPERTY NAME]

[LOCATION]

[CTA]

Add exact typography in editing.

GLOBAL CAMERA LOCK

Each generation receives one dominant camera move.

Use a consistent movement vocabulary across the film:

slow push • lateral slide • controlled crane • stabilized aerial

Avoid mixing aggressive handheld movement with premium architectural cinematography.

ARCHITECTURE LOCK™

Across recurring shots preserve:

[FLOOR COUNT]

[FAÇADE MATERIAL]

[WINDOW POSITIONS]

[BALCONIES]

[ROOF DESIGN]

[ENTRANCE]

[LANDSCAPING]

[POOL POSITION]

INTERIOR CONTINUITY LOCK™

Preserve:

[FLOOR MATERIAL]

[WALL COLOR]

[WINDOW STYLE]

[FURNITURE]

[ARTWORK]

[LIGHT FIXTURES]

[ROOM LAYOUT]

GLOBAL NEGATIVE PROMPT

warped architecture, bending walls, curved vertical lines, changing floor count, disappearing windows, new windows appearing, changing door positions, duplicate doors, missing railings, malformed stairs, changing step count, floating architecture, room expansion, misleading room proportions, fisheye distortion, furniture duplication, furniture movement, furniture disappearing, changing décor, material mutation, melting marble, warped tiles, unstable wood grain, impossible mirrors, incorrect reflections, inconsistent shadows, lighting flicker, exposure pumping, landscape morphing, duplicated trees, impossible water physics, warped pools, unstable skyline, fake landmarks, random people, duplicate people, identity drift, foot sliding, camera jitter, sudden zoom, uncontrolled rotation, horizon tilt, focus pulsing, excessive bloom, oversaturated sunset, low-resolution textures, random signage, fake property text, fake pricing, fake statistics, watermark, subtitles, borders.

THE ARCHITECTURE LOCK™ TEMPLATE

For important property generations, add:

ARCHITECTURE LOCK: Maintain identical building geometry throughout the entire shot. Preserve exact wall positions, ceiling height, door count, window count, window dimensions, columns, staircase geometry, floor level, furniture positions and material placement. No architectural elements may appear, disappear, move, stretch, bend or change dimensions during the shot.

For exterior footage add:

Preserve façade geometry, roofline, balconies, window spacing, entrance location, landscaping layout, driveway and pool placement.

This is one of the most important control blocks in the entire real-estate chapter.

THE PROPERTY CAMERA LANGUAGE™

Real estate generally benefits from **slow, predictable camera movement**.

PROPERTY OBJECTIVE

CAMERA DIRECTION

Reveal a room

Slow dolly forward

Show room width

Lateral slide

Reveal ceiling height

Controlled tilt/crane

Show architecture

Straight architectural push

Show façade

Lateral reveal

Show landscape

Elevated drift

Show materials

Macro tracking

Show floor-plan
relationship

Slow walkthrough

Show property context

Drone establishing shot

Create premium hero
moment

Restrained orbit

Show view

Push toward window

End a listing

Slow pull-back or blue-hour
exterior

The property should feel physically explorable.

THE HONEST SPACE RULE™

A commercially attractive property video should still preserve believable spatial proportions.

Avoid prompting:

“Make the room look enormous.”

Instead direct:

“Use a natural wide architectural composition that communicates the complete room without fisheye distortion or exaggerated dimensions.”

This matters particularly for:

- small apartments,
- rental properties,
- hotel rooms,
- offices,

- retail spaces.

A visually impressive video becomes commercially dangerous when it creates a property that no longer resembles the actual space.

THE REAL-ESTATE MOTION HIERARCHY™

Property footage usually works best when the **camera creates most of the motion.**

PRIMARY MOTION

Camera.

SECONDARY MOTION

Curtains, water, fire, subtle human action.

AMBIENT MOTION

Trees, distant traffic, clouds, small reflections.

LOCKED ELEMENTS

Walls, windows, furniture, fixtures, flooring, doors, architecture.

The mistake is allowing everything to move.

Luxury property footage should feel **alive—but structurally immovable.**

THE MIRROR & GLASS CONTROL™

Mirrors and glass are frequent failure points.

For bathrooms, wardrobes and glass-heavy architecture, add:

Physically consistent mirror reflections, correct reflected room geometry, no duplicate people, no impossible objects inside reflections, no reflection lag, no alternate furniture visible in mirrors, no glass deformation.

For exterior glass:

Physically plausible environmental reflections consistent with camera position and sunlight direction; no changing skyline inside reflections.

THE PROPERTY LIFESTYLE RULE™

People can help sell property.

But they should usually be **supporting actors**.

Instead of:

A family jumping around excitedly inside the living room.

Try:

A parent quietly opens the balcony doors while morning light enters the room.

Instead of:

A millionaire drinking champagne beside his Lamborghini.

Try:

A professionally dressed resident walks from the kitchen toward the terrace as evening light fills the space.

Lifestyle should help the viewer imagine:

“What would living here feel like?”

not:

“Look how rich this stock character is.”

THE REAL-ESTATE TEXT RULE™

Do not rely on the video generator for exact:

- addresses,
- prices,
- square meter figures,
- bedroom counts,
- developer names,
- phone numbers,
- agent details,
- payment plans,
- investment returns,
- property titles,
- legal status.

Generate clean **copy space**.

Add verified information during editing.

THE 5-SHOT PROPERTY SYSTEM™

When a client cannot afford a large campaign, five strong clips can still create an excellent listing video.

SHOT 1 — WHERE?

Exterior establishing.

SHOT 2 — WHAT?

Main room reveal.

SHOT 3 — WHY PREMIUM?

Material or architectural detail.

SHOT 4 — WHY DESIRABLE?

Hero feature.

SHOT 5 — HOW DOES IT FEEL?

Lifestyle or sunset closing shot.

That creates:

CONTEXT → SPACE → DETAIL → FEATURE → EMOTION

A five-shot story is often more valuable than twenty random room clips.

CHAPTER 9

RESTAURANTS, FOOD & BEVERAGE

75 Production-Ready AI Video Prompts for Nigerian & African Cuisine, Fast Food, Fine Dining, Street Food, Restaurants, Cafés, Bakeries, Desserts, Coffee, Beverages, Food Brands, Cooking, Chef Cinematography, Food ASMR, Macro Food & Delivery Advertising

Food advertising has a different rule from almost every other category in this book:

The viewer should almost be able to taste the video.

A beautiful food shot is not enough.

The food needs to communicate:

heat, freshness, crunch, softness, juiciness, creaminess, coldness, richness, texture and appetite appeal.

But food is also one of the easiest categories for AI video to destroy.

Cheese stretches forever.

Steam behaves like smoke.

Sauce pours upward.

Burgers mutate between frames.

Chicken develops strange surfaces.

Liquids pass through glasses.

Ingredients multiply.

Hands become malformed.

Plates change shape.

A beautiful first frame can become an unusable commercial within three seconds.

This chapter therefore combines the **Golden Prompt Formula 2.0™**, **Physics Lock™**, **Continuity Lock™** and a specialized:

FOOD PHYSICS LOCK™

The fundamental rule is:

If the food is supposed to look delicious, its physical behaviour must look believable.

SECTION A — NIGERIAN CUISINE

PROMPT F-01 — Jollof Rice Cinematic Steam Reveal

BEST FOR: Nigerian restaurants • Food vendors • Catering • Delivery brands

CUSTOMIZE: [PROTEIN] [PLATING STYLE]

MASTER VIDEO PROMPT

Premium close three-quarter food shot of freshly prepared Nigerian jollof rice served in [PLATING STYLE], paired with [PROTEIN].

Individual rice grains remain clearly defined, richly coated and naturally separated.

A restrained amount of thin steam rises vertically from the hot rice and disperses naturally.

Camera performs one slow 15% push-in while shallow depth of field keeps the front portion sharply appetizing.

Warm directional restaurant light creates controlled highlights across the rice without making it oily.

CAMERA LOCK: Slow forward push only.

MOTION HIERARCHY: Thin steam → camera push → tiny natural surface movement.

FOOD PHYSICS LOCK: Rice remains solid and stationary. Steam rises from actual hot surfaces only.

OUTPUT: 9:16 or 16:9, 24fps, 6–8 seconds.

NEGATIVE PROMPT: rice morphing, grains crawling, excessive oil, rice turning into paste, plate changing shape, protein mutation, duplicate chicken pieces, steam behaving like thick smoke, steam emerging from cold plate edges, floating ingredients, random garnish appearing, unrealistic saturation, artificial plastic food texture, camera jitter, watermark, text.

DIRECTOR'S NOTE: The motion should come primarily from steam and camera—not from the rice itself.

OPTIONAL VARIATION: Add fried plantain and salad while locking their exact positions.

PROMPT F-02 — Party Jollof Pot Reveal

BEST FOR: Catering • Nigerian food brands

CUSTOMIZE: [POT TYPE]

MASTER VIDEO PROMPT

Large [POT TYPE] filled with freshly cooked party-style jollof rice.

Lid lifts slowly just enough to reveal the rice.

A brief natural release of steam escapes upward.

Camera remains close and slightly above pot level.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: lid floating, malformed hand, extra fingers, endless steam, rice bubbling like soup, pot deformation, rice multiplying, random vegetables appearing, fire inside pot after cooking, watermark.

DIRECTOR'S NOTE: One action: lid opens. Don't simultaneously stir, serve and garnish.

PROMPT F-03 — Egusi Soup Rich Texture Hero

BEST FOR: Nigerian restaurants • Food pages

CUSTOMIZE: [PROTEIN] [SIDE]

MASTER VIDEO PROMPT

Macro cinematic shot of rich egusi soup containing visible leafy vegetables and [PROTEIN], served beside [SIDE].

Camera slides slowly across bowl edge.

Soup remains thick and physically stable with subtle natural surface gloss.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: soup boiling on plate, ingredients moving independently, oil separating unnaturally, meat changing shape, excessive red coloration, bowl morphing, floating vegetables, plastic texture, watermark.

PROMPT F-04 — Amala, Ewedu & Gbegiri Premium Plate

BEST FOR: Yoruba restaurants • Nigerian food campaigns

CUSTOMIZE: [PROTEIN]

MASTER VIDEO PROMPT

Top three-quarter cinematic composition of amala with ewedu, gbegiri and [PROTEIN].

Maintain clear separation and recognizable texture between components.

Camera performs restrained overhead descent.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: components merging unnaturally, amala melting, soup flowing off plate, protein duplication, plate mutation, excessive garnish, random utensils, watermark.

PROMPT F-05 — Suya Night-Grill Commercial

BEST FOR: Suya vendors • Restaurants • Street-food campaigns

CUSTOMIZE: [SUYA TYPE]

MASTER VIDEO PROMPT

Nighttime close-up of [SUYA TYPE] cooking over a realistic charcoal grill.

Surface browns naturally.

Small controlled fat droplets cause brief flame flickers below meat.

Camera tracks laterally along skewers.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: giant flames engulfing food, raw meat becoming cooked instantly, skewers bending, meat multiplying, smoke covering entire frame, fire floating above grill, burnt-black surface, unsafe hand contact, watermark.

SECTION B — AFRICAN CUISINE

PROMPT F-06 — West African Stew Ladle Shot

BEST FOR: African restaurants • Catering

CUSTOMIZE: [STEW] [PROTEIN]

MASTER VIDEO PROMPT

Close shot of [STEW] containing [PROTEIN].

A stainless-steel ladle slowly lifts one portion above pot.

Thick sauce clings naturally before one small drop returns under gravity.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: endless sauce strings, upward-flowing liquid, meat morphing, ladle deformation, sauce passing through utensil, excessive steam, watermark.

PROMPT F-07 — Pounded Yam Dip

BEST FOR: African restaurant ads

CUSTOMIZE: [SOUP]

MASTER VIDEO PROMPT

Close table-level shot of a correctly proportioned piece of pounded yam being gently dipped once into [SOUP].

Soup coats the lower portion naturally.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: malformed fingers, extra fingers, pounded yam stretching like rubber, soup moving upward, bowl deformation, excessive dripping, watermark.

PROMPT F-08 — Grilled Tilapia African Feast

BEST FOR: Restaurants • Outdoor dining

CUSTOMIZE: [SIDE DISHES]

MASTER VIDEO PROMPT

Whole grilled tilapia presented with [SIDE DISHES].

Camera performs slow diagonal slide while warm light catches crisp grilled surface.

OUTPUT: 16:9 or 9:16, 24fps.

NEGATIVE PROMPT: fish anatomy distortion, extra fins, fish moving after cooking, duplicate sides, artificial grill marks, plate morphing, watermark.

PROMPT F-09 — African Breakfast Table

BEST FOR: Hotels • Restaurants • Lifestyle food brands

CUSTOMIZE: [DISHES]

MASTER VIDEO PROMPT

Warm morning table containing [DISHES].

Camera performs slow overhead-to-three-quarter descent.

Sunlight creates believable soft shadows.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: dishes appearing mid-shot, plates moving, random Western breakfast additions unless specified, floating utensils, sunlight flicker, watermark.

PROMPT F-10 — Plantain Golden Fry Macro

BEST FOR: Food brands • Restaurants

CUSTOMIZE: [PLANTAIN STYLE]

MASTER VIDEO PROMPT

Macro shot of [PLANTAIN STYLE] frying in shallow oil.

Small realistic bubbles form only where plantain contacts hot oil.

Surface gradually becomes golden.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: violent oil explosion, plantain changing size, pieces multiplying, impossible bubbles, floating plantain, instant burning, excessive smoke, watermark.

SECTION C — FAST FOOD

PROMPT F-11 — Burger Hero Stack

BEST FOR: Burger restaurants • QSR advertising

CUSTOMIZE: [BURGER INGREDIENTS]

MASTER VIDEO PROMPT

Premium close hero shot of burger containing [BURGER INGREDIENTS].

Every layer remains structurally consistent.

Camera slowly pushes toward burger while one small sauce highlight catches light.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: burger layers multiplying, bun swelling, patty morphing, lettuce growing, cheese flowing endlessly, sauce leaking upward, floating sesame seeds, ingredients changing order, plastic food, watermark.

PROMPT F-12 — Burger Assembly

BEST FOR: Fast-food ads

CUSTOMIZE: [INGREDIENTS]

MASTER VIDEO PROMPT

Create separate macro shots of burger assembly:

bottom bun,

patty placement,

cheese,

[INGREDIENTS],

top bun.

Each ingredient enters from directly above and lands under believable gravity.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: ingredients teleporting, hovering layers, bun deformation, duplicate patties, impossible stacking, infinite cheese stretch, watermark.

DIRECTOR'S NOTE: Generate stages separately when maximum control is required.

PROMPT F-13 — Crispy Fried Chicken Break

BEST FOR: Chicken brands • Restaurants

CUSTOMIZE: [CHICKEN CUT]

MASTER VIDEO PROMPT

Extreme close-up of [CHICKEN CUT] being gently pulled apart once.

Crisp coating cracks naturally.

Interior appears fully cooked, moist and fibrous.

OUTPUT: 9:16, 60fps look, 5 seconds.

NEGATIVE PROMPT: raw pink interior, rubbery meat, impossible cheese-like stretch, extra bones, coating regenerating, malformed hands, excessive grease, watermark.

PROMPT F-14 — French Fries Drop

BEST FOR: QSR • Snack advertising

CUSTOMIZE: [CONTAINER]

MASTER VIDEO PROMPT

Several crisp fries fall naturally into [CONTAINER] from a short height.

Camera locked close.

Fries settle under gravity.

OUTPUT: 9:16, 60fps look, 5 seconds.

NEGATIVE PROMPT: fries floating upward, endless fries, fries bending like rubber, container deformation, impossible collisions, watermark.

PROMPT F-15 — Fast-Food Combo Hero

BEST FOR: Meal deals • Restaurant ads

CUSTOMIZE: [MAIN] [SIDE] [DRINK]

MASTER VIDEO PROMPT

Studio tabletop hero arrangement containing [MAIN], [SIDE] and [DRINK].

Camera performs controlled 30-degree arc.

Condensation appears naturally on cold drink.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: food mutation, straw bending, cup changing branding, fake text, floating food, condensation moving unnaturally, watermark.

SECTION D — PIZZA & BAKED SAVOURY FOOD

PROMPT F-16 — Pizza Slice Lift

BEST FOR: Pizzerias • Delivery brands

CUSTOMIZE: [TOPPINGS]

MASTER VIDEO PROMPT

One slice of [TOPPINGS] pizza lifts slowly from the pie.

Cheese stretches across only a few realistic strands before naturally separating.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: infinite cheese stretch, dozens of cheese strings, toppings multiplying, crust morphing, slice bending unnaturally, pizza rotating by itself, watermark.

PROMPT F-17 — Pizza Oven Reveal

BEST FOR: Artisan pizza restaurants

CUSTOMIZE: [PIZZA STYLE]

MASTER VIDEO PROMPT

[PIZZA STYLE] pizza rests inside hot stone oven.

Small controlled flame movement remains behind pizza.

Camera pushes slightly toward oven mouth.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: flames covering pizza, crust inflating excessively, toppings moving, oven warping, fire appearing outside oven, watermark.

PROMPT F-18 — Pizza Cutter ASMR

BEST FOR: Food reels

CUSTOMIZE: [PIZZA]

MASTER VIDEO PROMPT

Top three-quarter macro shot.

Pizza wheel makes one clean cut through [PIZZA].

Crust compresses slightly under pressure and returns naturally.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: cutter passing through without contact, pizza regenerating, wheel deformation, extra hands, toppings shifting, watermark.

PROMPT F-19 — Meat Pie Break Open

BEST FOR: Bakeries • Nigerian snack brands

CUSTOMIZE: [FILLING]

MASTER VIDEO PROMPT

Fresh golden meat pie is gently broken open once, revealing warm [FILLING].

A restrained amount of steam escapes.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: pastry stretching like bread, filling spilling endlessly, raw filling, excessive smoke, malformed fingers, duplicate pie halves, watermark.

PROMPT F-20 — Savoury Pastry Display

BEST FOR: Bakeries • Cafés

CUSTOMIZE: [PASTRIES]

MASTER VIDEO PROMPT

Elegant bakery display of [PASTRIES].

Camera slides slowly across front row at eye level.

Warm display lighting reveals flaky textures.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: pastries multiplying, trays bending, food morphing, fake labels, crumbs floating, watermark.

SECTION E — FINE DINING

PROMPT F-21 — Fine-Dining Plate Reveal

BEST FOR: Premium restaurants • Chef brands

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Minimal fine-dining presentation of [DISH] on premium ceramic plate.

Camera begins macro on one texture and slowly pulls back to reveal complete plating.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: garnish growing, sauce moving, plate morphing, food duplication, random ingredients, excessive portions, watermark.

PROMPT F-22 — Chef Final Garnish

BEST FOR: Restaurant branding

CUSTOMIZE: [DISH] [GARNISH]

MASTER VIDEO PROMPT

Close shot of chef's hand placing exactly one [GARNISH] onto [DISH].

One precise action.

OUTPUT: 16:9, 30fps, 5 seconds.

NEGATIVE PROMPT: extra fingers, garnish duplication, hand entering food, garnish floating, plate mutation, watermark.

PROMPT F-23 — Sauce Pour Fine Dining

BEST FOR: Premium restaurant ads

CUSTOMIZE: [SAUCE] [DISH]

MASTER VIDEO PROMPT

Small serving vessel pours [SAUCE] in one controlled stream beside [DISH].

Sauce follows gravity and forms a restrained pool.

OUTPUT: 16:9, 30fps, 5 seconds.

NEGATIVE PROMPT: sauce pouring upward, endless stream, liquid passing through plate, sauce multiplying, vessel morphing, watermark.

PROMPT F-24 — Fine-Dining Table Atmosphere

BEST FOR: Restaurant brand films

CUSTOMIZE: [INTERIOR STYLE]

MASTER VIDEO PROMPT

Elegant [INTERIOR STYLE] restaurant table prepared for dinner.

Warm practical lights create pools of light.

Camera performs slow lateral slide.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: glassware duplication, chairs moving, random diners appearing, excessive candle flames, architecture morphing, watermark.

PROMPT F-25 — Tasting Menu Sequence

BEST FOR: Chef's table • Luxury dining

CUSTOMIZE: [DISH 1] [DISH 2] [DISH 3]

Generate three matched macro hero shots, one each for [DISH 1], [DISH 2], [DISH 3].

Maintain consistent plate style, lighting and camera language.

NEGATIVE PROMPT: dishes merging, inconsistent table, changing ceramics, random ingredients, watermark.

SECTION F — STREET FOOD

PROMPT F-26 — Street Grill Smoke & Fire

BEST FOR: Street-food campaigns

CUSTOMIZE: [FOOD]

MASTER VIDEO PROMPT

Documentary-style close shot of [FOOD] cooking over street grill.

Small realistic smoke trails move with airflow.

Brief flame flickers occur below food.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: massive fire, smoke obscuring food, grill deformation, food multiplying, unsafe flames around vendor, watermark.

PROMPT F-27 — Shawarma Rotation

BEST FOR: Shawarma restaurants

CUSTOMIZE: [MEAT TYPE]

MASTER VIDEO PROMPT

Close-up of [MEAT TYPE] rotating slowly on vertical rotisserie.

Outer surface browns naturally.

Camera remains stable.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: meat column changing size, impossible rotation, raw-to-burnt transformation, giant flames, slices falling without cutting, watermark.

PROMPT F-28 — Street Food Serving

BEST FOR: Vendors • Food documentaries

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Vendor serves one portion of [DISH] into takeaway container using one utensil.

Natural hand movement.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, food teleporting, container morphing, endless serving, utensil deformation, watermark.

PROMPT F-29 — Grilled Corn Macro

BEST FOR: African street-food content

CUSTOMIZE: [CORN STYLE]

MASTER VIDEO PROMPT

Close-up of [CORN STYLE] turning slowly above controlled charcoal heat.

Kernels develop natural roasted coloration.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: kernels popping randomly, corn bending, flames engulfing corn, impossible char patterns, watermark.

PROMPT F-30 — Street Food Night Establishing

BEST FOR: Food brands • Restaurant storytelling

CUSTOMIZE: [LOCATION STYLE]

MASTER VIDEO PROMPT

Warm nighttime [LOCATION STYLE] street-food environment.

Camera tracks gently past cooking station while practical lights, small smoke trails and customers create depth.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate customers, excessive smoke, fake signage, stereotypical clutter, flickering lights, watermark.

SECTION G — CAFÉS & COFFEE

PROMPT F-31 — Espresso Extraction Macro

BEST FOR: Coffee shops • Coffee brands

CUSTOMIZE: [COFFEE STYLE]

MASTER VIDEO PROMPT

Extreme close-up beneath espresso machine.

Two controlled streams of [COFFEE STYLE] flow into ceramic cup.

Crema forms naturally.

OUTPUT: 9:16, 60fps look, 6 seconds.

NEGATIVE PROMPT: coffee flowing upward, endless extraction, cup filling beyond rim, machine deformation, crema bubbling unnaturally, watermark.

PROMPT F-32 — Latte Art Pour

BEST FOR: Cafés • Barista content

CUSTOMIZE: [LATTE ART]

MASTER VIDEO PROMPT

Overhead-close angle.

Barista pours steamed milk into espresso with one controlled continuous motion forming simple [LATTE ART].

OUTPUT: 9:16, 30fps, 7 seconds.

NEGATIVE PROMPT: impossible perfect complex drawing, milk flowing backward, extra fingers, cup morphing, foam overflowing, watermark.

PROMPT F-33 — Coffee Bean Macro

BEST FOR: Coffee brands

CUSTOMIZE: [ROAST TYPE]

MASTER VIDEO PROMPT

Macro tracking shot across [ROAST TYPE] coffee beans.

Shallow light reveals natural texture and subtle oil sheen.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: beans crawling, beans multiplying, plastic surfaces, excessive oil, random steam, watermark.

PROMPT F-34 — Café Morning Lifestyle

BEST FOR: Café marketing

CUSTOMIZE: [CUSTOMER]

MASTER VIDEO PROMPT

[CUSTOMER] sits beside window in calm café.

They lift coffee cup once while morning light enters.

Café remains hero.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, cup deformation, face drift, exaggerated smile, random customers appearing, watermark.

PROMPT F-35 — Iced Coffee Condensation Hero

BEST FOR: Beverage ads • Cafés

CUSTOMIZE: [ICED DRINK]

MASTER VIDEO PROMPT

Cold [ICED DRINK] in transparent glass.

Macro camera slowly arcs while realistic condensation droplets remain attached to exterior.

Ice moves minimally.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: condensation flowing upward, ice multiplying, glass bending, liquid changing color, impossible bubbles, watermark.

SECTION H — BAKERIES & DESSERTS

PROMPT F-36 — Croissant Break

BEST FOR: Bakeries • Cafés

CUSTOMIZE: [PASTRY]

MASTER VIDEO PROMPT

Macro close-up of [PASTRY] gently pulled apart.

Flaky layers separate naturally and a few crumbs fall downward.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: pastry stretching like cheese, infinite crumbs, raw center, malformed fingers, pastry regenerating, watermark.

PROMPT F-37 — Cake Slice Reveal

BEST FOR: Cake businesses

CUSTOMIZE: [CAKE TYPE]

MASTER VIDEO PROMPT

Cake server removes one clean slice from [CAKE TYPE].

Interior layers remain geometrically consistent.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: cake layers multiplying, icing melting, slice changing thickness, extra hands, server passing through cake, watermark.

PROMPT F-38 — Chocolate Pour Dessert

BEST FOR: Dessert brands

CUSTOMIZE: [DESSERT]

MASTER VIDEO PROMPT

Warm chocolate sauce pours slowly over [DESSERT].

Sauce follows contours and gravity, coating only contacted surfaces.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: infinite chocolate, upward flow, dessert dissolving, sauce passing through plate, unrealistic shine, watermark.

PROMPT F-39 — Doughnut Sugar Macro

BEST FOR: Bakeries • Snack brands

CUSTOMIZE: [DOUGHNUT TYPE]

MASTER VIDEO PROMPT

Macro hero of [DOUGHNUT TYPE].

A restrained dusting of fine sugar falls once from above and settles naturally.

OUTPUT: 9:16, 60fps look, 5 seconds.

NEGATIVE PROMPT: sugar storm, floating particles, doughnut morphing, icing changing, excessive powder, watermark.

PROMPT F-40 — Ice Cream Scoop

BEST FOR: Dessert shops

CUSTOMIZE: [FLAVOUR]

MASTER VIDEO PROMPT

Metal scoop forms one rounded portion of [FLAVOUR] ice cream.

Surface compresses naturally under scoop.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: ice cream behaving like rubber, instant melting, scoop deformation, infinite ice cream, extra fingers, watermark.

SECTION I — SOFT DRINKS, JUICE & BEVERAGES

PROMPT F-41 — Cold Bottle Condensation Hero

BEST FOR: Soft drinks • Juice • Water brands

CUSTOMIZE: [BOTTLE] [BACKGROUND]

MASTER VIDEO PROMPT

[BOTTLE] stands upright against [BACKGROUND].

Cold condensation beads remain attached to surface.

Camera performs slow controlled orbit.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: bottle geometry change, label mutation, fake text, liquid leaking, condensation moving upward, cap deformation, watermark.

PROMPT F-42 — Beverage Pour

BEST FOR: Juice • Soda • Water

CUSTOMIZE: [BEVERAGE]

MASTER VIDEO PROMPT

[BEVERAGE] pours from bottle into transparent glass.

One continuous physically plausible stream.

Liquid level rises correctly.

OUTPUT: 9:16, 60fps look, 6 seconds.

NEGATIVE PROMPT: liquid pouring outside glass, upward flow, glass overflowing, liquid passing through glass, bottle melting, duplicate stream, watermark.

PROMPT F-43 — Fizzy Drink Macro

BEST FOR: Carbonated drinks

CUSTOMIZE: [DRINK]

MASTER VIDEO PROMPT

Macro side view through glass containing [DRINK].

Small carbonation bubbles rise naturally from multiple nucleation points.

OUTPUT: 9:16, 60fps look, 6 seconds.

NEGATIVE PROMPT: giant bubbles, bubbles moving downward, boiling appearance, liquid color flicker, glass distortion, watermark.

PROMPT F-44 — Juice Ingredient Story

BEST FOR: Juice brands

CUSTOMIZE: [FRUITS] [JUICE]

MASTER VIDEO PROMPT

Generate separate shots:

fresh [FRUITS],

clean juice-pouring macro,

final [JUICE] bottle hero.

Maintain consistent visual palette.

NEGATIVE PROMPT: fruit morphing into bottle in one unstable shot, fake label, impossible liquid, rotten fruit, oversaturation, watermark.

PROMPT F-45 — Ice Drop Beverage Shot

BEST FOR: Cold-drink commercials

CUSTOMIZE: [DRINK]

MASTER VIDEO PROMPT

One ice cube drops from short height into [DRINK].

Create one realistic splash contained within glass.

OUTPUT: 9:16, high-speed cinematic look, 5 seconds.

NEGATIVE PROMPT: giant explosion splash, liquid leaving glass unnaturally, ice multiplying, glass breaking, upward splash freeze, watermark.

SECTION J — FOOD BRANDS & PACKAGED PRODUCTS

PROMPT F-46 — Snack Pack Hero

BEST FOR: Packaged snacks

CUSTOMIZE: [PRODUCT] [PACKAGING]

MASTER VIDEO PROMPT

[PACKAGING] stands upright on clean studio surface beside a small serving of [PRODUCT].

Camera performs restrained 30-degree arc.

Keep package geometry stable.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: packaging inflation, label distortion, fake text, package changing color, food multiplying, random crumbs, watermark.

PROMPT F-47 — Kuli-Kuli Crunch

BEST FOR: Nigerian snack brands

CUSTOMIZE: [PACKAGING STYLE]

MASTER VIDEO PROMPT

Macro shot of one piece of crisp kuli-kuli breaking cleanly into two.

Show dry crunchy interior texture.

Finish on [PACKAGING STYLE] hero shot.

OUTPUT: 9:16, 30fps.

NEGATIVE PROMPT: rubber texture, excessive crumbs, snack morphing, extra fingers, fake package text, oily dripping, watermark.

PROMPT F-48 — Seasoning Ingredient Burst

BEST FOR: Spices • Seasonings

CUSTOMIZE: [SPICE]

MASTER VIDEO PROMPT

Small controlled quantity of [SPICE] falls from above onto dark surface beside package.

Particles settle under gravity.

OUTPUT: 9:16, high-speed look, 5 seconds.

NEGATIVE PROMPT: giant powder explosion, floating particles, package deformation, fake text, spice changing color, watermark.

PROMPT F-49 — Cereal Morning Pour

BEST FOR: Breakfast brands

CUSTOMIZE: [CEREAL] [MILK TYPE]

MASTER VIDEO PROMPT

Top three-quarter shot of [CEREAL] bowl.

[MILK TYPE] pours once from small jug.

Liquid rises around cereal naturally.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: cereal multiplying, milk overflowing, liquid passing through bowl, cereal dissolving instantly, jug deformation, watermark.

PROMPT F-50 — Sauce Bottle Squeeze

BEST FOR: Condiments

CUSTOMIZE: [SAUCE] [FOOD]

MASTER VIDEO PROMPT

Close shot of bottle dispensing one controlled line of [SAUCE] onto [FOOD].

Stop after one pass.

OUTPUT: 9:16, 30fps, 5 seconds.

NEGATIVE PROMPT: endless sauce, bottle collapsing, sauce moving backward, malformed hand, random patterns, watermark.

SECTION K — CHEF & COOKING CINEMATOGRAPHY

PROMPT F-51 — Chef Knife Precision

BEST FOR: Restaurant films • Culinary content

CUSTOMIZE: [INGREDIENT]

MASTER VIDEO PROMPT

Professional chef performs slow controlled slicing of [INGREDIENT] on stable cutting board.

Camera close enough to show precision but maintains safe hand positioning.

OUTPUT: 16:9, 30fps, 6 seconds.

NEGATIVE PROMPT: unsafe knife handling, blade passing through hand, extra fingers, knife deformation, ingredient regenerating, excessively rapid chopping, watermark.

PROMPT F-52 — Pan Toss

BEST FOR: Restaurant ads

CUSTOMIZE: [FOOD]

MASTER VIDEO PROMPT

Chef performs exactly one restrained pan toss of [FOOD].

Food rises a short distance and returns completely into pan under gravity.

OUTPUT: 16:9, 60fps look, 5 seconds.

NEGATIVE PROMPT: food flying across room, infinite ingredients, pan bending, food hovering, giant flames, malformed hands, watermark.

PROMPT F-53 — Chef Plating Precision

BEST FOR: Fine dining

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Overhead-close shot of chef placing three predetermined components of [DISH] sequentially.

No additional ingredients appear.

OUTPUT: 16:9, 30fps, 7 seconds.

NEGATIVE PROMPT: extra fingers, random garnish, components moving after placement, plate morphing, ingredient duplication, watermark.

PROMPT F-54 — Wok Flame Moment

BEST FOR: Asian restaurants • High-energy cooking

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Professional chef cooks [DISH] in wok.

One brief controlled flame flare occurs beneath wok while ingredients remain contained.

OUTPUT: 16:9, 30fps, 5 seconds.

NEGATIVE PROMPT: chef engulfed in fire, giant flames, ingredients flying away, wok deformation, unsafe movement, watermark.

PROMPT F-55 — Chef Portrait in Kitchen

BEST FOR: Chef branding • Restaurant films

CUSTOMIZE: [CHEF DESCRIPTION]

MASTER VIDEO PROMPT

[CHEF DESCRIPTION] stands calmly inside active professional kitchen.

Background staff move subtly while chef remains focal subject.

Camera performs slow push.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: face drift, duplicate chef, extra limbs, kitchen morphing, chaotic background staff, fake logos, watermark.

SECTION L — FOOD ASMR & SATISFYING MACRO

PROMPT F-56 — Crispy Crunch Macro

BEST FOR: Snacks • Fried foods

CUSTOMIZE: [FOOD]

MASTER VIDEO PROMPT

Extreme macro of [FOOD] breaking once.

Emphasize crisp fracture, surface texture and a restrained number of falling crumbs.

OUTPUT: 9:16, high-speed look, 5 seconds.

NEGATIVE PROMPT: rubber texture, excessive particle explosion, food regenerating, floating crumbs, malformed fingers, watermark.

PROMPT F-57 — Honey Drizzle

BEST FOR: Honey • Breakfast • Desserts

CUSTOMIZE: [FOOD]

MASTER VIDEO PROMPT

One thin continuous strand of honey drizzles slowly onto [FOOD].

Honey coils naturally where it contacts surface.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: honey flowing upward, endless impossible strand, honey floating, food dissolving, unrealistic fluorescent gold, watermark.

PROMPT F-58 — Butter Melt

BEST FOR: Pancakes • Bread • Breakfast ads

CUSTOMIZE: [HOT FOOD]

MASTER VIDEO PROMPT

Small cube of butter rests on [HOT FOOD].

Edges soften gradually and a thin layer melts naturally across contact area.

OUTPUT: 9:16, macro, 7 seconds.

NEGATIVE PROMPT: instant disappearance, butter expanding, liquid flowing uphill, food morphing, excessive steam, watermark.

PROMPT F-59 — Syrup Pancake Pour

BEST FOR: Breakfast restaurants

CUSTOMIZE: [SYRUP]

MASTER VIDEO PROMPT

Controlled [SYRUP] stream pours onto center of pancake stack and flows slowly downward along existing contours.

OUTPUT: 9:16, 30fps, 6 seconds.

NEGATIVE PROMPT: infinite pancakes, syrup climbing upward, impossible branching streams, stack wobbling, watermark.

PROMPT F-60 — Chocolate Snap

BEST FOR: Chocolate brands

CUSTOMIZE: [CHOCOLATE TYPE]

MASTER VIDEO PROMPT

Macro shot of [CHOCOLATE TYPE] bar breaking along one predetermined segment.

Clean crisp fracture.

Small fragments fall naturally.

OUTPUT: 9:16, high-speed look, 5 seconds.

NEGATIVE PROMPT: chocolate bending like rubber, melting during break, extra fingers, fragments floating, bar regenerating, watermark.

SECTION M — RESTAURANT ATMOSPHERE

PROMPT F-61 — Restaurant Exterior Evening

BEST FOR: Restaurant brand films

CUSTOMIZE: [RESTAURANT STYLE]

MASTER VIDEO PROMPT

Blue-hour exterior of [RESTAURANT STYLE].

Warm interior light visible through windows.

Camera performs slow approach.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake signage, building morphing, random crowds, lighting flicker, impossible reflections, watermark.

PROMPT F-62 — Dining Room Energy

BEST FOR: Restaurant advertising

CUSTOMIZE: [DINING STYLE]

MASTER VIDEO PROMPT

Wide [DINING STYLE] restaurant interior with believable number of guests dining naturally.

Camera slowly tracks through foreground.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: duplicate diners, malformed eating gestures, food floating, furniture moving, excessive crowding, watermark.

PROMPT F-63 — Romantic Dinner Atmosphere

BEST FOR: Fine dining • Date-night campaigns

CUSTOMIZE: [INTERIOR]

MASTER VIDEO PROMPT

Tasteful [INTERIOR] with warm low-key lighting and two diners seated at table.

Focus on environment and food rather than exaggerated romance.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: exaggerated intimacy, malformed hands, giant candle flames, glassware duplication, random rose petals, watermark.

PROMPT F-64 — Family Restaurant Experience

BEST FOR: Family restaurants

CUSTOMIZE: [FOOD STYLE]

MASTER VIDEO PROMPT

Family shares [FOOD STYLE] around clean restaurant table.

One natural serving action occurs.

Warm, believable interaction.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra family members appearing, malformed hands, food duplication, exaggerated laughter, plates changing, watermark.

PROMPT F-65 — Open Kitchen Experience

BEST FOR: Premium restaurants

CUSTOMIZE: [CUISINE]

MASTER VIDEO PROMPT

Camera tracks slowly beside open kitchen where chefs prepare [CUISINE].

Foreground food preparation and background dining create depth.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: unsafe cooking, duplicate chefs, giant flames, kitchen morphing, chaotic movements, watermark.

SECTION N — DELIVERY & DIRECT-RESPONSE FOOD ADS

PROMPT F-66 — Delivery Bag Reveal

BEST FOR: Food delivery • Restaurants

CUSTOMIZE: [MEAL] [PACKAGING]

MASTER VIDEO PROMPT

Delivery bag opens on clean table.

Inside sits correctly packaged [MEAL] in [PACKAGING].

Camera pushes slowly toward food.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: bag opening itself, food teleporting, package deformation, fake text, meal changing, watermark.

PROMPT F-67 — Doorstep Food Delivery

BEST FOR: Delivery brands

CUSTOMIZE: [CUSTOMER] [PACKAGE]

MASTER VIDEO PROMPT

Delivery rider hands [PACKAGE] to [CUSTOMER] at doorway.

One clean handoff.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: extra fingers, package duplication, identity drift, rider changing clothes, exaggerated reaction, fake branding, watermark.

PROMPT F-68 — Hungry-to-Satisfied Ad Sequence

BEST FOR: Restaurant direct response

CUSTOMIZE: [MEAL]

Generate three separate shots:

Shot 1: Customer pauses while deciding what to eat.

Shot 2: [MEAL] premium hero reveal.

Shot 3: Customer enjoying first bite naturally.

NEGATIVE PROMPT: exaggerated hunger, distorted eating, malformed hands, food mutation, fake app UI, watermark.

DIRECTOR'S NOTE: Add order CTA and offer details during editing.

PROMPT F-69 — Lunch Break Rescue

BEST FOR: Office lunch delivery

CUSTOMIZE: [MEAL]

MASTER VIDEO PROMPT

Professional sits at desk during lunch break.

Packaged [MEAL] arrives.

Cut to clean food reveal beside laptop.

OUTPUT: 9:16, 24fps.

NEGATIVE PROMPT: fake notifications, food appearing magically, laptop deformation, malformed hands, clutter explosion, watermark.

PROMPT F-70 — Late-Night Food Craving

BEST FOR: Delivery ads • Fast food

CUSTOMIZE: [FOOD]

MASTER VIDEO PROMPT

Night interior.

Customer casually scrolls phone.

Cut immediately to extreme appetizing macro of [FOOD], hot and freshly prepared.

Finish on packaged meal hero.

OUTPUT: 9:16, 24fps.

NEGATIVE PROMPT: readable fake app UI, exaggerated hunger, food mutation, excessive steam, fake offer text, watermark.

SECTION O — HIGH-CONCEPT FOOD COMMERCIALS

PROMPT F-71 — Ingredients Orbit Hero

BEST FOR: Premium food brands

CUSTOMIZE: [PRODUCT] [INGREDIENTS]

MASTER VIDEO PROMPT

[PRODUCT] remains perfectly stationary at center.

A limited number of [INGREDIENTS] move slowly around it along controlled paths before settling onto surface around product.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: ingredient multiplication, chaotic orbit, food passing through package, impossible collisions, fake label text, excessive particles, watermark.

DIRECTOR'S NOTE: This is intentionally stylized; physics should still remain visually coherent.

PROMPT F-72 — Ingredient-to-Dish Match Cuts

BEST FOR: Restaurants • Food brands

CUSTOMIZE: [INGREDIENTS] [FINAL DISH]

Generate separate macro shots of [INGREDIENTS].

Use shape, color or camera direction to match-cut between ingredients.

Finish on [FINAL DISH].

NEGATIVE PROMPT: ingredients morphing directly into unrelated food, inconsistent lighting, random additions, dish mutation, watermark.

PROMPT F-73 — Miniature Culinary World

BEST FOR: Creative campaigns

CUSTOMIZE: [FOOD PRODUCT]

MASTER VIDEO PROMPT

Create stylized miniature culinary environment constructed around giant [FOOD PRODUCT].

Tiny fictional workers perform simple culinary-inspired activities around it.

Maintain consistent scale.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: changing scale, duplicate miniature people, giant hands, product deformation, characters clipping into food, chaotic motion, watermark.

PROMPT F-74 — Food Emerging From Darkness

BEST FOR: Premium restaurants • Luxury food brands

CUSTOMIZE: [DISH]

MASTER VIDEO PROMPT

Near-black studio environment.

[DISH] remains stationary while a narrow warm light gradually reveals texture from one side.

Camera performs extremely slow push.

A tiny amount of natural steam may rise if food is genuinely hot.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: food forming from darkness, ingredients appearing, excessive steam, oily highlights, plate mutation, crushed shadows, watermark.

PROMPT F-75 — COMPLETE 30-SECOND RESTAURANT COMMERCIAL
SYSTEM™

BEST FOR: Restaurants • Food brands • Delivery businesses • AI video portfolios

CUSTOMIZE: [RESTAURANT] [SIGNATURE DISH] [CHEF] [DINING
EXPERIENCE]

Create the commercial as **eight separate controlled generations**.

SHOT 1 — 0–3 SEC
THE APPETITE HOOK

Extreme macro of [SIGNATURE DISH].

Choose **one** appetite trigger:

crispy break,

controlled sauce pour,

steam reveal,

grill sizzle,

cheese separation,

cold condensation.

NEGATIVE CONTROL: food mutation, excessive steam, impossible liquid, endless cheese, artificial texture.

SHOT 2 — 3–7 SEC

INGREDIENT

Premium macro of one defining fresh ingredient.

Slow controlled camera movement.

SHOT 3 — 7–11 SEC

COOKING

[CHEF] performs one signature cooking action.

One action only.

Examples:

pan toss,

grill turn,

sauce spoon,

knife slice,

oven removal.

SHOT 4 — 11–15 SEC

PLATING

Chef places final component onto plate.

Keep composition clean.

SHOT 5 — 15–19 SEC

HERO DISH

Complete [SIGNATURE DISH] receives premium 30-degree camera arc.

Leave some negative space for headline.

SHOT 6 — 19–23 SEC

DINING EXPERIENCE

Show [DINING EXPERIENCE] naturally.

The restaurant environment should remain clearly visible.

SHOT 7 — 23–27 SEC

FIRST BITE / HUMAN PAYOFF

Customer takes one natural bite.

Reaction is restrained:

small smile,

brief nod,

quiet enjoyment.

No theatrical performance.

SHOT 8 — 27–30 SEC

BRAND END FRAME

Clean table composition featuring signature dish or branded package.

Reserve space for:

[RESTAURANT NAME]

[CORE OFFER OR MESSAGE]

[LOCATION]

[CTA / ORDER NOW / WHATSAPP]

Generate **without exact typography** and add all verified information during editing.

GLOBAL FOOD PHYSICS LOCK™

Food maintains the same shape, ingredients, portion size, doneness, garnish placement and plating throughout each continuous shot.

Liquids obey gravity.

Sauces maintain believable viscosity.

Steam rises and disperses.

Smoke follows airflow.

Crumbs fall.

Ice remains solid unless intentionally melting.

Condensation adheres to cold surfaces.

Oil bubbles only under appropriate heat.

Cheese stretches only within physically believable limits.

Food never regenerates after being cut, bitten or broken.

GLOBAL NEGATIVE PROMPT

food mutation, ingredient multiplication, ingredient disappearance, garnish appearing spontaneously, changing portion size, changing plate geometry, duplicate food, raw cooked-food interiors, artificial plastic food texture, rubbery meat, crawling ingredients, floating ingredients, upward-flowing liquid, liquid passing through containers, endless sauce streams, impossible viscosity, sauce moving without contact, infinite cheese stretch, excessive cheese strings, cheese behaving like rubber, steam behaving like smoke, smoke emerging from cold food, excessive steam, fire floating above cooking surface, giant flames, impossible oil explosions, condensation moving upward, ice multiplying, impossible splashes, food regenerating after cutting, bites disappearing and returning, malformed hands, extra fingers, fused fingers, utensils passing through food, unsafe knife handling, warped cookware, changing restaurant environment, duplicate diners, identity drift, camera jitter, sudden zoom, exposure flicker, oversaturation,

excessive sharpening, low-resolution food texture, fake text, distorted packaging, fake logos, watermark, subtitles, borders.

THE FOOD PHYSICS LOCK™ LIBRARY

Different foods require different physical rules.

STEAM

Good direction:

Thin semi-transparent steam rising irregularly from genuinely hot food, dispersing naturally into surrounding air.

Avoid:

Huge dramatic clouds pouring continuously from the plate.

SAUCE

Good direction:

One continuous stream under gravity, realistic viscosity, sauce clings to contacted surfaces and pools naturally.

Avoid:

Sauce floating around food.

CHEESE

Good direction:

A few thin cheese strands stretch briefly between two separating surfaces and break naturally.

Avoid:

“Epic endless cheese pull.”

Unless the intentionally exaggerated result is the creative concept.

FRIED FOOD

Protect:

- crisp coating,
- believable oil sheen,
- cooked interior,
- crumbs,
- structural rigidity.

Avoid the common AI result where fried chicken looks like orange plastic.

DRINKS

Protect:

- glass geometry,
- liquid level,
- transparency,
- refraction,
- ice quantity,
- bubbles,
- condensation.

Liquids reveal physics mistakes extremely quickly.

FOOD HAND INTERACTION

Whenever hands interact with food, add:

Anatomically correct hands, exactly five fingers per hand where visible, natural grip, correct utensil contact, no fingers intersecting food, no fused fingers, no duplicated hands.

THE APPETITE TRIGGER SYSTEM™

A food commercial should usually prioritize one dominant sensory trigger per shot.

CRUNCH

Fried chicken, chips, pastries, snacks.

JUICINESS

Meat, burgers, fruit.

HEAT

Jollof, soup, grilled foods, coffee.

COLDNESS

Soft drinks, juice, ice cream.

CREAMINESS

Desserts, sauces, dairy.

FRESHNESS

Fruit, salads, juices.

RICHNESS

Chocolate, sauces, soups.

CHAR

Grilled meat, suya, fish.

FLAKINESS

Croissants, meat pies, pastries.

FIZZ

Carbonated drinks.

Don't attempt to communicate all ten in the same shot.

Choose the sensory promise that makes the food desirable.

THE ONE FOOD ACTION RULE™

For a short generation, use one hero action.

Not:

The chef cuts the chicken, throws it into the pan, flames rise, sauce pours, the food flies through the air, lands on the plate and the camera circles around it.

Instead:

GENERATION 1

Knife slice.

GENERATION 2

Pan toss.

GENERATION 3

Sauce pour.

GENERATION 4

Plate reveal.

GENERATION 5

Customer bite.

Then edit them together.

This creates much greater physical consistency.

NIGERIAN FOOD COMMERCIAL DIRECTION

When producing Nigerian and African food advertising, authenticity is more valuable than forcing every scene into generic international restaurant imagery.

Pay attention to:

- correct dish appearance,
- believable portions,
- appropriate serving vessels,
- recognizable ingredients,
- genuine cooking methods,

- realistic restaurant environments,
- regional presentation where relevant.

At the same time, avoid turning cultural specificity into visual stereotypes.

A Nigerian restaurant commercial can look:

luxurious, minimal, cinematic, youthful, contemporary, premium or globally competitive

while still presenting the cuisine authentically.

FOOD COPY-SPACE RULE™

For paid advertising, leave deliberate space around the hero food.

Useful compositions include:

Food left → copy right

Food lower-third → headline upper-third

Centered product → CTA below

Package right → offer left

Do not ask the video model to generate:

- exact prices,
- restaurant phone numbers,
- WhatsApp numbers,
- discount percentages,
- delivery details,
- menu names,

- addresses.

Add them during editing.

THE 5-SHOT RESTAURANT SYSTEM™

A powerful short restaurant advertisement can be constructed with only five shots:

SHOT 1 — CRAVE

Sensory macro.

SHOT 2 — CRAFT

Cooking.

SHOT 3 — REVEAL

Finished dish.

SHOT 4 — EXPERIENCE

Customer or restaurant atmosphere.

SHOT 5 — ACT

Brand/end frame.

The structure is:

CRAVE → CRAFT → REVEAL → EXPERIENCE → ACT

This is one of the most reusable frameworks in the entire food section

FOOD VIDEO DIRECTOR'S CHECKLIST

Before generating, ask:

1. What exact food is the hero?
2. Is it hot, cold, crisp, soft, creamy or juicy?
3. What is the single hero action?
4. Which ingredients must remain unchanged?
5. What should the camera do?
6. What should the food do?
7. What physics are most likely to fail?
8. Are hands necessary?
9. Is the food supposed to move—or only the camera?
10. What should the viewer feel: hunger, freshness, indulgence, comfort or premium quality?
11. Does the final frame leave usable copy space?
12. What must absolutely not mutate?

If those questions are answered, the prompt becomes much easier to control.

CHAPTER 10

ANIMATION & ANIMATED CONTENT

75 Production-Ready AI Video Prompts for 3D Characters, 2D Animation, Stylized 3D, Anime-Inspired Cinematics, Claymation, Stop Motion, Paper-Cut Animation, Children's Content, Educational Animation, Animated Ads, Motion Graphics, Miniature Worlds, Fantasy, Character Adventures, Surreal Animation & Seamless Loops

Animation gives you a freedom that live-action video does not.

A character can stretch.

A city can fold like paper.

A cup can walk.

A cloud can carry a house.

A miniature worker can climb across a bottle cap.

A logo can assemble itself from hundreds of pieces.

But animation has its own failure modes.

Characters change face.

Limbs resize.

Costumes mutate.

Objects flicker.

Mouth shapes become unstable.

Motion loses rhythm.

Stylization shifts halfway through a shot.

The environment suddenly becomes more realistic or more cartoonish than the character.

The biggest principle in this chapter is:

Animation can break reality. It should not break its own rules.

That means the more stylized the world becomes, the more important internal consistency becomes.

This chapter uses the Golden Prompt Formula 2.0™, but adds several animation-specific controls:

Character Model Lock™

Style Lock™

Pose Continuity Lock™

Animation Physics Lock™

Frame Consistency Lock™

THE ANIMATION CONTROL STACK™

Before generating any animated scene, define:

1. Character Design

Body proportions, face structure, eyes, hair, outfit, colors, accessories.

2. Animation Style

2D, 3D, clay, stop motion, cel-shaded, paper-cut, miniature, painterly, vector, stylized realism.

3. Motion Style

Snappy, soft, elastic, mechanical, floaty, grounded, exaggerated, childlike, cinematic.

4. Physics Rules

Does gravity behave realistically? Are squash-and-stretch effects allowed? Can objects hover? Can characters deform?

5. Camera Rules

Should the shot behave like a real camera or like a graphic layout?

6. Continuity Rules

What must not change between frames?

SECTION A — 3D CHARACTER ANIMATION

PROMPT AN-01 — Friendly 3D Character Entrance

BEST FOR: Brand mascots • Explainer videos • Children's content

CUSTOMIZE: [CHARACTER DESCRIPTION] [ENVIRONMENT]

MASTER VIDEO PROMPT

A stylized 3D character described as [CHARACTER DESCRIPTION] enters [ENVIRONMENT] from the left side of frame.

Character walks three natural steps, stops, looks toward camera and gives one small friendly wave.

Use soft rounded materials, clean stylized proportions and warm directional lighting.

CAMERA LOCK: Static medium-wide framing.

MOTION HIERARCHY: Walk → stop → wave.

CHARACTER MODEL LOCK: Preserve exact head shape, eye size, hairstyle, outfit colors, limb proportions and accessories.

OUTPUT: 16:9 or 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: face changing between frames, eye size drift, extra fingers, extra limbs, shrinking head, changing outfit colors, accessory disappearance, foot sliding, body popping, sudden realism shift, style drift, flicker, broken shadows, camera shake, watermark.

DIRECTOR'S NOTE: Keep the first action simple. Complex acting should be built from separate shots.

PROMPT AN-02 — 3D Character Thinking Reaction

BEST FOR: Explainers • Comedy • Mascot content

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] stands in a clean stylized environment.

Character looks upward slightly, taps chin once, pauses, then raises one finger as if having an idea.

Use controlled facial expression and restrained eyebrow movement.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: exaggerated face warp, eye duplication, mouth drift, extra fingers, hand clipping through face, changing head proportions, character style shifting, watermark.

PROMPT AN-03 — 3D Character Running Toward Goal

BEST FOR: Educational animation • Motivation • Kids' stories

CUSTOMIZE: [CHARACTER] [GOAL OBJECT]

MASTER VIDEO PROMPT

Side-view stylized 3D animation of [CHARACTER] running toward [GOAL OBJECT].

Use readable running cycle with clear contact, passing, up and down positions.

Allow subtle squash-and-stretch only in torso and limbs, not facial structure.

CAMERA: Side tracking at matching speed.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: foot sliding, duplicate legs, broken run cycle, changing shoe shape, character stretching uncontrollably, head size changing, environment warping, watermark.

PROMPT AN-04 — 3D Character Surprise Reaction

BEST FOR: Comedy • Social content

CUSTOMIZE: [CHARACTER] [SURPRISE OBJECT]

MASTER VIDEO PROMPT

[CHARACTER] notices [SURPRISE OBJECT].

Character's eyes widen moderately, shoulders lift, then character leans back one step.

Use readable stylized performance without extreme facial distortion.

OUTPUT: 9:16, 24fps, 4–5 seconds.

NEGATIVE PROMPT: eyeballs leaving sockets, mouth stretching unnaturally, body duplication, extra limbs, changing character proportions, style drift, watermark.

PROMPT AN-05 — 3D Mascot Hero Pose

BEST FOR: Brand mascots • Campaign endings

CUSTOMIZE: [MASCOT] [BRAND ENVIRONMENT]

MASTER VIDEO PROMPT

[MASCOT] steps into a clean [BRAND ENVIRONMENT], turns toward camera and settles into one confident hero pose.

Background contains restrained moving shapes in brand palette.

Leave negative space for logo or slogan added in editing.

OUTPUT: 9:16 or 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: mascot redesign, costume mutation, extra limbs, body asymmetry, random text, logo hallucination, excessive background motion, watermark.

SECTION B — STYLIZED 3D WORLDS

PROMPT AN-06 — Stylized 3D Town Morning

BEST FOR: Children's stories • Brand films

CUSTOMIZE: [TOWN STYLE]

MASTER VIDEO PROMPT

Wide establishing shot of a compact stylized 3D town in [TOWN STYLE].

Buildings use simplified shapes and coherent color palette.

Small characters begin their morning routines while camera slowly descends.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: buildings changing shape, random architectural styles, duplicate houses, characters popping in and out, style inconsistency, warped roads, watermark.

PROMPT AN-07 — Stylized 3D Forest Adventure

BEST FOR: Children's animation • Fantasy

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] walks through a stylized 3D forest with oversized but coherent plants and soft volumetric light.

Leaves sway gently.

Character looks around with curiosity.

CAMERA: Slow follow shot.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: forest morphing, plants growing mid-shot, character identity drift, random animals appearing, excessive particles, watermark.

PROMPT AN-08 — Stylized Floating Island

BEST FOR: Fantasy • Brand visuals

CUSTOMIZE: [ISLAND THEME]

MASTER VIDEO PROMPT

A stylized floating island themed around [ISLAND THEME] hovers in open sky.

Small waterfalls flow downward and dissipate into mist.

Camera performs a slow 90-degree orbit.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: island changing shape, waterfalls flowing upward, geometry flicker, random structures appearing, impossible camera jitter, watermark.

PROMPT AN-09 — Stylized 3D City Night

BEST FOR: Music visuals • Tech brands • Animation reels

CUSTOMIZE: [CITY PALETTE]

MASTER VIDEO PROMPT

Stylized 3D city at night using [CITY PALETTE].

Traffic lights, windows and vehicles move rhythmically but minimally.

Camera glides above street at moderate height.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: city becoming photorealistic, vehicle deformation, duplicated buildings, random text signs, flickering lights, watermark.

PROMPT AN-10 — Stylized 3D Room Transformation

BEST FOR: Home brands • Kids' content • Creative ads

CUSTOMIZE: [ROOM A] [ROOM B]

MASTER VIDEO PROMPT

Create two matched stylized 3D rooms:

[ROOM A] and [ROOM B].

Maintain identical camera angle and room geometry.

Use foreground wipe or door transition in editing.

OUTPUT: 16:9, 24fps.

NEGATIVE PROMPT: room scale drift, changing wall positions, random furniture, inconsistent rendering style, camera mismatch, watermark.

SECTION C — 2D ANIMATION

PROMPT AN-11 — Clean 2D Character Walk Cycle

BEST FOR: Explainers • Children's content • Social animation

CUSTOMIZE: [CHARACTER DESIGN]

MASTER VIDEO PROMPT

Flat 2D animated character [CHARACTER DESIGN] walks from left to right across a simple background.

Use clean silhouette, consistent line weight and readable walk cycle.

CAMERA: Static.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: line-weight changes, extra limbs, limb flicker, face redesign, color shifting, frame wobble, background morphing, watermark.

PROMPT AN-12 — 2D Character Talking Gesture

BEST FOR: Educational videos • Explainers

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

2D character [CHARACTER] faces three-quarter toward camera.

Character performs one calm hand gesture while mouth makes simple generic speaking movement.

Keep facial features stable.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: lip-sync drift, changing mouth placement, extra fingers, line jitter, eye size changes, inconsistent outlines, watermark.

DIRECTOR'S NOTE: Add exact dialogue with a dedicated lip-sync workflow if needed.

PROMPT AN-13 — 2D Character Emotion Change

BEST FOR: Storytelling • Education

CUSTOMIZE: [CHARACTER] [EMOTION A] [EMOTION B]

MASTER VIDEO PROMPT

[CHARACTER] begins with [EMOTION A].

Over two seconds, expression shifts clearly but subtly into [EMOTION B].

No body transformation.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: face morphing, eye placement changing, mouth moving to wrong position, inconsistent line art, sudden color change, watermark.

PROMPT AN-14 — 2D Object Explainer

BEST FOR: Education • Infographics

CUSTOMIZE: [OBJECT] [FUNCTION]

MASTER VIDEO PROMPT

Clean 2D vector-style [OBJECT] centered on flat background.

Object separates into three simplified components to explain [FUNCTION], then reassembles.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: random extra parts, unreadable text, inconsistent vector style, components changing color, watermark.

PROMPT AN-15 — 2D Looping Character Idle

BEST FOR: Apps • Stream overlays • Mascots

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

2D [CHARACTER] performs subtle idle loop: breathing, one blink and small weight shift.

Start and end pose should closely match.

OUTPUT: 1:1 or 9:16, 24fps, 4 seconds.

NEGATIVE PROMPT: pose mismatch at loop point, head size drift, extra blinks, limb jitter, line flicker, watermark.

SECTION D — ANIME-INSPIRED CINEMATIC ANIMATION

PROMPT AN-16 — Rainy Train Platform Cinematic

BEST FOR: Emotional stories • Music visuals

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Anime-inspired cinematic scene.

[CHARACTER] stands under station canopy during light rain.

Wind moves coat hem and hair gently.

Train lights approach in distance.

Use detailed hand-painted background feeling, controlled cel-style character shading and strong atmospheric perspective.

CAMERA: Slow lateral push.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: face redesign, hair color shift, costume changes, rain passing through roof, excessive eye size drift, random text signage, style inconsistency, watermark.

PROMPT AN-17 — Rooftop Sunset Character Moment

BEST FOR: Drama • Romance • Music videos

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Anime-inspired [CHARACTER] stands on safe rooftop terrace at sunset.

Wind moves hair and clothing softly.

Character looks over city and lowers gaze slightly.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: unsafe roof-edge position, city morphing, hair changing length, costume mutation, exaggerated lens flare, watermark.

PROMPT AN-18 — Hero Sprint Through City

BEST FOR: Action animation

CUSTOMIZE: [CHARACTER] [CITY STYLE]

MASTER VIDEO PROMPT

Anime-inspired side tracking shot of [CHARACTER] sprinting through [CITY STYLE].

Use strong speed lines only in background, while character silhouette remains crisp.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: extra limbs, broken run cycle, body elongation, face drift, city flicker, excessive motion blur, watermark.

PROMPT AN-19 — Quiet Café Conversation Setup

BEST FOR: Romance • Slice-of-life

CUSTOMIZE: [CHARACTER A] [CHARACTER B]

MASTER VIDEO PROMPT

Anime-inspired café interior.

[CHARACTER A] and [CHARACTER B] sit across from each other.

One person lifts cup while the other listens.

No dialogue text.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: character identity swap, cup deformation, extra fingers, face redesign, background patrons flickering, watermark.

PROMPT AN-20 — Dramatic Wind Reveal

BEST FOR: Hero entrances • Music visuals

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Anime-inspired [CHARACTER] stands in open field.

A strong but controlled gust moves coat, hair and grass in same direction.

Camera slowly pushes from medium-wide to medium.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: wind directions conflicting, clothing clipping, hair exploding, face drift, random particles, watermark.

SECTION E — CLAYMATION

PROMPT AN-21 — Clay Character Breakfast

BEST FOR: Food brands • Kids' content

CUSTOMIZE: [CLAY CHARACTER]

MASTER VIDEO PROMPT

Handmade clay-style [CLAY CHARACTER] sits at tiny breakfast table.

Character lifts a small mug and takes one sip.

Preserve visible clay fingerprints and handcrafted texture.

OUTPUT: 16:9, 12–18fps stop-motion feel, 6 seconds.

NEGATIVE PROMPT: smooth plastic surfaces, character melting, facial features relocating, mug deforming, extra limbs, realistic skin texture, watermark.

PROMPT AN-22 — Clay Character Walk

BEST FOR: Short stories • Brand mascots

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Claymation [CHARACTER] walks across miniature handmade set.

Movement is intentionally stepped and slightly imperfect.

Foot contact remains consistent.

OUTPUT: 16:9, stop-motion cadence, 6 seconds.

NEGATIVE PROMPT: smooth live-action motion, foot sliding, character size changes, clay texture disappearing, set morphing, watermark.

PROMPT AN-23 — Clay Product Commercial

BEST FOR: Creative ads • Food packaging

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Claymation version of [PRODUCT] stands on handcrafted set.

Small clay props assemble around product one by one.

Product itself remains fixed.

OUTPUT: 9:16, stop-motion feel, 6 seconds.

NEGATIVE PROMPT: packaging text changing, product melting, props teleporting, unrealistic glossy plastic, style drift, watermark.

PROMPT AN-24 — Clay Garden Growth

BEST FOR: Children's content • Nature brands

CUSTOMIZE: [PLANTS]

MASTER VIDEO PROMPT

Small clay garden.

[PLANTS] grow incrementally in visible stop-motion steps from soil.

Growth is whimsical but consistent.

OUTPUT: 16:9, stop-motion cadence, 6 seconds.

NEGATIVE PROMPT: photorealistic plants, plants flickering, pot deformation, infinite growth, clay texture loss, watermark.

PROMPT AN-25 — Clay Looping Dance

BEST FOR: Social loops • Mascots

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Clay [CHARACTER] performs one simple two-step dance and returns to starting pose.

OUTPUT: 1:1 or 9:16, stop-motion feel, 4 seconds.

NEGATIVE PROMPT: pose mismatch, limb growth, melting body, smooth interpolation, set change, watermark.

SECTION F — STOP MOTION

PROMPT AN-26 — Stop-Motion Desk Assembly

BEST FOR: Productivity • Product ads

CUSTOMIZE: [OBJECTS]

MASTER VIDEO PROMPT

Top-down stop-motion scene.

[OBJECTS] move into place one step at a time until a complete organized desk setup forms.

No hands visible.

OUTPUT: 9:16, 12–18fps feel, 6 seconds.

NEGATIVE PROMPT: objects floating smoothly, teleportation without stepping, object size drift, desk geometry change, watermark.

PROMPT AN-27 — Stop-Motion Meal Build

BEST FOR: Food ads

CUSTOMIZE: [MEAL]

MASTER VIDEO PROMPT

Ingredients for [MEAL] assemble one by one in clear stop-motion steps.

Maintain ingredient scale and position.

OUTPUT: 9:16, stop-motion feel, 6 seconds.

NEGATIVE PROMPT: ingredients morphing, food appearing from nothing, impossible liquid behaviour, plate changing shape, watermark.

PROMPT AN-28 — Stop-Motion Outfit Flat Lay

BEST FOR: Fashion content

CUSTOMIZE: [OUTFIT PIECES]

MASTER VIDEO PROMPT

Top-down flat lay of [OUTFIT PIECES].

Each piece slides into final coordinated outfit arrangement in discrete steps.

OUTPUT: 9:16, stop-motion cadence, 6 seconds.

NEGATIVE PROMPT: fabric morphing, clothing size changes, pieces overlapping incorrectly, random accessories, watermark.

PROMPT AN-29 — Stop-Motion Product Unboxing

BEST FOR: E-commerce • Creative ads

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Package opens in visible stop-motion stages.

Protective material folds back.

[PRODUCT] rises slightly and settles into hero position.

OUTPUT: 9:16, stop-motion cadence, 7 seconds.

NEGATIVE PROMPT: package morphing, product duplication, floating smooth motion, label distortion, watermark.

PROMPT AN-30 — Stop-Motion Stationery Loop

BEST FOR: Study content • Social loops

CUSTOMIZE: [STATIONERY]

MASTER VIDEO PROMPT

[STATIONERY] items arrange themselves into geometric pattern, then reverse back to initial layout.

OUTPUT: 1:1, stop-motion feel, 6 seconds.

NEGATIVE PROMPT: missing items, size drift, smooth physics, random text, watermark.

SECTION G — PAPER-CUT ANIMATION

PROMPT AN-31 — Paper-Cut City

BEST FOR: Explainers • Brand storytelling

CUSTOMIZE: [CITY THEME]

MASTER VIDEO PROMPT

Layered paper-cut city using [CITY THEME].

Buildings consist of stacked colored paper planes.

Camera moves laterally to create parallax.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: 3D realistic materials, paper thickness changing, buildings warping, random typography, inconsistent shadows, watermark.

PROMPT AN-32 — Paper-Cut Journey Map

BEST FOR: Travel • Educational content

CUSTOMIZE: [JOURNEY]

MASTER VIDEO PROMPT

Flat layered paper map.

A paper token follows [JOURNEY] along simple path.

Landmarks rise as paper shapes when reached.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake readable map labels, impossible route jumps, style changes, 3D photorealism, watermark.

PROMPT AN-33 — Paper-Cut Forest Story

BEST FOR: Children's content

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Paper-cut [CHARACTER] walks through layered forest.

Foreground leaves, character and background move on separate planes for parallax depth.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: character thickness changes, paper becoming fabric, layer order flicker, face redesign, watermark.

PROMPT AN-34 — Paper-Cut Product Ad

BEST FOR: Creative commercials

CUSTOMIZE: [PRODUCT]

MASTER VIDEO PROMPT

Paper-cut interpretation of [PRODUCT] centered on layered brand background.

Paper shapes representing key ingredients or benefits unfold around it.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: fake text, product geometry mutation, paper style disappearing, excessive layers, watermark.

PROMPT AN-35 — Paper-Cut Educational Process

BEST FOR: Education • Children's explainer

CUSTOMIZE: [PROCESS]

MASTER VIDEO PROMPT

Represent [PROCESS] with four layered paper stages connected left to right.

One paper token progresses through each stage.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random labels, stage order changing, paper morphing into 3D objects, watermark.

SECTION H — CHILDREN'S ANIMATION

PROMPT AN-36 — Friendly Animal Learning Numbers

BEST FOR: Preschool content

CUSTOMIZE: [ANIMAL CHARACTER] [COUNT]

MASTER VIDEO PROMPT

Friendly stylized [ANIMAL CHARACTER] stands beside [COUNT] simple colorful objects.

Character points toward each object one by one.

Do not generate written numerals unless added later.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra limbs, scary facial expression, object count changing, duplicate objects, fast chaotic motion, watermark.

PROMPT AN-37 — Color-Learning Adventure

BEST FOR: Preschool education

CUSTOMIZE: [CHARACTER] [COLOR]

MASTER VIDEO PROMPT

[CHARACTER] discovers three objects sharing [COLOR].

Character reacts happily to each object.

Use simple uncluttered background.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: colors shifting, object count changing, character redesign, overstimulation, random text, watermark.

PROMPT AN-38 — Shapes Come Alive

BEST FOR: Educational animation

CUSTOMIZE: [SHAPES]

MASTER VIDEO PROMPT

Simple [SHAPES] bounce gently into frame and arrange into one recognizable object.

Use soft child-friendly motion.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: shape count drift, harsh flashing colors, broken geometry, random letters, watermark.

PROMPT AN-39 — Bedtime Story Scene

BEST FOR: Children's stories

CUSTOMIZE: [CHARACTER] [SETTING]

MASTER VIDEO PROMPT

Soft animated [CHARACTER] settles into [SETTING] at night.

Stars or fireflies move slowly.

Character closes eyes calmly.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: scary shadows, rapid motion, facial drift, random creatures, excessive glowing particles, watermark.

PROMPT AN-40 — Sharing & Kindness Mini-Story

BEST FOR: Children's educational stories

CUSTOMIZE: [CHARACTER A] [CHARACTER B] [OBJECT]

MASTER VIDEO PROMPT

[CHARACTER A] holds [OBJECT], notices [CHARACTER B], then offers the object.

[CHARACTER B] accepts with simple smile.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: character identity swap, object duplication, extra limbs, exaggerated facial distortion, watermark.

SECTION I — EDUCATIONAL ANIMATION

PROMPT AN-41 — Simple Science Process

BEST FOR: Educational channels

CUSTOMIZE: [SCIENCE PROCESS]

MASTER VIDEO PROMPT

Stylized educational animation showing [SCIENCE PROCESS] using simplified forms and clear spatial separation.

Use arrows or motion paths without labels.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake scientific text, random symbols, conceptually unrelated motion, clutter, watermark.

PROMPT AN-42 — Historical Timeline Animation

BEST FOR: History education

CUSTOMIZE: [EVENTS]

MASTER VIDEO PROMPT

Horizontal animated timeline.

Neutral visual markers for [EVENTS] appear sequentially from left to right.

No dates or text generated.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake dates, wrong order, random text, style inconsistency, watermark.

PROMPT AN-43 — Geography Layer Animation

BEST FOR: Geography • Education

CUSTOMIZE: [REGION]

MASTER VIDEO PROMPT

Stylized map-like silhouette of [REGION].

Terrain layers rise subtly to show mountains, plains and water systems.

No labels.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: map geometry changing excessively, fake borders, random names, unrealistic terrain, watermark.

PROMPT AN-44 — Economics Flow Animation

BEST FOR: Finance education

CUSTOMIZE: [ECONOMIC CONCEPT]

MASTER VIDEO PROMPT

Use simple tokens moving through households, businesses and institutions to represent [ECONOMIC CONCEPT].

Keep motion readable.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: currency symbols everywhere, fake statistics, chaotic flow, token duplication, watermark.

PROMPT AN-45 — Cause-and-Effect Explainer

BEST FOR: Education • Business

CUSTOMIZE: [CAUSE] [EFFECT]

MASTER VIDEO PROMPT

Left side contains simple visual symbol for [CAUSE].

One clear motion connects to right-side visual symbol for [EFFECT].

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: extra stages appearing, random labels, confusing motion paths, watermark.

SECTION J — ANIMATED ADS

PROMPT AN-46 — Animated Product Problem-Solution

BEST FOR: Paid social • E-commerce

CUSTOMIZE: [PRODUCT] [PROBLEM]

MASTER VIDEO PROMPT

Stylized animated character experiences [PROBLEM].

[PRODUCT] enters frame.

Character uses product once.

Final frame shows visibly improved but believable situation.

OUTPUT: 9:16, 24fps, 8 seconds.

NEGATIVE PROMPT: fake claims, impossible transformation, product mutation, character redesign, random text, watermark.

PROMPT AN-47 — Animated App Commercial

BEST FOR: Apps • SaaS

CUSTOMIZE: [APP FUNCTION]

MASTER VIDEO PROMPT

Flat-motion animation.

A smartphone silhouette displays simplified abstract interface representing [APP FUNCTION].

One tap triggers a clean visual outcome.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: nonsense UI text, fake app logos, interface mutation, excessive effects, watermark.

PROMPT AN-48 — Animated Food Ad

BEST FOR: Food brands

CUSTOMIZE: [FOOD PRODUCT]

MASTER VIDEO PROMPT

Stylized [FOOD PRODUCT] lands softly onto graphic background.

Ingredient shapes appear around it in controlled rhythm.

Final product remains centered.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: food mutation, ingredient multiplication, unrealistic gross texture, fake packaging text, watermark.

PROMPT AN-49 — Animated Fashion Ad

BEST FOR: Fashion brands

CUSTOMIZE: [GARMENT]

MASTER VIDEO PROMPT

Stylized animated [GARMENT] assembles from fabric panels, then settles onto invisible mannequin silhouette.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: fabric clipping, garment redesign, impossible panel count, random accessories, watermark.

PROMPT AN-50 — Animated Service Ad

BEST FOR: Service businesses

CUSTOMIZE: [SERVICE] [RESULT]

MASTER VIDEO PROMPT

Simple animated metaphor for [SERVICE].

Messy elements reorganize into [RESULT].

Leave negative space for headline and CTA.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: fake testimonials, fake statistics, random text, clutter, watermark.

SECTION K — MOTION GRAPHICS & LOGO ANIMATION

PROMPT AN-51 — Geometric Logo Reveal

BEST FOR: Brand intros

CUSTOMIZE: [LOGO SHAPE] [BRAND COLORS]

MASTER VIDEO PROMPT

Abstract geometric pieces in [BRAND COLORS] move along clean paths and assemble into [LOGO SHAPE].

Keep final mark still for two seconds.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: logo distortion, extra pieces, random letters, excessive particles, camera shake, watermark.

DIRECTOR'S NOTE: For exact logos, animate the actual vector logo in post.

PROMPT AN-52 — Line-Draw Logo Animation

BEST FOR: Minimal brands

CUSTOMIZE: [LOGO OUTLINE]

MASTER VIDEO PROMPT

Thin clean line traces [LOGO OUTLINE] progressively until full mark is complete.

Final shape remains centered.

OUTPUT: 1:1 or 16:9, 24fps, 4 seconds.

NEGATIVE PROMPT: broken line continuity, random shapes, logo redesign, inconsistent thickness, watermark.

PROMPT AN-53 — Typographic Placeholder Intro

BEST FOR: YouTube • Brand films

CUSTOMIZE: [TEXT BLOCK]

MASTER VIDEO PROMPT

Create abstract rectangular placeholders representing typography.

Blocks slide into clean editorial layout with strong alignment.

Do not generate readable words.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: gibberish text, random fonts, misaligned layout, jitter, watermark.

PROMPT AN-54 — Data Motion Graphic

BEST FOR: Business • Tech

CUSTOMIZE: [DATA STORY]

MASTER VIDEO PROMPT

Minimal bars, circles and lines animate to represent [DATA STORY].

Keep chart motion clear and restrained.

No numbers.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: fake statistics, random labels, chart shape drift, excessive neon, watermark.

PROMPT AN-55 — Shape Transition Pack

BEST FOR: Social editing • Brand content

CUSTOMIZE: [BRAND SHAPE]

MASTER VIDEO PROMPT

[**BRAND SHAPE**] expands to fill frame, contracts into another position and ends as clean full-frame wipe.

OUTPUT: 9:16, 24fps, 4 seconds.

NEGATIVE PROMPT: shape distortion, uneven edges, random colors, frame flicker, watermark.

SECTION L — MINIATURE WORLDS

PROMPT AN-56 — Miniature Workers Around Product

BEST FOR: Product ads

CUSTOMIZE: [**PRODUCT**] [**TASK**]

MASTER VIDEO PROMPT

Full-size [**PRODUCT**] becomes environment for tiny stylized workers performing [**TASK**].

Workers climb, carry or inspect using believable miniature-scale props.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: product mutation, worker scale inconsistency, characters embedded in product, duplicate workers, random machinery, watermark.

PROMPT AN-57 — Miniature City in a Cup

BEST FOR: Surreal social content

CUSTOMIZE: [**CUP TYPE**] [**CITY STYLE**]

MASTER VIDEO PROMPT

Macro shot of [CUP TYPE].

Inside, a tiny coherent [CITY STYLE] exists at believable miniature scale.

Camera slowly pushes toward rim.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: cup changing shape, city spilling outside, scale jumps, random giant objects, watermark.

PROMPT AN-58 — Miniature Farm on Food Product

BEST FOR: Food brands

CUSTOMIZE: [FOOD PRODUCT]

MASTER VIDEO PROMPT

Tiny stylized farm scene sits on surface of giant [FOOD PRODUCT].

Small workers harvest ingredient-inspired crops.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: food mutation, miniature scale inconsistency, gross texture, excessive people, watermark.

PROMPT AN-59 — Miniature Tech Factory

BEST FOR: Tech ads

CUSTOMIZE: [DEVICE]

MASTER VIDEO PROMPT

Tiny fictional engineers work around giant [DEVICE], inspecting ports and screen edges.

Use clean industrial miniature design.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: device redesign, extra ports, workers passing through device, scale drift, watermark.

PROMPT AN-60 — Miniature Construction on Sneaker

BEST FOR: Fashion • Footwear ads

CUSTOMIZE: [SNEAKER]

MASTER VIDEO PROMPT

Tiny stylized workers inspect seams, lace eyelets and sole of giant [SNEAKER].

Keep footwear geometry exact.

OUTPUT: 9:16, 24fps, 7 seconds.

NEGATIVE PROMPT: shoe mutation, extra laces, sole deformation, miniature people clipping, watermark.

SECTION M — FANTASY & CHARACTER ADVENTURES

PROMPT AN-61 — Forest Portal Discovery

BEST FOR: Fantasy shorts

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Stylized animated [CHARACTER] walks through forest and discovers a softly glowing circular portal between trees.

Character approaches cautiously but does not enter.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: portal changing shape, character redesign, excessive particles, trees morphing, camera jitter, watermark.

PROMPT AN-62 — Flying Creature Ride

BEST FOR: Fantasy adventure

CUSTOMIZE: [CHARACTER] [CREATURE]

MASTER VIDEO PROMPT

[CHARACTER] rides [CREATURE] through open sky above stylized landscape.

Keep rider seated securely and creature anatomy consistent.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: extra wings, creature anatomy drift, rider floating off, clothing clipping, landscape flicker, watermark.

PROMPT AN-63 — Magical Library

BEST FOR: Fantasy • Children's stories

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] enters large magical library.

A limited number of books float gently from shelves and open around character.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: hundreds of chaotic books, shelves bending, character redesign, unreadable text flying everywhere, watermark.

PROMPT AN-64 — Crystal Cave

BEST FOR: Fantasy cinematics

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] explores stylized crystal cave.

Subtle colored reflections illuminate walls.

Camera tracks behind.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: cave geometry morphing, character identity drift, excessive bloom, random monsters, flickering crystals, watermark.

PROMPT AN-65 — Giant Friendly Creature Encounter

BEST FOR: Adventure • Children's animation

CUSTOMIZE: [CHARACTER] [CREATURE]

MASTER VIDEO PROMPT

Small [CHARACTER] stands in open landscape as giant friendly [CREATURE] lowers head to eye level.

Character reaches out one hand.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: threatening aggression, creature scale changing, extra limbs, hand clipping, face drift, watermark.

SECTION N — SURREAL ANIMATION

PROMPT AN-66 — Room Folding Into Cube

BEST FOR: Creative portfolios • Art films

CUSTOMIZE: [ROOM STYLE]

MASTER VIDEO PROMPT

Stylized [ROOM STYLE] interior begins stable.

Walls fold inward along clean geometric hinges until room becomes compact cube.

Objects remain attached to their surfaces during fold.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: random melting, furniture clipping, geometry flicker, uncontrolled collapse, watermark.

PROMPT AN-67 — Character Walking Across Floating Doors

BEST FOR: Surreal storytelling

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] walks across series of floating doors positioned like stepping platforms in open sky.

Each door remains fixed while character steps from one to next.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: character floating independently, door size drift, foot sliding, extra limbs, watermark.

PROMPT AN-68 — Endless Staircase Loop

BEST FOR: Art loops • Music visuals

CUSTOMIZE: [STAIR STYLE]

MASTER VIDEO PROMPT

Stylized [STAIR STYLE] staircase appears to continue infinitely through forced-perspective looping architecture.

Camera follows one character upward.

OUTPUT: 9:16, 24fps, 6 seconds.

NEGATIVE PROMPT: stair count changing randomly, character teleporting, geometry tearing, camera wobble, watermark.

PROMPT AN-69 — Cloud Room

BEST FOR: Dream sequences

CUSTOMIZE: [ROOM OBJECTS]

MASTER VIDEO PROMPT

Minimal room containing [ROOM OBJECTS] sits gently on dense stylized cloud platform.

Curtains move softly while clouds drift beneath.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: room sinking, furniture floating away, cloud geometry flicker, excessive fantasy particles, watermark.

PROMPT AN-70 — Gravity Reversal Room

BEST FOR: Surreal ads • Creative shorts

CUSTOMIZE: [CHARACTER] [ROOM]

MASTER VIDEO PROMPT

[CHARACTER] stands in [ROOM].

Only several lightweight objects gradually drift upward while character and furniture remain grounded.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: entire room rotating, character floating, heavy furniture rising, chaotic object collisions, watermark.

SECTION O — LOOPS & HIGH-RETENTION ANIMATION

PROMPT AN-71 — Walking Character Seamless Loop

BEST FOR: Social loops • Background visuals

CUSTOMIZE: [CHARACTER] [BACKGROUND]

MASTER VIDEO PROMPT

Side-view [CHARACTER] walks continuously while [BACKGROUND] scrolls behind at matching speed.

Start and end stride positions should closely align.

OUTPUT: 9:16, 24fps, 5 seconds.

NEGATIVE PROMPT: gait drift, foot sliding, character size changes, background speed mismatch, loop jump, watermark.

PROMPT AN-72 — Infinite Conveyor Loop

BEST FOR: Product visuals • Tech

CUSTOMIZE: [OBJECT]

MASTER VIDEO PROMPT

[OBJECT] travels on looping conveyor through frame.

As one exits, an identical copy enters from opposite side at matched position.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: object mutation, conveyor speed changes, duplicate overlap, perspective drift, watermark.

PROMPT AN-73 — Bouncing Shape Loop

BEST FOR: Motion graphics • Children's content

CUSTOMIZE: [SHAPE]

MASTER VIDEO PROMPT

[**SHAPE**] drops, squashes moderately on impact, stretches slightly on rebound and returns to exact starting height.

OUTPUT: 1:1, 24fps, 4 seconds.

NEGATIVE PROMPT: extreme deformation, shape redesign, bounce height drift, floor movement, watermark.

PROMPT AN-74 — Animated Day-to-Night Loop

BEST FOR: Ambient visuals • Background animation

CUSTOMIZE: [**SCENE**]

MASTER VIDEO PROMPT

Stylized [**SCENE**] transitions slowly from day to night and back to day.

Lighting changes smoothly while architecture remains identical.

OUTPUT: 16:9, 24fps, 8 seconds.

NEGATIVE PROMPT: building changes, sudden lighting flicker, sun/moon teleportation, color palette instability, watermark.

PROMPT AN-75 — COMPLETE 30-SECOND ANIMATED STORY BLUEPRINT™

BEST FOR: Children's stories • Brand mascots • Animated social campaigns • Portfolio pieces

CUSTOMIZE: [**MAIN CHARACTER**] [**GOAL**] [**OBSTACLE**] [**PAYOFF**] [**ANIMATION STYLE**]

Build the 30-second story as **eight separately generated animated shots**.

SHOT 1 — 0–3 SEC

CHARACTER HOOK

Introduce [MAIN CHARACTER] in one visually distinctive pose or action.

Keep the character design immediately readable.

SHOT 2 — 3–6 SEC

GOAL

Show [GOAL] visually.

Character notices it.

Do not over-explain.

SHOT 3 — 6–10 SEC

FIRST ATTEMPT

Character moves toward goal.

One simple action only.

SHOT 4 — 10–14 SEC

OBSTACLE

Introduce [OBSTACLE].

Keep obstacle clear enough to understand instantly.

SHOT 5 — 14–18 SEC

REACTION

Character reacts emotionally:

surprise,

frustration,

curiosity,

determination.

No extreme facial distortion.

SHOT 6 — 18–22 SEC

SECOND ATTEMPT

Character tries a new approach.

Use stronger motion or visual rhythm.

SHOT 7 — 22–26 SEC

PAYOFF

[PAYOFF] occurs.

Keep result visually satisfying but not chaotic.

SHOT 8 — 26–30 SEC

END POSE / LOOP

Character settles into clean final pose.

Leave negative space for:

[TITLE]

[LOGO]

[CTA]

Or match composition to Shot 1 for looping edit.

CHARACTER MODEL LOCK™

For every recurring shot preserve:

[HEAD SHAPE]

[EYE SIZE]

[EYE COLOR]

[NOSE STYLE]

[MOUTH STYLE]

[HAIRSTYLE]

[HAIR COLOR]

[SKIN/FUR COLOR]

[BODY PROPORTIONS]

[OUTFIT]

[SHOES]

[ACCESSORIES]

STYLE LOCK™

Preserve exactly:

[2D / 3D / CLAY / PAPER / STOP MOTION / CEL-SHADED / VECTOR]

[LINE WEIGHT]

[MATERIAL STYLE]

[SHADING STYLE]

[COLOR PALETTE]

[BACKGROUND DETAIL LEVEL]

Never allow a 2D character to become 3D halfway through a shot unless that transformation is intentional.

POSE CONTINUITY LOCK™

For sequential shots preserve:

- body orientation,
- left/right facing direction,
- hand holding object,
- character height,
- camera axis,
- prop location,
- action ending pose.

If Shot 1 ends with the character holding a cup in the right hand, Shot 2 should not begin with the cup in the left unless the change is shown.

ANIMATION PHYSICS LOCK™

Define what deformation is allowed.

For a stylized character:

Allow moderate squash-and-stretch during impact and anticipation, but preserve facial structure, head identity, clothing design and limb count.

For stop motion:

Motion occurs through discrete positional increments rather than smooth live-action interpolation.

For paper-cut:

All objects retain flat layered paper construction and move as rigid or hinged paper pieces.

For clay:

Preserve handcrafted clay material and subtle surface fingerprints.

FRAME CONSISTENCY LOCK™

Add when a model flickers:

Maintain identical rendering style, color palette, line quality, materials, character proportions, object placement, light direction and environment geometry across every frame. No visual redesign between frames.

This control is particularly important for:

- 2D animation,
- mascots,

- anime-inspired characters,
- clay animation,
- stop motion,
- paper-cut scenes.

ANIMATION NEGATIVE CONTROL STACK™

CHARACTER

No:

face redesign, changing head shape, changing eye size, changing hair, changing outfit, extra limbs, missing limbs, extra fingers, disappearing accessories.

STYLE

No:

style drift, photorealism appearing inside stylized scenes, line weight changes, material changes, rendering changes.

POSE

No:

limbs jumping position, hand switching sides, body orientation flipping, foot sliding.

MOTION

No:

temporal jitter, frame popping, uncontrolled stretch, broken walk cycles, sudden acceleration.

ENVIRONMENT

No:

background morphing, changing room geometry, random props appearing, disappearing objects.

THE “STYLE BEFORE DETAIL” RULE™

When prompting animation, define style before adding lots of scene detail.

Weak:

A character walking through a forest.

Stronger:

A stylized 2D cel-shaded character with clean thick outlines, restrained facial features and flat color blocks walking through a painterly layered forest with subtle parallax.

The animation system needs to know **how the world exists** before it knows everything inside that world.

THE 4 LEVELS OF ANIMATION MOTION™

LEVEL 1 — IDLE

Blinking, breathing, subtle sway.

LEVEL 2 — SIMPLE ACTION

Walking, turning, waving, picking up object.

LEVEL 3 — PERFORMANCE

Running, jumping, reacting, interacting with another character.

LEVEL 4 — COMPLEX SEQUENCE

Multiple characters, environment movement, effects, dialogue, action and camera movement.

For reliability, do not jump immediately to Level 4.

Build complex scenes from simpler shots.

THE CHARACTER CONSISTENCY METHOD™

Before generating a recurring animated character, create one master character description.

For example:

Stylized 3D female character, early 20s appearance, rounded oval face, large dark-brown eyes, small nose, shoulder-length black curls, medium-brown skin tone, yellow cropped jacket over white T-shirt, navy trousers, white sneakers, slim simplified body proportions, friendly facial design, soft rounded 3D materials.

Reuse it exactly.

Do not rewrite the character differently every scene.

Even small wording changes can encourage visual drift.

ANIMATED AD STRUCTURE™

For short animated ads, use:

HOOK → PROBLEM → PRODUCT → ACTION → PAYOFF → CTA

Example:

Character struggles with clutter.

Product appears.

Character uses it once.

Environment becomes organized.

Character relaxes.

Brand end frame.

This structure works because the animation exists to communicate the benefit—not just show animation skill.

SEAMLESS LOOP FORMULA™

For a true loop, start and end should share:

- same character position,
- same camera position,
- same object orientation,
- same lighting,
- same movement direction,
- similar background state.

A loop should feel like:

END → START

not:

END → obvious restart.

CHAPTER 11

CINEMATIC & MOVIE SCENES

75 Production-Ready AI Video Prompts for Action, Crime, Thriller, Drama, Romance, Comedy, Mystery, Sci-Fi, Fantasy, Horror, Historical Epics, Adventure, Westerns, Disaster Films, Chase Sequences, Emotional Character Moments, Dialogue Setups, Hero Entrances, Villain Reveals, Suspense, Dream Sequences, Movie Trailers & Epic Final Shots

Commercial video asks:

“How do I make this product desirable?”

Cinematic storytelling asks a different question:

“How do I make the audience feel something before they fully understand what is happening?”

A cinematic shot is not made cinematic simply by adding:

“cinematic, 4K, dramatic lighting.”

A movie shot works because of decisions.

Where is the character?

What do they want?

What information does the audience have?

What information are you withholding?

Where is the camera?

Why is it moving?

Where is the light coming from?

What changes during the shot?

What should the audience feel when the shot ends?

This chapter transforms the Golden Prompt Formula 2.0™ into a narrative filmmaking system.

The core principle is:

Don't prompt a movie. Direct a shot.

THE CINEMATIC SCENE CONTROL STACK™

For narrative scenes, define six things before writing the visual description:

1. STORY PURPOSE

Why does this shot exist?

2. CHARACTER OBJECTIVE

What does the character want right now?

3. BLOCKING

Where is everyone physically positioned?

4. SCREEN DIRECTION

Which direction is each character moving or looking?

5. CAMERA INTENTION

Why is the camera wide, close, moving or stationary?

6. EMOTIONAL TURN

What changes between the beginning and end?

These six controls are more valuable than filling a prompt with camera jargon.

SECTION A — ACTION

PROMPT C-01 — Hero Corridor Sprint

BEST FOR: Action films • Trailers • Character introductions

CUSTOMIZE: [CHARACTER] [LOCATION] [OBJECTIVE]

MASTER VIDEO PROMPT

Cinematic action shot inside [LOCATION].

[CHARACTER] runs toward [OBJECTIVE], moving consistently from screen left to screen right.

Camera tracks parallel at waist height.

Character's clothing reacts naturally to forward movement.

Background passes with controlled motion blur while face remains readable.

CAMERA LOCK

Parallel tracking shot. Maintain distance and lens perspective.

MOTION HIERARCHY

Primary: character sprint.

Secondary: clothing and hair.

Ambient: background movement.

Locked: camera-to-character distance.

OUTPUT

2.39:1 or 16:9, 24fps, 5–7 seconds.

NEGATIVE PROMPT

extra limbs, duplicate character, broken running cycle, foot sliding, backwards knees, face drift, clothing changes, screen-direction reversal, character suddenly changing speed, background warping, camera overtaking character, excessive motion blur, random explosions, temporal flicker, watermark, subtitles.

DIRECTOR'S NOTE

If the next shot continues the run, preserve left-to-right screen direction.

PROMPT C-02 — Controlled Rooftop Pursuit

BEST FOR: Action • Thriller

CUSTOMIZE: [PURSUER] [TARGET] [CITY]

MASTER VIDEO PROMPT

Wide rooftop action shot at blue hour.

[TARGET] runs left-to-right across safe flat rooftop while [PURSUER] follows several metres behind.

Camera tracks both characters from adjacent rooftop perspective.

Maintain clear spatial distance.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: impossible rooftop jumps, characters merging, identity swaps, distance changing randomly, extra limbs, teleportation, unsafe edge interaction, city geometry morphing, camera jitter, watermark.

PROMPT C-03 — Action Hero Landing

BEST FOR: Hero entrances • Superhuman fantasy

CUSTOMIZE: [CHARACTER] [ENVIRONMENT]

MASTER VIDEO PROMPT

Low-angle shot of [CHARACTER] dropping from a modest elevated position and landing firmly inside [ENVIRONMENT].

Character bends knees naturally on impact, steadies, then rises into confident posture.

A restrained amount of dust reacts to impact.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: impossible limb deformation, ground explosion, excessive superhero crater unless specified, floating character, duplicate body, foot penetration, face mutation, random camera shake, watermark.

PROMPT C-04 — Vehicle Arrival Action Shot

BEST FOR: Action • Crime • Thriller

CUSTOMIZE: [VEHICLE] [LOCATION]

MASTER VIDEO PROMPT

[VEHICLE] enters [LOCATION] from screen right, slows naturally and stops at predetermined mark.

Low three-quarter camera remains stationary.

Suspension settles subtly after stop.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: vehicle geometry changes, wheels sliding sideways, wheels rotating after stop, duplicate vehicle, impossible steering, changing license details, exploding tires, road warping, watermark.

PROMPT C-05 — Action Escape Through Closing Door

BEST FOR: Adventure • Thriller

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

[CHARACTER] rushes toward a large closing doorway inside [LOCATION].

Door descends steadily.

Character passes safely beneath just before closure.

Camera remains on opposite side, slowly pulling backward.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: character clipping through door, door changing dimensions, impossible body deformation, teleportation, extra limbs, random debris, camera collision, watermark.

SECTION B — CRIME

PROMPT C-06 — Detective Enters Empty Office

BEST FOR: Crime drama • Mystery

CUSTOMIZE: [DETECTIVE] [OFFICE STYLE]

MASTER VIDEO PROMPT

Dim [OFFICE STYLE] after business hours.

[DETECTIVE] opens door slowly and enters.

Character pauses immediately after noticing something off-screen.

Camera performs restrained dolly-in from behind desk foreground.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: weapon appearing unless specified, duplicate detective, face drift, office furniture changing, random evidence appearing, exaggerated reaction, light flicker, watermark.

PROMPT C-07 — Evidence Table Investigation

BEST FOR: Detective stories

CUSTOMIZE: [INVESTIGATOR] [EVIDENCE OBJECTS]

MASTER VIDEO PROMPT

Overhead cinematic shot of [EVIDENCE OBJECTS] arranged on dark investigation table.

[INVESTIGATOR] carefully moves exactly one object with gloved hand.

Camera slowly descends.

NEGATIVE PROMPT: evidence multiplying, fake readable case text, malformed hands, objects teleporting, random blood or gore, changing table layout, watermark.

PROMPT C-08 — Suspicious Meeting in Café

BEST FOR: Crime • Espionage • Thriller

CUSTOMIZE: [CHARACTER A] [CHARACTER B]

MASTER VIDEO PROMPT

Quiet café booth.

[CHARACTER A] sits facing camera three-quarter.

[CHARACTER B] sits opposite with back partially visible.

Character A slides a sealed plain envelope across table.

Character B places one hand on it but does not open it.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: envelope multiplying, fake readable documents, identity swapping, malformed hands, extra fingers, cup deformation, random patrons staring, watermark.

PROMPT C-09 — Detective Watches From Car

BEST FOR: Crime drama • Surveillance fiction

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

Narrative fictional surveillance scene.

[CHARACTER] sits inside parked car at night, observing [LOCATION] through windshield.

Street reflections move subtly across glass.

Character remains mostly still.

Camera positioned from passenger-seat perspective.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: car moving, face drift, impossible reflections, random binoculars appearing, windshield disappearing, excessive rain, watermark.

PROMPT C-10 — Empty Interrogation Room Setup

BEST FOR: Crime drama • Psychological thriller

CUSTOMIZE: [ROOM STYLE]

MASTER VIDEO PROMPT

Empty [ROOM STYLE] interrogation room.

Single table.

Two chairs.

One overhead practical light.

Camera slowly pushes toward empty chair.

No characters.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: people appearing, chairs moving, horror creatures, light strobing, room geometry changing, random documents, text, watermark.

SECTION C — THRILLER & SUSPENSE

PROMPT C-11 — The Door Is Already Open

BEST FOR: Suspense • Thriller

CUSTOMIZE: [CHARACTER] [HOME INTERIOR]

MASTER VIDEO PROMPT

[CHARACTER] approaches their [HOME INTERIOR] entrance and stops after noticing door slightly open.

Character does not enter.

Camera slowly pushes from behind character.

Curtain inside moves subtly from airflow.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: intruder appearing, supernatural figure, door opening itself further, exaggerated shaking, character identity drift, random jump scare, camera shake, watermark.

DIRECTOR'S NOTE: Suspense often improves when the prompt does not reveal the threat.

PROMPT C-12 — Elevator Floor Countdown Without Text

BEST FOR: Thriller

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Tight medium shot of [CHARACTER] inside elevator.

Character watches unseen floor indicator above camera.

Mechanical elevator hum implied through subtle vibration.

Character glances toward closed doors.

Do not generate readable floor numbers.

NEGATIVE PROMPT: fake numbers, doors warping, face morphing, random passengers appearing, excessive panic, watermark.

PROMPT C-13 — Footsteps Outside the Room

BEST FOR: Suspense

CUSTOMIZE: [CHARACTER] [ROOM]

MASTER VIDEO PROMPT

[CHARACTER] sits quietly inside dim [ROOM].

Character hears something outside frame and slowly turns toward door.

A moving shadow passes briefly beneath door gap.

Camera remains locked.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: monster appearing, random hand through door, excessive shadow distortion, door opening, character screaming, camera movement, watermark.

PROMPT C-14 — Empty Hallway Suspense

BEST FOR: Psychological thriller

CUSTOMIZE: [HALLWAY STYLE]

MASTER VIDEO PROMPT

Perfectly empty [HALLWAY STYLE].

Camera performs extremely slow forward dolly.

One distant practical light turns off naturally near end of shot.

Nothing else happens.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: ghosts, people, random silhouettes, flashing lights, hallway stretching, wall morphing, sudden zoom, watermark.

PROMPT C-15 — Reflection Suspense

BEST FOR: Mystery • Thriller

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

[CHARACTER] stands before reflective window inside [LOCATION].

Focus initially on character reflection.

Character turns slightly after noticing movement outside frame.

Reflection remains physically synchronized.

NEGATIVE PROMPT: independent reflection movement, duplicate face, ghost figure unless specified, reflection delay, glass deformation, random text, watermark.

SECTION D — DRAMA

PROMPT C-16 — Bad News Without Dialogue

BEST FOR: Drama • Emotional storytelling

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

Medium close-up of [CHARACTER] seated inside [LOCATION].

Character looks at unseen information below frame.

Expression changes gradually from neutral to quiet disappointment.

Character lowers gaze.

No crying required.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: exaggerated sobbing, facial warping, instant emotion change, extra tears, face drift, random phone text, watermark.

PROMPT C-17 — Parent Waiting at Window

BEST FOR: Family drama

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] stands beside window in quiet home at dusk.

Character looks outside, checks time through natural wrist glance, then returns gaze to street.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: fake watch text, extra fingers, dramatic crying, window reflection errors, identity drift, watermark.

PROMPT C-18 — Empty Chair at Dinner

BEST FOR: Emotional drama

CUSTOMIZE: [DINNER SETTING]

MASTER VIDEO PROMPT

Wide static shot of [DINNER SETTING].

One character sits at table.

An empty chair remains prominently framed opposite them.

Character briefly looks toward empty chair.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: person appearing in chair, moving furniture, excessive sadness acting, food changing, watermark.

PROMPT C-19 — Quiet Reconciliation

BEST FOR: Family • Relationship drama

CUSTOMIZE: [CHARACTER A] [CHARACTER B]

MASTER VIDEO PROMPT

[CHARACTER A] and [CHARACTER B] sit apart on bench.

After brief silence, Character A shifts slightly closer.

Character B looks over.

No embrace.

Keep performance restrained.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: sudden hugging, identity swap, exaggerated smiles, body clipping, extra limbs, environment changes, watermark.

PROMPT C-20 — Leaving Home

BEST FOR: Drama • Coming-of-age

CUSTOMIZE: [CHARACTER] [HOME]

MASTER VIDEO PROMPT

[CHARACTER] stands outside [HOME] holding one travel bag.

Character turns back for one final look, pauses, then walks out of frame.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: bag changing, character reversing direction unexpectedly, house morphing, exaggerated crying, duplicate character, watermark.

SECTION E — ROMANCE

PROMPT C-21 — First Notice Across Café

BEST FOR: Romance • Music videos

CUSTOMIZE: [CHARACTER A] [CHARACTER B]

MASTER VIDEO PROMPT

Warm café interior.

[CHARACTER A] looks up and notices [CHARACTER B] across room.

Character B remains unaware.

Use shallow depth of field to shift attention from foreground to background.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: exaggerated staring, instant romance clichés, identity drift, random heart graphics, duplicate patrons, watermark.

PROMPT C-22 — Walking Together at Golden Hour

BEST FOR: Romance • Lifestyle film

CUSTOMIZE: [CHARACTER A] [CHARACTER B] [LOCATION]

MASTER VIDEO PROMPT

[CHARACTER A] and [CHARACTER B] walk side-by-side through [LOCATION] at golden hour.

Conversation is implied through natural glances and restrained smiles.

Camera tracks backward.

NEGATIVE PROMPT: lip-sync gibberish, hand fusion, foot sliding, identity swap, exaggerated laughter, background morphing, watermark.

PROMPT C-23 — Almost Holding Hands

BEST FOR: Subtle romance

CUSTOMIZE: [CHARACTERS]

MASTER VIDEO PROMPT

Close shot of two characters walking side-by-side.

Their hands move naturally near each other but do not touch.

Camera tracks at hip level.

OUTPUT: 2.39:1, 24fps, 5 seconds.

NEGATIVE PROMPT: fused fingers, extra hands, sudden handholding, arm deformation, clothing changes, watermark.

PROMPT C-24 — Rain Shelter Moment

BEST FOR: Romance • Drama

CUSTOMIZE: [CHARACTER A] [CHARACTER B]

MASTER VIDEO PROMPT

Two characters stand beneath small storefront awning during gentle rain.

Character A moves slightly to make more dry space for Character B.

Character B notices.

OUTPUT: 16:9, 24fps, 7 seconds.

NEGATIVE PROMPT: heavy storm, magical rain, clothing instantly soaked beneath shelter, identity drift, exaggerated romantic gestures, watermark.

PROMPT C-25 — Train Departure Goodbye

BEST FOR: Romance • Drama

CUSTOMIZE: [CHARACTER A] [CHARACTER B]

MASTER VIDEO PROMPT

Station platform.

Character A stands beside train doorway.

Character B remains on platform.

They exchange one final look before Character A steps inside.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: train moving while boarding, identity swap, extra passengers blocking scene, melodramatic gestures, station warping, watermark.

SECTION F — COMEDY

PROMPT C-26 — Wrong Door

BEST FOR: Situational comedy

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] confidently opens door, steps halfway through, freezes after realizing mistake, backs out and closes it.

Camera remains static.

OUTPUT: 16:9, 24fps, 6 seconds.

NEGATIVE PROMPT: exaggerated cartoon deformation unless intended, door teleportation, extra limbs, character identity change, watermark.

PROMPT C-27 — Coffee Spill Reaction

BEST FOR: Workplace comedy

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] reaches for coffee while focused elsewhere and lightly knocks cup.

Small realistic spill occurs.

Character freezes and slowly looks down.

NEGATIVE PROMPT: giant liquid explosion, cup flying, malformed hand, impossible spill physics, exaggerated screaming, watermark.

PROMPT C-28 — Elevator Awkwardness

BEST FOR: Comedy

CUSTOMIZE: [CHARACTER A][CHARACTER B]

MASTER VIDEO PROMPT

Two characters stand inside elevator facing forward.

Character A glances toward Character B.

Character B simultaneously glances toward A.

Both immediately face forward again.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: face mutation, exaggerated expressions, random passengers, elevator distortion, watermark.

PROMPT C-29 — Umbrella Betrayal

BEST FOR: Visual comedy

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Character opens umbrella in moderate wind.

Umbrella turns inside-out once.

Character looks at it silently.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: dangerous storm, umbrella flying away, body deformation, extra hands, repeated impossible flipping, watermark.

PROMPT C-30 — The Chair Isn't There

BEST FOR: Physical comedy

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Character begins sitting while looking elsewhere, notices chair has been moved before committing weight, catches balance and stands upright.

No fall or injury.

OUTPUT: 16:9, 24fps, 5 seconds.

NEGATIVE PROMPT: dangerous fall, body folding, extra limbs, chair teleporting, injury, watermark.

SECTION G — MYSTERY

PROMPT C-31 — Unopened Letter

BEST FOR: Mystery • Drama

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

A sealed unmarked envelope rests on table.

[CHARACTER] enters frame, notices it and slowly reaches toward it.

Cut before envelope opens.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: readable fake writing, envelope opening itself, extra hands, random supernatural effects, watermark.

PROMPT C-32 — Missing Photograph Space

BEST FOR: Mystery

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Character examines wall containing several framed photographs.

One clearly empty rectangular space remains between frames.

Character touches empty hook.

NEGATIVE PROMPT: fake readable captions, photographs morphing, random faces changing, extra frames appearing, watermark.

PROMPT C-33 — Hotel Room Key Discovery

BEST FOR: Mystery • Thriller

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Character empties coat pocket onto table.

One old-style hotel key falls beside ordinary belongings.

Character recognizes it and freezes.

Do not generate readable room number.

NEGATIVE PROMPT: fake text, key duplication, objects multiplying, malformed hands, supernatural glow, watermark.

PROMPT C-34 — Hidden Compartment

BEST FOR: Mystery • Adventure

CUSTOMIZE: [OBJECT]

MASTER VIDEO PROMPT

Character carefully examines [OBJECT] and discovers a concealed compartment through one believable mechanical movement.

Camera moves closer as compartment opens.

NEGATIVE PROMPT: magical opening, object melting, random treasure appearing unless specified, extra fingers, geometry changes, watermark.

PROMPT C-35 — Light in Abandoned Building

BEST FOR: Mystery

CUSTOMIZE: [BUILDING]

MASTER VIDEO PROMPT

Night exterior of apparently empty [BUILDING].

All windows dark.

One distant interior window turns on.

Camera remains completely static.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: ghosts, people at window, flashing lights, building deformation, lightning unless specified, watermark.

SECTION H — SCIENCE FICTION

PROMPT C-36 — Spaceship Observation Window

BEST FOR: Sci-fi drama

CUSTOMIZE: [CHARACTER] [CELESTIAL VIEW]

MASTER VIDEO PROMPT

[CHARACTER] stands before large spacecraft observation window looking toward [CELESTIAL VIEW].

Interior lighting remains subtle.

Character places one hand against glass.

Camera slowly pulls backward.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: stars moving too rapidly, fake interface text, hand passing through glass, face drift, spacecraft geometry changing, excessive lens flare, watermark.

PROMPT C-37 — Futuristic City Arrival

BEST FOR: Sci-fi establishing shots

CUSTOMIZE: [CITY DESCRIPTION]

MASTER VIDEO PROMPT

Wide aerial approach toward [CITY DESCRIPTION].

Architecture follows one coherent design language.

Limited aerial vehicles move along consistent traffic lanes.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: random architectural styles, thousands of chaotic flying cars, buildings morphing, fake holographic text, excessive neon, camera jitter, watermark.

PROMPT C-38 — Android Awakening

BEST FOR: Sci-fi • Drama

CUSTOMIZE: [ANDROID DESIGN]

MASTER VIDEO PROMPT

[ANDROID DESIGN] lies still on clean diagnostic platform.

Eyes open.

Head turns slowly toward camera.

No other body movement.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: face redesign, body melting, extra mechanical parts, violent movement, random UI text, excessive glowing eyes, watermark.

PROMPT C-39 — Holographic Navigation Without Text

BEST FOR: Sci-fi • Tech storytelling

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Character stands before abstract translucent spatial interface containing geometric planetary markers.

Character moves one marker with controlled hand gesture.

No readable text.

NEGATIVE PROMPT: gibberish typography, interface clipping through character, extra fingers, hologram covering face, random symbols, watermark.

PROMPT C-40 — First Step on Alien World

BEST FOR: Sci-fi adventure

CUSTOMIZE: [EXPLORER] [PLANET]

MASTER VIDEO PROMPT

Boot of [EXPLORER] steps carefully from spacecraft ramp onto [PLANET].

Cut to wide shot of explorer looking across unfamiliar but coherent landscape.

NEGATIVE PROMPT: extra legs, boot mutation, landscape morphing, random monsters, excessive particles, impossible gravity unless specified, watermark.

SECTION I — FANTASY

PROMPT C-41 — Ancient Gate Awakens

BEST FOR: Fantasy • Adventure

CUSTOMIZE: [CHARACTER] [GATE]

MASTER VIDEO PROMPT

[CHARACTER] approaches ancient [GATE].

Subtle engraved lines illuminate sequentially around gate frame.

Gate remains closed.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: random runes turning into text, giant magical explosion, character redesign, gate geometry changes, excessive particles, watermark.

PROMPT C-42 — Castle Above Clouds

BEST FOR: Fantasy establishing shot

CUSTOMIZE: [CASTLE STYLE]

MASTER VIDEO PROMPT

Wide cinematic reveal of [CASTLE STYLE] emerging above layered clouds.

Camera rises slowly through cloud layer.

Castle remains structurally consistent.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: towers multiplying, castle morphing, clouds passing through solid structures, excessive birds, random dragons, watermark.

PROMPT C-43 — Enchanted Forest Path

BEST FOR: Fantasy adventure

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] walks slowly along forest path.

Small bioluminescent plants illuminate sequentially as character passes.

Camera follows from behind.

NEGATIVE PROMPT: random creatures, character identity drift, entire forest glowing, plant geometry changing, excessive particles, watermark.

PROMPT C-44 — Magical Object Discovery

BEST FOR: Fantasy • Adventure

CUSTOMIZE: [CHARACTER] [OBJECT]

MASTER VIDEO PROMPT

[CHARACTER] uncovers [OBJECT] inside old stone chamber.

Object emits restrained soft light.

Character reaches toward it but stops before touching.

NEGATIVE PROMPT: object floating unless specified, giant light beams, hand deformation, random symbols, object mutation, watermark.

PROMPT C-45 — Fantasy Rider Crossing Valley

BEST FOR: Epic fantasy

CUSTOMIZE: [RIDER] [MOUNT] [LANDSCAPE]

MASTER VIDEO PROMPT

Very wide shot of [RIDER] traveling on [MOUNT] across [LANDSCAPE].

Movement remains small relative to environment.

Camera slowly pans to follow.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: mount anatomy changes, extra legs, rider floating, landscape morphing, random armies, camera shake, watermark.

SECTION J — HORROR & UNEASE

The objective here is not gore.

The objective is **anticipation, uncertainty and atmosphere.**

PROMPT C-46 — Empty Kitchen at 2 A.M.

BEST FOR: Psychological horror

CUSTOMIZE: [KITCHEN STYLE]

MASTER VIDEO PROMPT

Dark [KITCHEN STYLE] illuminated only by weak refrigerator light.

Camera remains stationary from hallway.

One cabinet door is slightly open.

Nothing moves.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: monster, ghost, gore, blood, cabinet suddenly slamming, random figure, excessive flickering, camera shake, watermark.

PROMPT C-47 — Something Upstairs

BEST FOR: Horror • Suspense

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

[CHARACTER] stands at bottom of staircase in dim home.

Character looks upward after hearing something unseen.

Camera positioned behind character.

No threat shown.

NEGATIVE PROMPT: creature appearing, gore, shadow monster, exaggerated terror, stair geometry changing, watermark.

PROMPT C-48 — Mirror Unease

BEST FOR: Psychological horror

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Character washes hands at bathroom sink and looks into mirror.

Reflection remains perfectly synchronized.

Character pauses as if sensing something outside frame.

Nothing supernatural appears.

NEGATIVE PROMPT: independent reflection, distorted face, ghost, blood, jump scare, extra hands, watermark.

PROMPT C-49 — Empty Playground at Dusk

BEST FOR: Atmospheric horror

CUSTOMIZE: [PLAYGROUND]

MASTER VIDEO PROMPT

Empty [PLAYGROUND] at late dusk.

A single swing moves gently from residual wind.

Other equipment remains still.

Camera slowly pushes forward.

NEGATIVE PROMPT: children appearing, ghost figures, swing moving violently, blood, fog covering scene, playground morphing, watermark.

PROMPT C-50 — Hallway Light Switch-Off

BEST FOR: Horror transitions

CUSTOMIZE: [HALLWAY]

MASTER VIDEO PROMPT

Long [HALLWAY].

Lights turn off sequentially from far end toward camera at measured intervals.

Cut before final nearest light turns off.

NEGATIVE PROMPT: figures appearing, random strobing, architecture morphing, gore, monster, camera movement, watermark.

SECTION K — HISTORICAL EPIC

Historical AI footage should be treated as a **visual reconstruction**, not documentary evidence.

Verify historical details separately when factual accuracy matters.

PROMPT C-51 — Ancient City Dawn Establishing

BEST FOR: Historical drama • Documentary reconstruction

CUSTOMIZE: [PERIOD] [REGION]

MASTER VIDEO PROMPT

Wide reconstructed [PERIOD] city in [REGION] at dawn.

Architecture, clothing and transport follow one coherent researched period direction.

Residents begin ordinary morning activity.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: modern objects, electrical infrastructure unless historically appropriate, random architecture from other eras, fantasy clothing, fake signage, duplicated crowds, watermark.

PROMPT C-52 — Royal Court Entrance

BEST FOR: Historical epic

CUSTOMIZE: [PERIOD] [RULER]

MASTER VIDEO PROMPT

Wide symmetrical reconstructed royal court from [PERIOD].

[RULER] enters at measured pace.

Court members remain mostly stationary.

Camera slowly pushes forward.

NEGATIVE PROMPT: costume changes, modern jewelry, fantasy crowns unless appropriate, crowd duplication, architecture drift, watermark.

PROMPT C-53 — Ancient Market Life

BEST FOR: Historical reconstruction

CUSTOMIZE: [REGION] [PERIOD]

MASTER VIDEO PROMPT

Street-level view of reconstructed market in [REGION] during [PERIOD].

Vendors conduct ordinary trade.

Camera moves slowly through environment.

NEGATIVE PROMPT: modern packaging, plastic objects where inappropriate, modern clothing, fake readable signs, stereotype exaggeration, duplicate people, watermark.

PROMPT C-54 — Messenger Arrives at Palace

BEST FOR: Historical drama

CUSTOMIZE: [MESSENGER] [PALACE]

MASTER VIDEO PROMPT

[MESSENGER] crosses [PALACE] courtyard quickly but with controlled urgency.

Guards turn their attention toward messenger.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: costume drift, modern footwear, teleportation, duplicate guards, fantasy weapons unless historically appropriate, watermark.

PROMPT C-55 — Historical Army Departure

BEST FOR: Epic drama

CUSTOMIZE: [PERIOD] [ARMY STYLE]

MASTER VIDEO PROMPT

Very wide non-graphic historical scene of [ARMY STYLE] beginning organized departure from settlement.

Emphasize scale, banners, marching rhythm and atmosphere rather than combat.

NEGATIVE PROMPT: gore, active killing, chaotic duplicate soldiers, modern equipment, impossible army scale shifts, malformed horses, watermark.

SECTION L — ADVENTURE, WESTERN & DISASTER

PROMPT C-56 — Explorer Enters Lost Valley

BEST FOR: Adventure

CUSTOMIZE: [EXPLORER] [VALLEY]

MASTER VIDEO PROMPT

Camera follows [EXPLORER] through narrow rock passage.

Character emerges into vast [VALLEY].

Camera stops while character takes two steps forward.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: landscape morphing, random creatures, character identity drift, excessive lens flare, impossible camera flight, watermark.

PROMPT C-57 — Rope Bridge Crossing

BEST FOR: Adventure

CUSTOMIZE: [CHARACTER] [ENVIRONMENT]

MASTER VIDEO PROMPT

[CHARACTER] crosses weathered but intact rope bridge above [ENVIRONMENT].

Bridge responds with restrained natural movement.

Character maintains balance using side ropes.

NEGATIVE PROMPT: bridge breaking, dangerous fall, ropes passing through hands, extra limbs, impossible swinging, watermark.

PROMPT C-58 — Western Main Street Arrival

BEST FOR: Western-inspired fiction

CUSTOMIZE: [CHARACTER] [TOWN]

MASTER VIDEO PROMPT

Wide dusty [TOWN] main street.

[CHARACTER] enters slowly from distance.

Wind moves coat hem and loose dust.

Keep period-inspired environment coherent.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: random modern cars, weapon appearing unless specified, town morphing, excessive dust storm, costume drift, watermark.

PROMPT C-59 — Storm Approaching Coastal Town

BEST FOR: Disaster drama

CUSTOMIZE: [TOWN]

MASTER VIDEO PROMPT

Wide coastal [TOWN] under rapidly darkening storm clouds.

Wind increases moderately.

People begin moving indoors calmly.

No destruction occurs in this shot.

NEGATIVE PROMPT: instant tornado, collapsing buildings, giant waves, people flying, weather flicker, duplicated crowds, watermark.

PROMPT C-60 — Aftermath Without Spectacle

BEST FOR: Disaster drama

CUSTOMIZE: [LOCATION]

MASTER VIDEO PROMPT

Morning after fictional storm.

[LOCATION] shows scattered branches, wet surfaces and minor environmental damage.

Residents cautiously emerge.

Focus on atmosphere and human reaction rather than destruction.

NEGATIVE PROMPT: bodies, gore, catastrophic destruction unless specified, duplicated people, buildings morphing, fire appearing randomly, watermark.

SECTION M — CHASE SEQUENCES & SCREEN DIRECTION

PROMPT C-61 — Foot Chase Shot 1: Pursuit Begins

BEST FOR: Action sequences

CUSTOMIZE: [TARGET] [PURSUER] [LOCATION]

MASTER VIDEO PROMPT

[TARGET] exits doorway and runs **screen left to screen right** through [LOCATION].

Two seconds later [PURSUER] enters from same doorway and follows same direction.

Camera locked wide.

NEGATIVE PROMPT: direction reversal, identity swap, characters crossing through each other, teleportation, foot sliding, watermark.

PROMPT C-62 — Foot Chase Shot 2: Parallel Tracking

Continue exact characters and wardrobe from previous shot.

Both move **left to right**.

Target remains approximately five metres ahead.

Camera tracks parallel.

NEGATIVE PROMPT: changing gap, direction reversal, clothing change, duplicate characters, face drift, broken running cycle, watermark.

PROMPT C-63 — Foot Chase Shot 3: Obstacle

Target approaches low obstacle while moving left-to-right.

Target steps over it naturally.

Pursuer goes around same obstacle.

Generate separately if necessary.

NEGATIVE PROMPT: impossible acrobatics, obstacle moving, body deformation, character collision, direction reversal, watermark.

PROMPT C-64 — Vehicle Chase Geography

BEST FOR: Action

CUSTOMIZE: [VEHICLE A] [VEHICLE B] [ROAD]

MASTER VIDEO PROMPT

[VEHICLE A] travels forward on [ROAD].

[VEHICLE B] follows at consistent safe narrative distance.

Camera tracks from side-rear three-quarter position.

NEGATIVE PROMPT: vehicle mutation, impossible collisions, wheel sliding, changing road lanes randomly, vehicles swapping positions, teleportation, watermark.

PROMPT C-65 — Chase End: Lost Around Corner

BEST FOR: Thriller

CUSTOMIZE: [TARGET] [PURSUER]

MASTER VIDEO PROMPT

[TARGET] turns right around street corner and disappears.

Several seconds later [PURSUER] reaches same corner, stops and looks both directions.

NEGATIVE PROMPT: target reappearing, identity swap, teleportation, pursuer running through wall, street geometry change, watermark.

SECTION N — CHARACTER MOMENTS, DIALOGUE & REVEALS

PROMPT C-66 — Cinematic Dialogue Two-Shot

BEST FOR: Drama • Romance • Crime

CUSTOMIZE: [CHARACTER A] [CHARACTER B] [LOCATION]

MASTER VIDEO PROMPT

[CHARACTER A] and [CHARACTER B] sit facing each other inside [LOCATION].

Camera holds medium two-shot.

Character A speaks generically while Character B listens.

Keep gestures restrained.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: identity swap, mouth distortion, both characters talking simultaneously, excessive gestures, extra fingers, changing wardrobe, background morphing, watermark.

DIRECTOR'S NOTE: Use dedicated audio/lip-sync workflows for exact dialogue.

PROMPT C-67 — Over-the-Shoulder Dialogue Coverage

Generate separately:

SHOT A

Over Character B's shoulder toward Character A.

SHOT B

Reverse over Character A's shoulder toward Character B.

Maintain identical:

wardrobe,

lighting,

seating,

eye line,

table props,

camera axis.

NEGATIVE PROMPT: crossing 180-degree axis unintentionally, wardrobe changes, prop relocation, character identity drift, inconsistent lighting, watermark.

PROMPT C-68 — Hero Entrance

BEST FOR: Action • Drama • Brand films

CUSTOMIZE: [CHARACTER] [LOCATION]

MASTER VIDEO PROMPT

Begin on [LOCATION].

[CHARACTER] enters from background and walks toward predetermined mark.

Camera performs slow low-angle push.

Character stops.

No exaggerated pose required.

NEGATIVE PROMPT: cape appearing unless specified, random wind, face drift, foot sliding, camera orbit, excessive slow motion, watermark.

PROMPT C-69 — Villain Reveal Without Violence

BEST FOR: Thriller • Drama

CUSTOMIZE: [CHARACTER]

MASTER VIDEO PROMPT

Begin behind [CHARACTER] seated in dim room.

Camera slowly arcs 30 degrees until partial face becomes visible in controlled side light.

Character turns eyes toward camera but does not move head.

NEGATIVE PROMPT: demonic transformation, glowing eyes, weapon appearing, exaggerated evil grin, face mutation, full 360-degree orbit, watermark.

PROMPT C-70 — Decision Moment

BEST FOR: Drama • Character arcs

CUSTOMIZE: [CHARACTER] [OBJECT]

MASTER VIDEO PROMPT

[CHARACTER] stands holding [OBJECT].

Character looks at object, then toward unseen destination.

After short pause, grip becomes slightly firmer.

Cut.

OUTPUT: 2.39:1, 24fps, 6 seconds.

NEGATIVE PROMPT: object changing, extra fingers, exaggerated facial performance, sudden walking, face drift, watermark.

SECTION O — DREAMS, TRAILERS & EPIC FINAL SHOTS

PROMPT C-71 — Dream Corridor

BEST FOR: Dream sequences • Psychological drama

CUSTOMIZE: [CHARACTER] [CORRIDOR]

MASTER VIDEO PROMPT

[CHARACTER] walks slowly through stylized [CORRIDOR].

Perspective subtly lengthens as character walks, creating controlled dreamlike spatial impossibility.

Character remains anatomically stable.

OUTPUT: 2.39:1, 24fps, 7 seconds.

NEGATIVE PROMPT: character melting, random faces, excessive surreal objects, rapid geometry collapse, camera jitter, watermark.

PROMPT C-72 — Memory Fragment

BEST FOR: Drama • Mystery

CUSTOMIZE: [MEMORY]

MASTER VIDEO PROMPT

Brief impressionistic reconstruction of [MEMORY].

Use shallow focus, soft highlight bloom and restrained handheld-like movement.

One recognizable action occurs.

Do not introduce unrelated symbolic imagery.

OUTPUT: 2.39:1, 24fps, 5 seconds.

NEGATIVE PROMPT: random flash frames, identity drift, excessive blur, surreal mutation unless specified, fake text, watermark.

PROMPT C-73 — Movie Trailer Escalation System

BEST FOR: AI movie concepts • Portfolio trailers

CUSTOMIZE: [GENRE] [CHARACTER] [WORLD]

Generate these as separate clips:

SHOT 1 — WORLD: Wide establishing image.

SHOT 2 — CHARACTER: Quiet close-up.

SHOT 3 — QUESTION: Mysterious object/event.

SHOT 4 — ESCALATION: Character moving urgently.

SHOT 5 — SCALE: Biggest environmental shot.

SHOT 6 — SILENCE: Character completely still.

SHOT 7 — FINAL IMAGE: Strong unresolved visual.

EDITING RHYTHM

Begin slow.

Shorten shot duration progressively.

Interrupt escalation with one moment of silence.

Then deliver final image.

NEGATIVE PROMPT: random spectacle unrelated to story, character redesign between shots, inconsistent world, fake movie titles, fake credits, excessive explosions, watermark.

PROMPT C-74 — Epic Final Wide Shot

BEST FOR: Movie endings • Brand films • Trailers

CUSTOMIZE: [CHARACTER] [LANDSCAPE]

MASTER VIDEO PROMPT

Extremely wide cinematic composition.

[CHARACTER] stands small within vast [LANDSCAPE].

Environmental movement remains subtle.

Camera slowly pulls farther away.

Character remains still.

OUTPUT: 2.39:1, 24fps, 8 seconds.

NEGATIVE PROMPT: character disappearing prematurely, landscape morphing, random crowds, giant effects, excessive camera speed, watermark.

DIRECTOR'S NOTE: Scale comes from contrast between the small human subject and the large world—not from adding more visual effects.

PROMPT C-75 — THE COMPLETE 30-SECOND CINEMATIC SEQUENCE™

BEST FOR: AI short films • Movie concepts • Spec trailers • Brand storytelling • Portfolio pieces

CUSTOMIZE: [GENRE] [MAIN CHARACTER] [LOCATION] [OBJECTIVE]
[OBSTACLE] [REVEAL]

Do **not** ask the model to generate this as one 30-second shot.

Build it from eight controlled generations.

SHOT 1 — 0–4 SEC

THE WORLD

Wide establishing shot of [LOCATION].

No unnecessary character movement.

Establish:

time,

weather,

geography,

tone.

CAMERA

Slow push, pan or static composition.

Choose one.

SHOT 2 — 4–7 SEC

THE CHARACTER

Medium shot of [MAIN CHARACTER].

Establish exact:

face,

hair,

wardrobe,

props,

screen direction.

Character performs one restrained action.

SHOT 3 — 7–10 SEC

THE OBJECTIVE

Show what [MAIN CHARACTER] wants.

Do not explain it with text.

Use:

eyeline,

object,

destination,
another character,
or environmental cue.

SHOT 4 — 10–14 SEC

THE OBSTACLE

Introduce [OBSTACLE].

The obstacle should alter the character's plan.

Do not automatically make it an explosion or physical threat.

An obstacle can be:

a locked door,
an arriving person,
an empty chair,
a departing train,
a missing object,
a storm,
a difficult decision.

SHOT 5 — 14–18 SEC

THE REACTION

Move closer.

Let the character process what happened.

Keep performance controlled.

This is where the audience connects emotionally.

SHOT 6 — 18–22 SEC

THE DECISION

Character makes one visible choice.

Examples:

steps forward,

closes door,

picks up object,

turns away,

begins running,

sits down,

offers hand.

SHOT 7 — 22–26 SEC

THE REVEAL

Deliver [REVEAL].

The reveal should change how the audience understands the preceding shots.

Avoid stuffing several revelations into one generation.

SHOT 8 — 26–30 SEC

THE FINAL IMAGE

End on the strongest composition.

Possible endings:

extreme wide,

unanswered close-up,

empty environment,

character silhouette,

closed door,

vehicle disappearing,

unresolved object,

quiet human reaction.

Hold the final composition long enough to breathe.

GLOBAL CHARACTER CONTINUITY LOCK™

Across all eight shots preserve exactly:

Identity: [MAIN CHARACTER]

Face: [FACE DESCRIPTION]

Hair: [HAIRSTYLE + COLOR]

Wardrobe: [WARDROBE]

Footwear: [FOOTWEAR]

Accessories: [ACCESSORIES]

Props: [CHARACTER PROP]

Age appearance: [AGE RANGE]

Physical build: [BUILD]

No unexplained wardrobe or appearance changes.

ENVIRONMENT CONTINUITY LOCK™

Preserve:

[LOCATION ARCHITECTURE]

[TIME OF DAY]

[WEATHER]

[LIGHT DIRECTION]

[PROP LOCATIONS]

[VEHICLES]

[DOORS/WINDOWS]

[BACKGROUND LANDMARKS]

If a scene occurs continuously over five minutes of story time, the sun should not suddenly move from morning to sunset.

CAMERA GEOGRAPHY LOCK™

Define the spatial relationship before generating coverage.

For example:

Character A remains on the left side of the room facing screen right.

Character B remains on the right facing screen left. Maintain the established axis between them. Do not reverse screen positions unless the camera visibly crosses the axis.

This becomes critical during dialogue.

THE 180-DEGREE CONTINUITY PRINCIPLE

Imagine an invisible line between two characters.

Place your cameras primarily on one side of that line.

Then:

Character A consistently looks one direction.

Character B consistently looks the opposite direction.

Without this control, separately generated shots can make both characters appear to be looking the same way.

The audience may not consciously identify the error.

They simply feel that the scene is wrong.

SCREEN-DIRECTION LOCK™

If your character leaves Shot 1 moving:

LEFT → RIGHT

and Shot 2 continues the same journey, they should generally enter moving:

LEFT → RIGHT

not suddenly:

RIGHT → LEFT

unless you intentionally establish a change in geography.

This is especially important for:

- running,
- walking,
- cars,
- motorcycles,

- trains,
- horseback travel,
- chase sequences.

THE EYELINE LOCK™

For dialogue:

If Character A is positioned screen left, looking toward Character B on the right:

Character A's eyeline should remain slightly screen right.

The reverse shot should show:

Character B looking slightly screen left.

This creates the illusion that independently generated characters occupy the same physical space.

THE PERFORMANCE SCALE™

AI characters frequently overact.

Use this performance scale:

LEVEL 1 — MICRO

Blink.

Breath.

Eye movement.

Small jaw tension.

Tiny shift of weight.

LEVEL 2 — RESTRAINED

Small smile.

Lowering gaze.

Looking over shoulder.

Subtle disappointment.

Controlled concern.

LEVEL 3 — EXPRESSIVE

Visible excitement.

Fear.

Frustration.

Laughter.

Urgency.

LEVEL 4 — EXTREME

Screaming.

Extreme crying.

Wild celebration.

Panic.

Physical breakdown.

For most cinematic drama:

Level 1 and Level 2 are more believable.

THE EMOTIONAL TURN™

A good cinematic shot often begins in one emotional state and ends in another.

Examples:

Calm → Concern

Confidence → Doubt

Fear → Determination

Loneliness → Recognition

Suspicion → Confirmation

Hope → Disappointment

Confusion → Understanding

Instead of writing:

“The character is very emotional.”

Direct the transition:

“Character begins relaxed. After noticing the unopened envelope, the smile gradually disappears, shoulders become still, and gaze remains fixed on the envelope.”

That gives the model visible behaviour to create.

THE CINEMATIC MOTION HIERARCHY™

Movie scenes should not have everything moving.

Define:

PRIMARY MOTION

What advances the story?

SECONDARY MOTION

What supports the character?

AMBIENT MOTION

What makes the world feel alive?

LOCKED ELEMENTS

What should remain still?

Example:

Primary: character approaches door.

Secondary: coat moves slightly.

Ambient: curtain shifts from breeze.

Locked: furniture, door until touched, camera horizon.

This prevents the familiar AI-video problem where the entire world seems strangely alive.

CINEMATIC LIGHTING LANGUAGE

Instead of:

cinematic lighting

direct the source.

WINDOW KEY

Soft daylight entering from one side.

PRACTICAL MOTIVATION

Warm lamp visible inside scene provides believable illumination.

EDGE LIGHT

Subtle backlight separates subject from dark environment.

OVERCAST DIFFUSION

Soft low-contrast exterior illumination.

HARD AFTERNOON SUN

Strong directional light with defined shadows.

BLUE-HOUR MIX

Cool ambient exterior balanced against warm practical interiors.

NIGHT STREET MOTIVATION

Streetlights, shop windows and vehicle lights provide motivated illumination.

The principle is:

Every important light should appear to come from somewhere.

THE SUSPENSE FORMULA™

For thriller and horror:

INFORMATION GAP + TIME + EXPECTATION = SUSPENSE

The audience knows something may happen.

But not:

what,

when,

where,

or how.

Therefore, don't destroy suspense by showing the threat too early.

Often this prompt:

Empty hallway. Slow push. Nothing happens.

is more effective than:

Terrifying monster jumps into frame with dramatic lightning and smoke.

THE REVEAL FORMULA™

A strong reveal has three stages:

1. WITHHOLD

Don't show everything.

2. GUIDE

Use camera, eyeline, sound or movement to direct attention.

3. REVEAL

Expose one meaningful piece of information.

The reveal should answer one question while potentially creating another.

THE DIALOGUE COVERAGE SYSTEM™

For a professional dialogue scene, generate:

SHOT A — ESTABLISHING TWO-SHOT

Shows both characters and geography.

SHOT B — CHARACTER A OTS

Character A speaks.

SHOT C — CHARACTER B OTS

Character B responds.

SHOT D — CHARACTER A CLOSE-UP

Emotional reaction.

SHOT E — CHARACTER B CLOSE-UP

Emotional reaction.

SHOT F — INSERT

Hands, phone, glass, letter or important prop.

SHOT G — EXIT / RESOLUTION

One character moves or scene changes.

This gives an editor actual coverage rather than one long unstable generation.

THE CINEMATIC INSERT SHOT LIBRARY™

Insert shots can hide continuity problems while strengthening storytelling.

Useful inserts include:

- hand tightening around cup,
- door handle turning,
- shoes stopping,
- clock hand,
- envelope,
- phone placed face-down,
- car mirror,
- rain against glass,
- empty chair,
- photograph,
- keys on table,
- steaming coffee,
- flickering practical light,
- suitcase zipper,
- elevator button,

- train wheel,
- character's eyes,
- object being placed into pocket.

Generate these independently.

They become powerful editing bridges.

THE THREE-SHOT MICRO-SCENE™

You don't need 20 shots to tell a story.

Try:

SHOT 1 — SETUP

Character approaches apartment.

SHOT 2 — DISCOVERY

Door is already open.

SHOT 3 — REACTION

Character stops.

That's a story.

The audience automatically begins asking questions.

THE FIVE-SHOT CINEMATIC STORY SYSTEM™

For slightly longer storytelling:

1. WORLD

Where are we?

2. CHARACTER

Who are we following?

3. WANT

What do they want?

4. CHANGE

What interrupts them?

5. RESPONSE

What do they do now?

This framework works for:

romance,

crime,

thriller,

drama,

comedy,

fantasy,

science fiction,

advertising,

short films.

TRAILER RHYTHM SYSTEM™

A trailer should not simply be thirty seconds of maximum intensity.

Use contrast.

OPEN

Slow.

Intriguing.

BUILD

Introduce character and question.

ESCALATE

Shorter shots.

More movement.

INTERRUPT

Silence.

Close-up.

One important image.

FINAL PUSH

Largest visual moment.

BUTTON

One final unexpected image after the apparent ending.

Rhythm creates perceived scale.

CINEMATIC NEGATIVE CONTROL STACK™

CHARACTER CONTROL

No:

face drift, identity switching, age changes, hairstyle changes, wardrobe changes, body proportion changes, extra limbs, malformed hands.

PERFORMANCE CONTROL

No:

unmotivated smiling, excessive blinking, exaggerated mouth movement, theatrical overacting unless requested, simultaneous unrelated gestures.

CAMERA CONTROL

No:

unrequested orbit, random zoom, horizon roll, unexplained handheld shake, focal-length drift, sudden reframing.

GEOGRAPHY CONTROL

No:

screen-direction reversal, character position swapping, eyeline mismatch, room geometry changes, prop relocation.

TEMPORAL CONTROL

No:

instant day-to-night change, disappearing weather, wet clothing becoming dry, broken objects becoming intact, opened doors becoming closed.

ENVIRONMENT CONTROL

No:

random background characters, changing architecture, moving furniture, duplicate vehicles, disappearing landmarks.

CINEMATIC QUALITY CONTROL

No:

temporal flicker, texture crawling, excessive sharpening, crushed blacks, blown highlights, artificial skin, excessive lens flare, oversaturated cinematic teal-orange effect, random film scratches.

MOVIE-SPECIFIC GLOBAL NEGATIVE PROMPT

character identity drift, facial mutation, age drift, hairstyle change, wardrobe mutation, disappearing accessories, duplicate characters, extra limbs, extra fingers, fused hands, broken anatomy, foot sliding, character teleportation, screen-direction reversal, eyeline mismatch, character position swapping, unexplained prop relocation, room geometry mutation, building morphing, vehicle geometry mutation, impossible wheel movement, reflection mismatch, changing weather, lighting discontinuity, time-of-day inconsistency, uncontrolled camera orbit, random zoom, horizon roll, excessive camera shake, lens inconsistency, focus pumping, excessive motion blur, temporal flicker, texture crawling, excessive particles, random smoke, unmotivated wind, random explosions, random supernatural elements, fake readable text, distorted signage, unwanted subtitles, watermark, borders.

CINEMATIC PROMPT MASTER TEMPLATE™

Use this to build scenes outside the 75 prompts.

STORY PURPOSE

[WHY THIS SHOT EXISTS]

SUBJECT LOCK

[CHARACTER / OBJECT + EXACT CONTINUITY DETAILS]

SHOT DESIGN

[SHOT SIZE], [ANGLE], [LENS FEEL], [DEPTH OF FIELD]

BLOCKING

[WHERE EACH CHARACTER STARTS]

SUBJECT ACTION

[ONE PRIMARY ACTION]

SCREEN DIRECTION

[LEFT → RIGHT / RIGHT → LEFT / STATIC]

CAMERA MOTION

[ONE CONTROLLED CAMERA MOVE]

ENVIRONMENT

[LOCATION + TIME + WEATHER + KEY PROPS]

LIGHTING

[MOTIVATED LIGHT SOURCES]

COMPOSITION

[SUBJECT PLACEMENT + FOREGROUND + BACKGROUND]

PHYSICS

[GRAVITY / CLOTHING / WEATHER / VEHICLES / PROPS]

EMOTIONAL TURN

[BEGINNING EMOTION → ENDING EMOTION]

VISUAL LANGUAGE

[GENRE + TEXTURE + CONTRAST + COLOR CHARACTERISTICS]

TECHNICAL OUTPUT

[ASPECT RATIO], [FPS], [DURATION]

NEGATIVE CONTROL

[CHARACTER] + [CAMERA] + [GEOGRAPHY] + [PHYSICS] + [ENVIRONMENT]
+ [SCENE-SPECIFIC FAILURES]

THE FINAL DIRECTOR'S TEST™

Before generating a cinematic scene, ask:

STORY

Why does this shot exist?

CHARACTER

What does the character want?

BLOCKING

Where is everyone?

SCREEN DIRECTION

Where are they moving or looking?

CAMERA

Why is the camera positioned here?

ACTION

What is the single primary action?

EMOTION

What changes emotionally?

LIGHT

Where is the light coming from?

PHYSICS

What physical behaviour must remain believable?

CONTINUITY

What must match the previous shot?

NEGATIVE CONTROL

What is most likely to break?

EDIT

What shot should come before and after this?

If you can answer all twelve, you are no longer asking an AI model to:

“Make something cinematic.”

You are directing a scene.

CHAPTER 12

CHARACTER CONSISTENCY & SEQUENTIAL SCENE PROMPTING **How to Keep the Same Character, Wardrobe, Environment, Props and** **Camera Geography Across Multiple AI Video Shots**

Creating one good AI video shot is one skill.

Creating **five shots that clearly belong to the same story** is a different skill.

This is where many AI video projects break down.

Shot 1 looks excellent.

Shot 2 changes the face.

Shot 3 changes the shirt.

Shot 4 moves the door to the other side of the room.

Shot 5 suddenly gives the character a different hairstyle.

The problem is not always the model.

Often, the problem is that the prompt does not contain enough **continuity control**.

The core rule of this chapter is:

Every new shot should inherit the important visual facts of the previous shot.

That means consistency must be treated as a system, not as luck.

WHY CHARACTERS CHANGE

AI video models do not always remember the subject exactly the way a human film crew would.

Even when the same description is repeated, the model may change:

- face shape,
- eye spacing,
- hairstyle,
- skin tone,
- age appearance,
- body proportions,
- wardrobe,
- jewelry,
- shoes,
- props,
- height,
- posture.

The longer the sequence becomes, the greater the chance of visual drift.

This is why sequential prompting should not begin with:

“Make the same person again.”

Instead, define the person using a reusable identity block.

That block becomes the character's visual DNA.

THE CHARACTER DNA BLOCK™

A Character DNA Block™ is a fixed character description reused across every shot.

It should define the features that matter most visually.

Use:

Age appearance

Gender presentation

Skin tone

Face structure

Eyes

Nose

Hair

Body build

Wardrobe

Footwear

Accessories

Distinctive feature

Example:

CHARACTER DNA: Nigerian woman, late-20s appearance, medium-deep brown skin, oval face, softly defined cheekbones, dark-brown almond-shaped eyes, straight medium-width nose, full natural lips, shoulder-length black twists parted slightly to the left, average height, slim-medium build, wearing a fitted cream blouse, high-waisted dark-green trousers, small gold stud earrings, thin gold wristwatch and clean white low-profile sneakers. Preserve the exact same face, hairstyle, skin tone, body proportions, outfit, jewelry and footwear in every shot.

Do not keep rewriting the character differently.

If Shot 1 says:

shoulder-length twists

and Shot 2 says:

braided black hair

you have already introduced ambiguity.

THE CHARACTER DNA RULE™

Once the Character DNA Block™ is approved:

Copy it exactly into every related prompt.

Do not "improve" the wording between shots.

Do not summarize it.

Do not replace specific details with vague ones.

Continuity benefits from repetition.

THE FACE LOCK™

The face is usually the first continuity point viewers notice.

A Face Lock™ describes only identity-critical facial characteristics.

Example:

FACE LOCK: Maintain identical oval face shape, cheekbone structure, dark-brown almond-shaped eyes, eye spacing, eyebrow shape, nose width, lip shape, jawline, skin tone and apparent age. No facial redesign, no age drift, no eye-size changes, no hairstyle changes, no facial asymmetry between shots.

This is particularly useful for:

- close-ups,
- dialogue scenes,
- UGC characters,
- recurring brand spokespeople,
- short films,
- cinematic sequences.

THE WARDROBE LOCK™

Wardrobe should be treated like a prop department would treat costume continuity.

Example:

WARDROBE LOCK: Cream long-sleeve blouse tucked into high-waisted dark-green trousers, small gold stud earrings, slim gold wristwatch on left wrist, clean white low-profile sneakers. No color changes, no additional accessories, no missing jewelry, no sleeve-length changes, no footwear changes.

If the character changes clothes during the story, show the change.

Do not allow the model to invent it.

THE PROP LOCK™

Props often create continuity errors because they move between hands, change shape or disappear.

For any important recurring prop, define:

PROP LOCK: Matte-black smartphone with single rear camera module and slim protective case. Same size, same color, same hand when carried, no additional logos, no shape changes, no disappearing device.

This works for:

- phones,
- bags,
- documents,
- keys,
- laptops,
- cups,
- weapons in fictional filmmaking,
- product packaging,
- glasses,
- hats,
- luggage.

If the prop matters to the story, treat it as a continuity subject.

THE ENVIRONMENT LOCK™

The environment needs its own identity block.

Example:

ENVIRONMENT LOCK: Modern Lagos apartment living room with warm cream walls, large floor-to-ceiling window on the right side of frame, olive-green two-seat sofa against the back wall, light-oak coffee table centered in front, tall indoor plant in the far-left corner, beige rug, black floor lamp beside sofa and warm late-afternoon sunlight entering from the right.

Preserve the exact room layout, window position, furniture placement, wall color, floor material, plant location and light direction across every shot.

This reduces:

- moving windows,
- shifting furniture,
- disappearing doors,
- changing wall color,
- impossible floor-plan changes.

THE CONTINUITY LOCK™

Continuity Lock™ combines character, wardrobe, environment and story-state continuity.

Use it at the end of sequential prompts.

Example:

CONTINUITY LOCK: This shot continues directly from the previous scene. Preserve the exact same character identity, face, hairstyle, wardrobe, accessories, smartphone, room layout, furniture, window position, lighting direction and time of day. The smartphone remains in the character's right hand. Character begins this shot standing beside the sofa where the previous shot ended.

This last sentence is crucial:

Begin this shot where the previous shot ended.

Sequential video becomes easier when the end pose of one shot becomes the starting pose of the next.

THE END-POSE / START-POSE RULE™

Think like an editor.

If Shot 1 ends with:

Character stands beside door with right hand on handle.

Shot 2 should begin:

Character is already beside the same door, right hand still on the same handle.

Not:

Character is suddenly standing in the middle of the room.

Every sequential shot should answer:

Where exactly was the character at the end of the previous shot?

Then continue from there.

CHARACTER POSITION LOCK™

For complex scenes, define physical location.

Example:

Character begins 60 cm to the left of the kitchen island, facing screen right.

Or:

Character stands beside the driver's-side door, body angled three-quarter toward camera.

Or:

Character remains seated in the right-hand chair throughout the conversation.

Specific geography gives the model fewer opportunities to improvise.

SCREEN-DIRECTION CONTINUITY

If your character walks out of Shot 1 toward screen right, the next shot should usually preserve that travel direction.

Example:

SHOT 1

Character walks left → right.

SHOT 2

Character enters frame from left and continues left → right.

If Shot 2 suddenly shows them walking right → left, viewers may interpret this as the character going back.

This simple continuity rule becomes especially important for:

- walking sequences,
- car scenes,
- chase sequences,
- travel scenes,

- entering buildings,
- delivery scenes.

THE CAMERA GEOGRAPHY LOCK™

Camera geography answers:

Where is the camera relative to the character and environment?

For example:

Camera remains on the window side of the room, looking toward the kitchen.

or:

Camera stays outside the vehicle on the passenger side.

or:

Camera remains on the same side of the dialogue axis.

If camera geography changes randomly, even perfect characters may feel disconnected.

THE 180-DEGREE RULE FOR AI VIDEO

For two-character scenes, imagine a line between them.

Keep most camera positions on one side.

Example:

Character A sits left.

Character B sits right.

Then preserve:

Character A looks screen right.

Character B looks screen left.

This allows separately generated close-ups to cut together naturally.

Without this control, both characters may appear to look in the same direction.

THE EYELINE LOCK™

Add this to dialogue prompts:

EYELINE LOCK: Character A maintains gaze slightly screen right toward Character B. Character B maintains gaze slightly screen left toward Character A.

For close-ups:

Maintain matching eyeline height and angle established in the master two-shot.

That simple instruction dramatically improves perceived spatial consistency.

THE LEFT-HAND / RIGHT-HAND RULE™

AI models often switch objects between hands.

If it matters, say exactly:

Phone remains in the right hand.

Watch remains on the left wrist.

Handbag remains over the left shoulder.

Coffee cup remains in the right hand.

Car keys remain in the left hand.

Then reinforce:

No hand switching between shots.

This is especially important for match cuts.

THE CHARACTER STATE BLOCK™

Sometimes character identity is consistent but the character's **story state** is not.

Define:

CHARACTER STATE: Hair remains slightly damp from rain. Jacket remains wet across shoulders. Character is breathing lightly after running. Small scratch remains on right cheek. Smartphone screen remains cracked.

Story-state continuity includes:

- wet/dry clothing,
- dirt,
- injuries,
- sweat,
- opened packaging,
- empty cup,

- damaged objects,
- whether a door is open or closed,
- whether lights are on or off.

If the story changes an object, future prompts must preserve that change.

THE STORY STATE RULE™

AI does not automatically understand:

“The glass was broken two shots ago.”

You must carry that state forward.

Example:

The cracked glass remains broken exactly as established in Scene 2.

Similarly:

The package remains opened.

The jacket remains removed.

The lights remain off.

The suitcase remains beside the door.

Continuity is cumulative.

THE MASTER CHARACTER CARD™

Before creating a multi-scene video, create a card like this:

CHARACTER NAME

[NAME / REFERENCE NAME]

AGE APPEARANCE

[AGE RANGE]

FACE

[FACE STRUCTURE]

SKIN

[SKIN TONE]

EYES

[EYE DETAILS]

HAIR

[HAIRSTYLE + COLOR]

BUILD

[HEIGHT + BUILD]

WARDROBE

[FULL OUTFIT]

FOOTWEAR

[SHOES]

ACCESSORIES

[ACCESSORIES]

DISTINCTIVE FEATURE

[FEATURE]

PROP

[PRIMARY PROP]

PERFORMANCE STYLE

[CALM / ENERGETIC / RESERVED / CONFIDENT / ETC.]

NEGATIVE IDENTITY CONTROL

No face drift, no hairstyle changes, no age drift, no skin-tone changes, no body-proportion changes, no wardrobe changes, no accessory changes, no extra limbs, no malformed hands.

Save this block.

Reuse it.

THE MASTER ENVIRONMENT CARD™

LOCATION

[LOCATION NAME]

ROOM / SPACE TYPE

[SPACE]

WALLS

[COLOR + MATERIAL]

FLOOR

[MATERIAL]

WINDOWS

[NUMBER + POSITION]

DOORS

[NUMBER + POSITION]

MAIN FURNITURE

[ITEMS + POSITIONS]

KEY PROPS

[PROPS]

LIGHTING

[SOURCE + DIRECTION]

TIME OF DAY

[TIME]

BACKGROUND DETAILS

[DETAILS]

NEGATIVE ENVIRONMENT CONTROL

No moving furniture, no changing windows, no extra doors, no wall-color changes, no disappearing props, no room expansion, no architectural morphing.

SEQUENTIAL PROMPTING SYSTEM™

For each scene use:

SCENE NUMBER

Scene 1 / Scene 2 / Scene 3

CONTINUITY REFERENCE

Direct continuation from Scene X.

CHARACTER DNA

Repeat exact block.

CHARACTER STATE

What is true at this moment?

ENVIRONMENT LOCK

Repeat exact block if location continues.

STARTING POSITION

Where is the character when the shot begins?

ACTION

One main action.

ENDING POSITION

Where should the character finish?

CAMERA

One main camera move.

SCREEN DIRECTION

Specify left/right direction.

LIGHTING

Preserve or intentionally change.

OUTPUT

Duration, aspect ratio, frame rate.

NEGATIVE CONTROL

Identity + environment + action-specific errors.

EXAMPLE — 3-SCENE SEQUENTIAL VIDEO

CONCEPT

A young entrepreneur arrives at a café, opens a laptop and begins working.

SCENE 1 — ARRIVAL

CHARACTER DNA

Nigerian man, late-20s appearance, medium-brown skin, rectangular face, short low-fade black hair, trimmed beard, average athletic build, wearing charcoal-gray overshirt over plain white T-shirt, black trousers, white sneakers, black wristwatch on left wrist, carrying slim black laptop sleeve in right hand.

ENVIRONMENT LOCK

Contemporary Lagos café with warm timber tables, cream plaster walls, large front window on left, black metal-framed chairs, potted plant beside window, warm pendant lights and soft late-afternoon daylight entering from left.

VIDEO PROMPT

Character enters café through door at rear right of frame and walks left-to-right toward an empty table beside the front window.

He carries laptop sleeve in right hand.

Camera tracks parallel at medium distance.

Character stops beside chair.

END POSE

Character stands beside chair, laptop sleeve still in right hand.

NEGATIVE PROMPT

face drift, hairstyle change, beard change, wardrobe change, sleeve changing hands, extra fingers, foot sliding, café layout change, duplicate tables, door movement, random customers entering foreground, camera direction reversal, watermark.

SCENE 2 — SITTING DOWN

CONTINUITY

Direct continuation from Scene 1.

Reuse the exact Character DNA and Environment Lock.

STARTING POSITION

Character begins standing beside the same chair, holding the same laptop sleeve in right hand.

VIDEO PROMPT

Character places laptop sleeve onto table, pulls chair backward with left hand and sits.

Camera remains on same side of room at three-quarter angle.

No other major movement.

END POSE

Character sits facing slightly screen left, laptop sleeve lying closed on table.

NEGATIVE PROMPT

character identity change, clothes changing, laptop sleeve changing shape, hand switching, chair teleportation, table moving, environment redesign, extra limbs, malformed hands, camera crossing room, watermark.

SCENE 3 — BEGINNING WORK

CONTINUITY

Direct continuation from Scene 2.

STARTING POSITION

Character remains seated in same chair, facing slightly screen left. Laptop sleeve lies on table directly in front.

VIDEO PROMPT

Character opens laptop sleeve, removes laptop, places it centered on table and opens screen.

Camera slowly pushes toward medium close-up.

Character looks at screen calmly.

END POSE

Laptop open. Character seated. Both hands resting naturally near keyboard.

NEGATIVE PROMPT

face drift, hair change, wardrobe change, laptop duplication, sleeve disappearing before action, extra fingers, screen gibberish dominating frame, environment morphing, lighting change, watermark.

WHY THIS WORKS

Each scene tells the model:

- who the character is,
- where they are,
- what objects exist,
- where they begin,
- what they do,
- where they finish,

- what must remain unchanged.

That is much stronger than:

“Continue the same guy entering the café.”

BUILDING A 20-SECOND VIDEO FROM SHORT GENERATIONS

Instead of requesting:

“Create a 20-second scene of a woman getting into a car, driving through Lagos and arriving at an office.”

Split it.

SHOT 1 — 0–5 sec

Woman approaches car.

SHOT 2 — 5–9 sec

Woman opens door and enters.

SHOT 3 — 9–13 sec

Interior driving shot.

SHOT 4 — 13–17 sec

Exterior vehicle moving.

SHOT 5 — 17–20 sec

Vehicle arrives at office.

Each shot gets its own:

- continuity block,
- screen direction,
- prop state,
- camera setup.

This reduces model confusion significantly.

BUILDING A 30-SECOND VIDEO

Use six to eight clips.

Example:

0–4 sec

Establishing.

4–8 sec

Character introduction.

8–12 sec

Primary action.

12–16 sec

Detail.

16–20 sec

Secondary action.

20–24 sec

Reaction.

24–27 sec

Hero/payoff.

27–30 sec

End frame.

The edit creates the full sequence.

Not one giant prompt.

THE CONTINUITY BRIDGE™

A Continuity Bridge™ is an insert shot used between two generations that do not match perfectly.

Examples:

- close-up of hand opening door,
- phone screen,
- shoes walking,
- coffee pouring,
- car wheel,
- product macro,
- city exterior,
- clock,
- laptop opening,
- bag placed on table.

If Scene A and Scene B have minor background differences, an insert can hide the cut.

This is standard editing logic applied to AI generation.

THE MATCH-ON-ACTION METHOD™

One of the easiest ways to connect two generated clips is to cut during movement.

Example:

SHOT A

Character begins opening door.

Cut while door is moving.

SHOT B

Different angle continues door opening.

The viewer focuses on the action rather than tiny visual inconsistencies.

Useful match actions include:

- sitting,
- standing,
- turning,
- walking,
- opening,
- closing,
- lifting,
- placing,
- reaching,
- pouring,
- handing.

THE MATCH-FRAME METHOD™

For more precise transitions:

End Shot A with a simple frame.

Use that frame as a reference for Shot B if your platform supports image-to-video or reference frames.

This can preserve:

- character position,
- wardrobe,
- lighting,
- object placement,
- facial appearance,
- environment.

For long-form sequences, reference-frame continuity can be more reliable than text alone.

THE REUSABLE AI ACTOR SYSTEM™

If you plan to use the same fictional spokesperson or character across many videos, create a reusable actor package.

Include:

MASTER PORTRAIT

Neutral front three-quarter portrait.

FULL-BODY REFERENCE

Standing pose.

PROFILE REFERENCE

Side view.

WARDROBE REFERENCE

Exact outfit.

CHARACTER DNA BLOCK™

Exact text description.

FACE LOCK™

Exact facial features.

PERFORMANCE NOTES

How the character behaves.

For example:

Calm, confident, restrained hand gestures, warm but professional expression, no exaggerated smiling.

This makes the character more reusable across client campaigns.

CHARACTER CONSISTENCY FOR UGC

UGC content needs slightly different control because the shot should not feel over-produced.

For a recurring UGC creator define:

Same creator, same face, same hairstyle, same home environment, same phone, same wardrobe unless intentional, same natural handheld camera language.

But do not over-lock every tiny object.

UGC benefits from some natural variation.

Lock:

identity, clothing, main room, phone, light direction.

Allow:

small posture differences, natural hand movement, minor background motion.

CHARACTER CONSISTENCY FOR ADS

For paid social, consistency matters most when a character appears across several clips in one ad.

Example:

Clip 1: frustrated.

Clip 2: discovers solution.

Clip 3: uses solution.

Clip 4: relaxed.

The same character must remain recognizable.

Use:

Character DNA + Wardrobe Lock + Prop Lock + Environment Lock + Emotional State.

CHARACTER CONSISTENCY FOR MOVIE SCENES

Narrative films require the strongest continuity.

Track:

- wardrobe,
- hair,
- injuries,
- dirt,
- wetness,
- props,
- screen direction,
- eyeline,
- time of day,
- environmental state,
- doors,
- vehicles,
- character position.

Create a simple continuity sheet during production.

THE CONTINUITY SHEET™

Use a table like this:

Scene	Character State	Wardrobe	Prop	Location	Light	End Position
1	Dry, calm	Outfit A	Phone	Apartment	Afternoon	Door
2	Dry, concerned	Outfit A	Phone	Apartment	Afternoon	Hallway
3	Dry, urgent	Outfit A	Phone	Hallway	Afternoon	Elevator
4	Dry	Outfit A	Phone	Elevator	Afternoon	Inside lift

This prevents accidental contradictions while prompting.

THE CONTINUITY PRIORITY SYSTEM™

Not all consistency errors are equally noticeable.

Protect in this order:

LEVEL 1 — IDENTITY

Face, hair, age, skin tone.

LEVEL 2 — WARDROBE

Clothing, accessories.

LEVEL 3 — HERO PROP

Phone, bag, product, vehicle.

LEVEL 4 — ENVIRONMENT

Room layout, major furniture.

LEVEL 5 — SCREEN GEOGRAPHY

Direction and eyeline.

LEVEL 6 — MICRO DETAILS

Small décor, minor props.

If the model struggles, prioritize Level 1–5 before worrying about tiny background objects.

THE SCENE ANCHOR™

Every shot should contain at least one stable visual anchor.

Examples:

- green sofa,
- red handbag,
- black car,
- marble kitchen island,
- gold lamp,
- blue storefront,
- large window.

Example:

Maintain the same olive-green sofa against the rear wall as the primary environment anchor.

Anchors help reinforce visual identity.

THE ONE-CAMERA-MOVE RULE FOR CONTINUITY

When trying to maintain identity, do not overload the shot with camera movement.

Avoid:

orbit + crane + push + rack focus + handheld shake.

Prefer:

slow push.

or:

lateral tracking.

or:

locked camera.

Complex camera movement creates more opportunities for identity and geometry drift.

THE SEQUENTIAL NEGATIVE PROMPT™

Use this reusable base:

no character identity drift, no facial redesign, no hairstyle change, no age drift, no skin-tone shift, no wardrobe changes, no accessory changes, no prop mutation, no hand switching, no extra fingers, no extra limbs, no foot sliding, no environment redesign, no moving furniture, no changing window positions, no changing door positions, no lighting discontinuity, no

time-of-day changes, no screen-direction reversal, no eyeline mismatch, no unexplained prop relocation, no camera-axis reversal, no random zoom, no camera jitter, no temporal flicker, no watermark.

Then add scene-specific controls.

THE MASTER SEQUENTIAL VIDEO TEMPLATE™

Copy and customize:

SCENE [NUMBER]

CONTINUITY REFERENCE

Direct continuation from Scene [PREVIOUS NUMBER].

CHARACTER DNA

[EXACT CHARACTER BLOCK]

FACE LOCK

[EXACT FACE BLOCK]

WARDROBE LOCK

[EXACT OUTFIT BLOCK]

CHARACTER STATE

[CURRENT PHYSICAL + EMOTIONAL STATE]

PROP LOCK

[IMPORTANT PROP + CURRENT LOCATION]

ENVIRONMENT LOCK

[EXACT ENVIRONMENT BLOCK]

STARTING POSITION

[EXACT START POSITION + BODY ORIENTATION]

SCREEN DIRECTION

[LEFT → RIGHT / RIGHT → LEFT / STATIC]

PRIMARY ACTION

[ONE MAIN ACTION]

SECONDARY ACTION

[OPTIONAL SMALL ACTION]

CAMERA

[ONE CAMERA MOVE]

LIGHTING

[SOURCE + DIRECTION]

ENDING POSITION

[EXACT END POSE FOR NEXT SHOT]

OUTPUT

[ASPECT RATIO]

[DURATION]

[FPS]

NEGATIVE PROMPT

[IDENTITY + WARDROBE + PROP + ENVIRONMENT + CAMERA +
SCENE-SPECIFIC ERRORS]

THE THREE RULES OF SEQUENTIAL AI VIDEO™

If you remember only three things from this chapter, remember these:

RULE 1

Reuse the same visual facts.

Do not keep rewriting your character and environment.

RULE 2

Start where the previous shot ended.

Position continuity is story continuity.

RULE 3

Generate shots, then edit the sequence.

Do not force one prompt to perform an entire scene.

CHARACTER CONSISTENCY TROUBLESHOOTING

PROBLEM: FACE CHANGES

Strengthen:

- Character DNA,
- Face Lock,
- reference image,
- close temporal continuity,
- simpler camera movement.

Avoid heavy facial rotation when identity stability is critical.

PROBLEM: HAIR CHANGES

State:

exact length, texture, parting, color and styling.

Example:

Shoulder-length black twists, center-left part, twists remain behind shoulders except two small front strands.

PROBLEM: CLOTHES CHANGE

Repeat complete wardrobe exactly.

Avoid writing simply:

same outfit.

State it again.

PROBLEM: PROP MOVES TO WRONG HAND

Specify:

smartphone remains in right hand throughout this shot and subsequent continuation.

PROBLEM: ROOM CHANGES

Use Environment Lock™.

Generate a clean reference frame when possible.

Reduce camera movement.

PROBLEM: CHARACTER TELEPORTS BETWEEN CLIPS

Define:

END POSITION

for every shot and:

STARTING POSITION

for the next.

PROBLEM: CHARACTER LOOKS WRONG DIRECTION

Use:

Screen Direction Lock + Eyeline Lock.

PROBLEM: LIGHTING CHANGES

Repeat:

time of day + source + direction + intensity.

Example:

Late-afternoon sunlight continues entering from the large right-side window at the same low angle.

DIRECTOR'S CONTINUITY CHECKLIST™

Before generating the next shot, ask:

1. Is this exactly the same character?
2. Did I repeat the Character DNA Block™?
3. Did I preserve the same face?
4. Did I repeat the exact wardrobe?
5. Where is the hero prop?
6. Which hand holds it?
7. What changed in the previous scene?
8. Is that change preserved?
9. Where did the character end?
10. Where does this shot begin?
11. What direction are they facing?
12. What direction are they moving?
13. Where is the camera?
14. Has the camera crossed the axis?
15. Is the room unchanged?
16. Is the lighting continuous?
17. Is the time of day consistent?
18. What will the character's final pose be?
19. Can an insert shot hide a difficult transition?
20. Is this shot simple enough for reliable generation?

If these twenty questions are answered, continuity becomes much more deliberate.

CHAPTER 13

IMAGE-TO-VIDEO PROMPTING

How to Animate an Existing Image Without Destroying the Composition, Character, Product or Scene

Text-to-video and image-to-video may use the same AI video model, but they should **not** be prompted the same way.

With text-to-video, you are asking the model to create:

the world + the subject + the composition + the motion.

With image-to-video, much of that work has already been done.

The image already contains:

- the character,
- product,
- clothing,
- environment,
- composition,
- lighting,
- colors,
- camera angle,
- foreground,
- background.

Your main job is no longer to tell the model:

WHAT THE IMAGE LOOKS LIKE.

Your job is to tell it:

WHAT SHOULD MOVE, HOW IT SHOULD MOVE, WHAT THE CAMERA SHOULD DO, AND WHAT MUST REMAIN LOCKED.

That difference is fundamental.

The core rule of this chapter is:

In text-to-video, describe the frame. In image-to-video, direct the motion.

THE IMAGE-TO-VIDEO DIRECTOR SYSTEM™

For image-to-video, reduce the Golden Prompt Formula 2.0™ into six primary controls:

1. REFERENCE LOCK

What from the original image must remain unchanged?

2. PRIMARY MOTION

What is the main action?

3. SECONDARY MOTION

What supporting elements move?

4. CAMERA MOTION

How does the viewpoint move?

5. PHYSICS

How should materials react?

6. NEGATIVE CONTROL

What must never happen?

This becomes:

**REFERENCE LOCK + PRIMARY MOTION + SECONDARY MOTION +
CAMERA MOTION + PHYSICS + NEGATIVE CONTROL**

WHY IMAGE-TO-VIDEO OFTEN FAILS

A beautiful reference image does not guarantee a beautiful video.

Common failures include:

- face changing when character turns,
- product changing shape,
- label distortion,
- camera moving too aggressively,
- character moving without instruction,
- excessive blinking,
- unnatural smiles,
- hair behaving like liquid,
- clothing melting,
- background objects moving,
- architecture bending,
- food deforming,
- vehicle wheels sliding,
- product rotating when it should remain stationary,
- lighting flicker,
- frame edges being invented badly.

Many of these failures happen because the prompt gives the model too much freedom.

THE REFERENCE LOCK™

The Reference Lock™ tells the model:

The uploaded image is the visual truth.

A strong reusable instruction is:

REFERENCE LOCK: Treat the supplied image as the authoritative first-frame visual reference. Preserve the exact subject identity, face, hairstyle, wardrobe, product geometry, object placement, environment, architecture, composition, color palette and lighting design unless a specific change is explicitly requested. Animate the existing scene rather than redesigning it.

For products:

Preserve exact bottle shape, cap, proportions, material, label placement, packaging structure and brand colors.

For characters:

Preserve exact facial identity, skin tone, hairstyle, apparent age, body proportions, clothing and accessories.

For property:

Preserve exact architecture, room geometry, windows, doors, furniture and permanent features.

This single instruction can prevent a large category of unwanted changes.

WHAT NOT TO DESCRIBE AGAIN

Suppose your source image already contains:

- a black perfume bottle,
- marble pedestal,
- dark background,
- gold rim lighting.

A weak image-to-video prompt might say:

Create a black luxury perfume bottle on a marble pedestal in a dark studio with beautiful gold lighting...

You are asking the model to reconstruct what already exists.

That can encourage reinterpretation.

Instead:

Preserve the reference image exactly. Keep the perfume bottle and pedestal completely stationary. Perform a slow 10-degree camera orbit from left to right while the existing rim light creates subtle changing reflections across the glass. No product rotation.

The second prompt is about **motion**.

That is the objective.

THE MOTION HIERARCHY FOR IMAGE-TO-VIDEO™

Every image-to-video prompt should ideally define four categories.

PRIMARY MOTION

The most important movement.

Examples:

- character turns head,
- product rotates,
- hand lifts cup,
- car moves forward,
- sauce pours,
- camera pushes toward subject.

SECONDARY MOTION

Motion caused by or supporting the primary action.

Examples:

- hair moves,
- clothing folds,
- reflections shift,
- steam curls,
- liquid ripples.

AMBIENT MOTION

Small environmental movement.

Examples:

- curtains move,
- foliage sways,
- dust floats,
- distant traffic passes,
- candle flame flickers.

LOCKED ELEMENTS

What should not move.

Examples:

- product,
- furniture,
- walls,
- background,
- camera,
- logo,
- packaging.

Example:

MOTION HIERARCHY: Primary — character slowly turns toward camera.

Secondary — two loose hair strands respond subtly to the head movement.

Ambient — curtain moves gently from light airflow. Locked — furniture, walls, table objects and camera position.

THE MOTION BUDGET™

One of the biggest mistakes in image-to-video is trying to animate everything.

Think of every shot as having a limited **Motion Budget™**.

For a 5-second clip:

One primary action + one camera move + subtle secondary motion

is usually enough.

For example:

Good:

Character raises coffee cup while camera slowly pushes closer and steam rises naturally.

Overloaded:

Character stands, turns, walks, smiles, drinks coffee, looks outside while camera orbits and curtains blow dramatically.

The second prompt gives the model too many simultaneous problems.

THE FIRST-FRAME CONTRACT™

When an image is supplied, think of it as a contract:

Frame 1 is already approved.

The video model's job is not to improve it.

Its job is to animate it.

Add:

Begin exactly from the supplied image with no visible composition jump or redesign on the first frames.

This is particularly important when the clip will be edited directly after a still image.

CAMERA MOVEMENT IN IMAGE-TO-VIDEO

Camera movement should be chosen based on what the source image can support.

CAMERA MOVE 1 — SLOW PUSH-IN

Best for:

- portraits,
- products,
- emotional moments,
- food,
- property interiors.

Prompt:

Perform a very slow controlled dolly-in toward the subject while preserving the original camera axis and perspective. No orbit, no tilt, no reframing.

This creates attention without demanding large unseen areas.

CAMERA MOVE 2 — SLOW PULL-BACK

Best for:

- reveals,
- environmental context,
- cinematic endings.

Prompt:

Slowly pull backward from the existing composition, revealing only a modest amount of additional environment consistent with the reference image.

Be careful.

Pulling backward forces the model to invent what exists outside the original frame.

The larger the movement, the greater the hallucination risk.

CAMERA MOVE 3 — LATERAL SLIDE

Best for:

- products,
- architecture,
- food,
- foreground parallax.

Prompt:

Perform a subtle lateral camera slide from left to right while maintaining subject size and orientation.

This can create depth without dramatic reconstruction.

CAMERA MOVE 4 — CONTROLLED ORBIT

Best for:

- isolated products,
- statues,
- vehicles,
- simple 3D-like subjects.

Prompt:

Perform a restrained 10–15 degree clockwise camera orbit around the stationary subject. Preserve exact subject geometry.

Avoid requesting a 180° or 360° orbit from a single image unless the system has enough reference information.

Why?

Because the original image does not show the back.

The model must invent it.

CAMERA MOVE 5 — TILT

Prompt:

Camera slowly tilts upward from [START AREA] toward [END AREA], preserving the existing spatial relationship and perspective.

Useful for:

- buildings,
- fashion,
- tall products,
- character reveals.

CAMERA MOVE 6 — LOCKED CAMERA

Sometimes the best camera movement is none.

Prompt:

Camera remains completely locked. No pan, tilt, push, pull, orbit, zoom or handheld movement.

This is powerful for:

- UGC,
- talking characters,
- product demonstrations,
- food preparation,
- environmental animation.

THE CAMERA EXPANSION RISK™

The farther the camera moves from the original viewpoint, the more new visual information the model must invent.

Think of risk approximately like this:

Locked camera — lowest expansion risk

Small push — very low

Small lateral slide — low

Small orbit — moderate

Large pull-back — higher

Large orbit — high

Camera moving behind subject — very high

This doesn't mean large moves are impossible.

It means they require more generative reconstruction.

FACIAL MOVEMENT

Faces are extremely sensitive.

Avoid vague prompts such as:

Make her face expressive.

Instead direct micro-actions.

Examples:

Character performs one natural blink, then shifts gaze slightly toward camera.

Character's lips form a restrained closed-mouth smile.

Character lowers gaze briefly and looks back up.

Character raises one eyebrow slightly.

Character takes one subtle breath.

THE MICRO-PERFORMANCE RULE™

For realistic characters, prioritize:

eyes → breath → head → expression → hands → body

Small facial movements often feel more cinematic than exaggerated acting.

IMAGE-TO-VIDEO PORTRAIT EXAMPLE

MASTER VIDEO PROMPT

Preserve the supplied portrait exactly.

Character remains seated in the same position.

She takes one subtle breath, performs one natural blink and slowly shifts her gaze from slightly off-camera toward the lens.

Her head moves less than five degrees.

Existing loose hair strands respond minimally.

Camera performs an extremely slow push-in.

Preserve original lighting, skin texture, wardrobe and background.

NEGATIVE PROMPT

face drift, identity change, eye-size changes, asymmetric eyes, extra blinking, exaggerated smile, mouth deformation, lip-sync movement, head warping, hairstyle change, skin-tone change, wardrobe mutation, extra limbs, background movement, lighting flicker, camera orbit, sudden zoom, temporal jitter, watermark.

TALKING CHARACTER MOTION

If exact speech is being created through another workflow, avoid asking the base video generation to invent complex dialogue unnecessarily.

Generate controlled performance:

Character faces camera, maintains natural eye contact, performs subtle conversational head movement and restrained hand gestures with calm professional expression.

Then use the appropriate speech/lip-sync workflow.

For exact scripted dialogue, prioritize:

- identity stability,
- head stability,
- clear mouth visibility,
- moderate expression,
- limited camera movement.

THE BLINK RULE™

You rarely need:

“Character blinks naturally throughout.”

That can produce excessive blinking.

Prefer:

one natural blink during the shot.

For 5–8 seconds, that may be enough.

HAIR PHYSICS

Hair should respond to a cause.

Examples:

Light breeze moves only loose ends of the hair toward screen left.

Hair responds subtly as character turns head.

No wind; hair remains mostly still.

Avoid:

hair flowing beautifully.

Beautifully does not define physics.

FABRIC PHYSICS

Clothing should respond to:

- gravity,
- wind,
- body motion,
- contact.

Example:

Lightweight dress hem moves gently toward screen right from consistent breeze. Upper garment remains relatively stable.

Negative:

no fabric melting, no cloth passing through body, no sleeve-length changes, no uncontrolled billowing.

PRODUCT IMAGE-TO-VIDEO

Products require stronger locking than most subjects.

The primary rule:

The product is not scenery. It is protected geometry.

Use:

PRODUCT LOCK: Preserve exact product silhouette, dimensions, packaging structure, cap, material, label location, logo placement, color and proportions throughout every frame.

PRODUCT MOTION TYPE 1 — CAMERA MOVES, PRODUCT STAYS

Usually safest.

Example:

Product remains completely stationary while camera performs slow lateral slide. Reflections shift naturally across the existing surface.

This is excellent for:

- perfume,
- watches,
- skincare,
- electronics,
- beverages.

PRODUCT MOTION TYPE 2 — PRODUCT ROTATES

Use only when needed.

Prompt:

Product rotates slowly 15 degrees clockwise around its vertical axis while remaining centered and upright. Preserve exact geometry and packaging.

Avoid requesting a full 360° rotation if only one side is known from the reference.

PRODUCT MOTION TYPE 3 — PRODUCT RISES

Prompt:

Product rises vertically approximately 3 cm from pedestal, pauses briefly and settles back gently. Keep orientation fixed.

This is stylized, so define the intentional physics.

PRODUCT IMAGE-TO-VIDEO EXAMPLE

MASTER VIDEO PROMPT

Use the supplied product image as the exact visual reference.

Bottle remains centered and completely stationary.

Camera performs a slow 12-degree orbit from left toward right.

Existing highlights glide naturally across glass and metallic cap as viewing angle changes.

Background remains unchanged.

No additional objects appear.

NEGATIVE PROMPT

bottle deformation, cap mutation, label distortion, logo changes, product rotation, bottle duplication, changing liquid level, glass melting, pedestal deformation, background morphing, random droplets, excessive flare, camera wobble, fake text, watermark.

WATCH IMAGE-TO-VIDEO

MASTER VIDEO PROMPT

Preserve exact watch from reference.

Watch remains fixed.

Camera performs slow macro slide across dial from upper-left toward lower-right.

Existing hands, markers, crown, bracelet and dial geometry remain unchanged.

Allow controlled specular highlight to travel across crystal.

NEGATIVE PROMPT

extra watch hands, changing time markers, dial redesign, warped numerals, bracelet mutation, crown duplication, watch rotation, melted metal, excessive reflection, watermark.

JEWELRY IMAGE-TO-VIDEO

MASTER VIDEO PROMPT

Preserve exact jewelry design.

Camera performs extremely slow macro push.

One narrow light reflection travels across polished metal and gemstone surfaces.

Jewelry remains stationary.

NEGATIVE PROMPT

gem multiplication, changing stone cut, chain links merging, metal melting, jewelry bending, excessive sparkle explosions, random particles, watermark.

FOOD IMAGE-TO-VIDEO

Food is difficult because its structure can mutate quickly.

Use small controlled actions.

Good motions include:

- steam,
- drizzle,
- sauce pour,
- cheese pull,
- gentle bubbling,
- crumb fall,
- condensation,
- syrup movement.

Avoid asking one food item to transform into another unless transformation is intentionally stylized.

FOOD PHYSICS LOCK™

Use:

Preserve exact food structure, ingredient arrangement, portion size, plate shape and plating throughout the shot except for the explicitly requested food motion.

FOOD EXAMPLE — STEAM

MASTER VIDEO PROMPT

Preserve the supplied plated meal exactly.

Food and plate remain stationary.

Thin natural steam rises gently from the hottest area of the food, dispersing gradually upward.

Camera performs slow macro push-in.

NEGATIVE PROMPT

food morphing, ingredient multiplication, changing portion size, plate deformation, steam becoming smoke, excessive vapor, food melting, random garnish appearing, lighting flicker, watermark.

FOOD EXAMPLE — SAUCE POUR

MASTER VIDEO PROMPT

Preserve reference dish exactly.

From just above frame, a narrow continuous stream of [SAUCE] pours onto [TARGET AREA].

Sauce follows gravity, contacts food and spreads locally.

Everything else remains stationary.

NEGATIVE PROMPT

sauce flowing upward, stream splitting randomly, infinite liquid, food deformation, plate overflow, ingredient mutation, hand appearing unless requested, splash explosion, watermark.

BEVERAGE MOTION

Liquids need explicit physical direction.

Example:

Condensation droplets slowly travel downward along exterior glass under gravity.

or:

Ice cubes shift minimally as glass is lifted.

or:

Beverage pours as one continuous stream and settles with small realistic surface ripples.

BEVERAGE NEGATIVE CONTROL

No:

liquid flowing upward,

changing fill level without cause,

glass deformation,

ice multiplication,

liquid passing through container,

infinite foam,

random splash,

straw bending unnaturally.

REAL ESTATE IMAGE-TO-VIDEO

Real estate should be handled conservatively.

The reference image should remain the truth.

Do not use animation to invent:

- larger rooms,
- additional windows,
- better views,
- pools,
- balconies,
- landscaping,
- permanent fixtures,
- architectural features that do not exist.

For real listings:

Animate the property. Do not redesign the property.

PROPERTY TRUTH LOCK™

Preserve exact architecture, room dimensions as visually represented, wall positions, windows, doors, ceiling structure, flooring, permanent fixtures and verified property features. Do not add, remove or relocate architectural elements.

REAL ESTATE EXAMPLE

MASTER VIDEO PROMPT

Use supplied living-room image as authoritative property reference.

Preserve architecture and furniture layout exactly.

Camera performs very slow forward dolly approximately one metre in perceived movement.

Existing sheer curtains move minimally from gentle airflow.

Natural daylight remains consistent.

No furniture moves.

NEGATIVE PROMPT

warped walls, bending verticals, room expansion, changing ceiling height, new windows, disappearing doors, furniture duplication, floating décor, floor texture swimming, fake exterior view, lighting flicker, impossible camera path, watermark.

VIRTUAL STAGING RULE™

If an image is being intentionally virtually staged, separate:

permanent property features

from:

movable furnishings.

AI may conceptually change:

- sofa,
- rugs,
- tables,
- art,
- décor,

when clearly intended as staging.

It should not silently change:

- windows,
- doors,
- walls,
- flooring,
- room dimensions,
- permanent cabinetry,
- balconies,

- views.

Where appropriate, disclose virtual staging in the final marketing asset.

VEHICLE IMAGE-TO-VIDEO

Vehicles are geometry-sensitive.

Lock:

- body shape,
- grille,
- headlights,
- wheels,
- mirrors,
- windows,
- paint,
- trim.

VEHICLE MOTION EXAMPLE

MASTER VIDEO PROMPT

Preserve exact vehicle from supplied image.

Vehicle begins moving forward slowly along existing road.

Wheels rotate consistently with forward speed.

Suspension responds minimally to road.

Camera tracks parallel while maintaining three-quarter side profile.

NEGATIVE PROMPT

vehicle redesign, wheel size changes, wheels sliding sideways, wheels not rotating, duplicate wheels, body panels morphing, changing paint, disappearing mirrors, warped road, vehicle floating, impossible steering, camera collision, watermark.

PARKED VEHICLE HERO SHOT

Safer alternative:

Keep vehicle stationary. Camera performs slow lateral slide while reflections move naturally across paint and windows.

Often you do not need to move the vehicle at all.

ENVIRONMENTAL MOTION

Static reference images become believable through subtle environmental movement.

Examples:

INTERIOR

curtain sway,

steam,

candle flame,

screen glow,

plant movement from airflow.

EXTERIOR

leaves,

grass,

clouds,

water,

distant traffic,

fabric banners.

NIGHT

practical lights,

distant vehicle movement,

reflections,

light rain.

But remember:

Ambient motion should remain ambient.

The background should not compete with the subject.

WIND DIRECTION LOCK™

If wind exists, choose one direction.

Example:

Light wind travels consistently from screen right to screen left, moving loose hair, fabric and nearby foliage in the same direction.

Negative:

no conflicting wind directions.

This tiny instruction dramatically improves physical coherence.

WATER PHYSICS

For water:

Water follows gravity, momentum, surface tension and collision with solid objects.

For controlled scenes specify:

- source,
- direction,
- speed,
- impact point,
- amount.

Example:

Thin stream enters from upper-left, falls downward under gravity, contacts glass rim and flows inside container.

FIRE AND FLAME MOTION

For candles:

Flame remains attached to wick, flickering subtly upward with slight directional response to airflow.

Negative:

no detached flame, no giant flame, no smoke explosion, no duplicated wick.

For commercial imagery, restraint usually looks more premium.

SMOKE, STEAM & MIST

These are frequently over-generated.

Use quantities such as:

thin,

subtle,

sparse,

localized,

slowly dispersing.

Avoid simply:

lots of cinematic smoke.

Unless the concept genuinely requires it.

IMAGE-TO-VIDEO FOR UGC

UGC requires natural imperfection.

Example:

MASTER VIDEO PROMPT

Preserve reference creator exactly.

Creator remains seated inside parked car.

Camera retains existing handheld smartphone framing with very subtle natural hand movement.

Creator looks into lens, makes one restrained conversational hand gesture and gives a small natural smile.

Background remains consistent.

NEGATIVE PROMPT

face drift, beauty-filter skin, exaggerated smile, excessive blinking, extra fingers, large hand movement toward lens, car moving, background morphing, cinematic orbit, dramatic lighting change, excessive stabilization, watermark.

The objective is:

believable phone-shot content,

not:

Hollywood pretending to be UGC.

IMAGE-TO-VIDEO FOR FASHION

Fashion motion should protect garment design.

Example:

Model takes two controlled steps forward. Garment responds naturally to leg movement and light breeze. Preserve exact garment cut, pattern, length, seams and color.

Negative:

no clothing redesign, no changing hemline, no disappearing sleeves, no pattern mutation, no fabric clipping through body.

IMAGE-TO-VIDEO FOR HAIR PRODUCTS

Hair requires strict structure.

Example:

Character turns head slowly 20 degrees. Hair follows with delayed secondary motion, then settles naturally under gravity.

Negative:

no hair length changes, no new strands appearing, no liquid-like hair, no hair passing through shoulders, no hairstyle redesign.

IMAGE-TO-VIDEO FOR PRODUCT DEMONSTRATIONS

When hands interact with products, risk increases significantly.

Instead of:

Character picks up bottle, opens it, pours it, closes it and puts it down.

Split it.

SHOT 1

Hand reaches and picks up bottle.

SHOT 2

Macro of cap opening.

SHOT 3

Product dispenses.

SHOT 4

Bottle returns to surface.

This protects:

- hands,
- packaging,
- product geometry,
- action clarity.

THE HAND INTERACTION RULE™

Hands + products create two simultaneous geometry problems.

Therefore:

One hand action per shot whenever possible.

Examples:

- reach,
- grasp,

- lift,
- open,
- press,
- pour,
- place.

Not all seven at once.

THE OFF-SCREEN SOURCE TRICK™

Sometimes you don't need to generate the hand.

For example:

Instead of:

A hand enters holding syrup bottle and pours syrup.

Use:

A controlled stream of syrup enters from just above the top frame edge.

This reduces hand errors while preserving the commercial effect.

Useful for:

- sauces,
- creams,
- powders,
- liquids,
- ingredients.

IMAGE-TO-VIDEO FOR CINEMATIC PORTRAITS

Use restrained movement.

Example:

Character remains nearly still. One breath. One blink. Eyes move slightly toward window. Existing curtain moves gently. Camera slowly pushes 5%.

That may look more expensive than:

Character turns around dramatically as camera performs a huge orbit while wind blows everywhere.

THE STILLNESS PRINCIPLE™

Stillness is motion direction.

You can explicitly say:

Character remains completely still except for natural breathing.

or:

Product remains absolutely stationary.

or:

Camera remains locked.

or:

Background remains frozen.

A strong director tells the model what **not to animate**.

THE MOTION CAUSE RULE™

Every physical movement should ideally have a cause.

Hair moves because:

wind or body motion.

Curtain moves because:

airflow.

Liquid moves because:

gravity or container movement.

Vehicle moves because:

acceleration.

Clothing moves because:

body movement or wind.

Shadow moves because:

subject or light moves.

When the cause is clear, the motion usually feels more coherent.

THE MOTION CHAIN™

For physical actions, think:

CAUSE → ACTION → REACTION → SETTLE

Example:

Character turns head.

Hair follows.

Loose strands swing slightly.

Hair settles.

Or:

Cup touches table.

Liquid surface ripples.

Ripples diminish.

Liquid settles.

Or:

Shoe contacts ground.

Sole compresses slightly.

Body weight transfers.

Fabric responds.

This is much more useful than saying:

realistic physics.

IMAGE-TO-VIDEO NEGATIVE CONTROL STACK™

A strong negative prompt should protect six layers.

LAYER 1 — REFERENCE

No redesign of the source image.

LAYER 2 — SUBJECT

No identity or geometry mutation.

LAYER 3 — MOTION

No unrequested movement.

LAYER 4 — CAMERA

No unrequested camera behaviour.

LAYER 5 — PHYSICS

No broken material behaviour.

LAYER 6 — TEMPORAL QUALITY

No flicker, popping or frame-to-frame instability.

UNIVERSAL IMAGE-TO-VIDEO NEGATIVE PROMPT™

Use this as a base:

no redesign of reference image, no subject identity drift, no facial mutation, no age changes, no hairstyle changes, no wardrobe mutation, no product geometry changes, no object duplication, no disappearing objects, no extra limbs, no extra fingers, no malformed hands, no unrequested subject movement, no unrequested object movement, no background morphing, no

architecture changes, no random props appearing, no conflicting wind direction, no broken gravity, no liquid physics errors, no fabric melting, no hair behaving like liquid, no reflection mismatch, no lighting flicker, no exposure pumping, no random camera orbit, no sudden zoom, no horizon roll, no focus pumping, no temporal flicker, no texture crawling, no random text, no unwanted subtitles, no watermark.

Then add scene-specific controls.

SCENE-SPECIFIC NEGATIVE PROMPT EXAMPLE

Suppose the image contains a woman drinking coffee.

Generic negative prompt:

no deformation, no flicker.

Weak.

Better:

no face drift, no eye-size changes, no hairstyle changes, no extra fingers, no fused hand and cup, no cup shape changes, no cup passing through lips, no coffee spilling through cup, no changing liquid level before drinking, no exaggerated mouth opening, no wardrobe changes, no chair movement, no café background morphing, no random customers appearing, no camera orbit, no lighting flicker, no watermark.

The negative prompt protects the **actual shot**.

THE IMAGE-TO-VIDEO MOTION SCALE™

Use this simple scale.

MOTION LEVEL 0 — ALMOST STILL

Breathing, steam, tiny light movement.

MOTION LEVEL 1 — MICRO

Blink, gaze, slight fabric or foliage movement.

MOTION LEVEL 2 — SIMPLE

Head turn, hand lift, small product rotation.

MOTION LEVEL 3 — MODERATE

Walking, pouring, opening object, larger camera move.

MOTION LEVEL 4 — COMPLEX

Multiple actions, major camera travel, multiple interacting characters.

If reference preservation is critical:

stay primarily within Levels 0–2.

IMAGE-TO-VIDEO DURATION STRATEGY

5 SECONDS

Ideal for:

- product hero,
- facial micro-performance,
- simple camera move,
- food motion,

- single action.

8–10 SECONDS

Enough for:

setup → action → settle.

Example:

Character notices cup → lifts cup → drinks → lowers slightly.

But keep the action simple.

15–20 SECONDS

Prefer multiple generations.

Example:

5 sec wide.

5 sec medium.

5 sec detail.

5 sec hero.

Then edit.

THE 5-SECOND IMAGE-TO-VIDEO FORMULA™

For most commercial shots:

0–1 SEC — STABILIZE

Reference remains recognizable.

1–4 SEC — PRIMARY MOTION

Execute one action.

4–5 SEC — SETTLE

Allow motion to resolve.

That final settle makes clips much easier to edit.

THE END-FRAME RULE™

Do not let every clip end during maximum movement.

Where possible, direct:

Character settles into stable final pose.

Product returns to stationary hero position.

Camera finishes movement and holds briefly.

Liquid motion settles.

A clean ending frame is valuable for:

- editing,
- transitions,
- freeze frames,
- text overlays,
- CTA screens.

START-FRAME → END-FRAME PLANNING

Before generation, define:

START FRAME

What is already true?

END FRAME

What should be true after the action?

Example:

START: Bottle closed on table.

END: Bottle remains upright with cap removed beside it.

Then generate only the action connecting those states.

This is far more precise than:

Make the bottle do something cool.

THE REFERENCE PRESERVATION TEST™

Before generating, ask:

1. What is already correct in the image?
2. What must remain unchanged?
3. What is the one main thing that should move?
4. What secondary motion is physically caused by it?
5. Does the camera need to move?
6. Will the camera movement require inventing unseen information?
7. What material physics matter?
8. What is most likely to deform?

9. What should the final frame look like?
10. Can I simplify the shot further?

MASTER IMAGE-TO-VIDEO TEMPLATE™

Copy and customize this template.

REFERENCE LOCK

Treat the supplied image as the authoritative first-frame visual reference. Preserve exact [CHARACTER / PRODUCT / OBJECT], [IDENTITY / GEOMETRY], [WARDROBE], [ENVIRONMENT], [COMPOSITION], [COLOR PALETTE] and [LIGHTING]. Animate the existing scene rather than redesigning it.

STARTING STATE

[DESCRIBE ONLY THE RELEVANT EXISTING STATE]

PRIMARY MOTION

[ONE MAIN ACTION]

SECONDARY MOTION

[ONE OR TWO SUPPORTING MOTIONS]

AMBIENT MOTION

[OPTIONAL SUBTLE ENVIRONMENT MOTION]

LOCKED ELEMENTS

[ELEMENTS THAT MUST REMAIN STILL]

CAMERA

[LOCKED / PUSH / PULL / SLIDE / TILT / SMALL ORBIT]

Maintain [CAMERA AXIS / SUBJECT SIZE / HORIZON].

PHYSICS

[GRAVITY / HAIR / FABRIC / LIQUID / REFLECTION / VEHICLE / FOOD
BEHAVIOUR]

ENDING STATE

[EXACT FINAL POSE OR OBJECT STATE]

Hold briefly after motion settles.

OUTPUT

[5 / 8 / 10 SEC]

[16:9 / 9:16 / 1:1 / 2.39:1]

[24 / 30 FPS]

NEGATIVE PROMPT

No [REFERENCE DEFORMATION], no [SUBJECT FAILURE], no [MOTION
FAILURE], no [PHYSICS FAILURE], no [CAMERA FAILURE], no [ENVIRONMENT
FAILURE], no [TEMPORAL FAILURE], no unwanted text, subtitles or watermark.

IMAGE-TO-VIDEO SHORT TEMPLATE™

When the model responds better to shorter instructions:

Preserve the supplied reference exactly. [SUBJECT] performs [ONE ACTION]. [SECONDARY MOTION] responds naturally. Camera performs [ONE CAMERA MOVE]. Preserve exact identity, geometry, environment, composition and lighting. [PHYSICS INSTRUCTION]. End with [FINAL STATE]. No subject deformation, identity drift, product mutation, background morphing, unrequested motion, camera deviation, physics errors, lighting flicker, temporal instability, text or watermark.

PRODUCT IMAGE-TO-VIDEO TEMPLATE™

Preserve exact [PRODUCT] geometry, packaging, materials, colors, label placement and proportions from reference. Product remains [STATIONARY / CONTROLLED ROTATION]. Camera performs [MOVEMENT]. Allow only [REFLECTION / CONDENSATION / PARTICLE / LIQUID] motion. Preserve background and lighting. End on clean product hero frame. No packaging mutation, label distortion, logo deformation, duplicate product, geometry changes, uncontrolled rotation, background morphing, excessive effects, camera jitter, text or watermark.

CHARACTER IMAGE-TO-VIDEO TEMPLATE™

Preserve exact character identity, face, apparent age, skin tone, hairstyle, body proportions, wardrobe and accessories from reference. Character performs [MICRO/SIMPLE ACTION]. Facial performance remains [EMOTION] at restrained intensity. [HAIR/FABRIC] responds naturally. Camera performs [MOVEMENT]. Background remains [LOCKED/SUBTLY ACTIVE]. End with [POSE]. No face drift, eye deformation, hairstyle

changes, wardrobe changes, extra fingers, malformed hands, exaggerated facial motion, background morphing, camera deviation, flicker or watermark.

FOOD IMAGE-TO-VIDEO TEMPLATE™

Preserve exact food presentation, ingredients, portion size, plate, garnish and composition from reference. Only [STEAM / SAUCE / DRIZZLE / CHEESE / CRUMB / CONDENSATION] moves. Motion follows realistic gravity, viscosity and contact physics. Camera performs [MACRO PUSH / SLIDE / LOCKED SHOT]. No food mutation, ingredient multiplication, changing portion size, plate deformation, infinite liquid, unrealistic splash, random garnish, lighting flicker or watermark.

REAL ESTATE IMAGE-TO-VIDEO TEMPLATE™

Treat the supplied property image as authoritative. Preserve exact architecture, wall positions, windows, doors, flooring, ceiling, permanent fixtures and verified property features. Camera performs [SLOW DOLLY / SLIDE]. Only [CURTAINS / FOLIAGE / WATER / FIREPLACE] moves subtly where physically appropriate. Do not add or remove property features. No warped walls, bending verticals, room expansion, changing windows, moving furniture, fake views, architecture morphing, lighting flicker, impossible camera movement or watermark.

THE IMAGE-TO-VIDEO DIRECTOR'S CHECKLIST™

Before pressing generate:

REFERENCE

Have I told the model the source image is authoritative?

SUBJECT

What exactly must remain unchanged?

ACTION

Is there one clear primary action?

SECONDARY MOTION

Does it have a physical cause?

AMBIENT MOTION

Is it subtle enough?

LOCKED ELEMENTS

Have I explicitly said what stays still?

CAMERA

Am I using only the movement I actually need?

EXPANSION

Will the camera force the model to invent too much unseen information?

PHYSICS

Have I described the relevant material behaviour?

END FRAME

Do I know where the motion should finish?

NEGATIVE CONTROL

Did I protect against failures specific to this scene?

If all eleven are clear, your image-to-video prompt is no longer simply:

“Animate this picture.”

It becomes a motion brief.

THE GOLDEN RULE OF IMAGE-TO-VIDEO™

The more you like the original image:

the less permission you should give the video model to redesign it.

Protect what already works.

Direct only what needs to change.

CHAPTER 14

PROMPT TROUBLESHOOTING

How to Diagnose and Fix Bad AI Video Generations Systematically

AI video generation should not feel like gambling.

If a clip fails, the goal is not:

“Try the same prompt five more times and hope.”

The goal is:

Identify the failure category, isolate the cause, reduce complexity, strengthen the relevant control, then regenerate.

This chapter introduces a practical debugging system for AI video.

The core principle is:

Don't rewrite the whole prompt when one part is broken. Fix the broken part.

THE PROMPT TROUBLESHOOTING SYSTEM™

When a generation fails, diagnose it in this order:

1. SUBJECT

Did the person, product or object change?

2. MOTION

Did the action behave incorrectly?

3. CAMERA

Did the camera ignore direction?

4. PHYSICS

Did gravity, liquid, fabric, hair or contact break?

5. ENVIRONMENT

Did the background or architecture mutate?

6. LIGHTING

Did exposure or color drift?

7. TEMPORAL CONSISTENCY

Did frames flicker, pop or redesign themselves?

8. PROMPT COMPLEXITY

Did you ask for too much at once?

This becomes the:

FAILURE STACK™

**SUBJECT → MOTION → CAMERA → PHYSICS → ENVIRONMENT →
LIGHTING → TEMPORAL → COMPLEXITY**

PROBLEM 1 — THE FACE CHANGES

One of the most common failures.

Symptoms include:

- eye shape changes,
- nose changes,
- face becomes younger,
- skin tone shifts,
- jawline changes,
- hairstyle changes,
- identity looks different after turning.

WHY IT HAPPENS

Usually because:

- facial rotation is too large,
- movement is too complex,
- camera move is aggressive,
- face is not sufficiently locked,
- character description changes,
- model must invent unseen facial angles.

FIX

Use:

FACE LOCK: Preserve identical facial identity, eye spacing, eye shape, eyebrow shape, nose width, lip shape, jawline, skin tone, apparent age and hairstyle throughout the shot.

Then simplify motion.

Instead of:

She spins around, smiles, looks at camera and walks away.

Use:

She turns her head approximately 10–15 degrees toward camera and holds.

NEGATIVE CONTROL

no face drift, no facial redesign, no eye-size changes, no eye-spacing changes, no nose mutation, no lip mutation, no age drift, no skin-tone shift, no hairstyle change.

PROBLEM 2 — FACE CHANGES DURING CAMERA ORBIT

WHY IT HAPPENS

A large orbit forces the model to invent facial information that may not exist in the reference.

FIX

Reduce orbit.

Instead of:

180-degree orbit around character.

Use:

10-degree arc around character while preserving frontal three-quarter identity.

Or:

keep camera static and move lighting instead.

If identity matters more than camera spectacle:

prioritize face consistency over camera movement.

PROBLEM 3 — EXTRA FINGERS

WHY IT HAPPENS

Hands are difficult when:

- fingers overlap,
- objects are being gripped,
- hands move quickly,
- hands move toward camera,
- multiple hand actions happen together.

FIX

Reduce hand complexity.

Instead of:

She picks up the bottle, opens the lid, pours product and closes it.

Split it.

SHOT 1

Reach for bottle.

SHOT 2

Lift bottle.

SHOT 3

Open cap.

SHOT 4

Dispense.

HAND LOCK

Anatomically correct hands, exactly five fingers where visible, natural grip, no finger merging, no hand-object intersection.

NEGATIVE PROMPT

extra fingers, missing fingers, fused fingers, malformed hands, duplicated hands, fingers passing through product, wrist deformation.

PROBLEM 4 — EXTRA LIMBS

WHY IT HAPPENS

Usually caused by:

- fast body motion,
- overlapping limbs,
- turning,
- dancing,
- running,
- complex action.

FIX

Reduce simultaneous body movement.

Use:

preserve exactly two arms and two legs throughout the shot.

For running:

maintain a readable natural run cycle with one body only.

NEGATIVE PROMPT

extra arms, extra legs, duplicate body, fused limbs, detached limbs, broken anatomy, limb duplication during motion.

PROBLEM 5 — PRODUCT CHANGES SHAPE

A product commercial is unusable if the product stops looking like the product.

Symptoms:

- bottle narrows,
- cap changes,
- packaging inflates,
- corners round,
- handle disappears,
- label moves.

FIX

Add Product Geometry Lock™.

PRODUCT GEOMETRY LOCK: Preserve exact silhouette, width, height, proportions, edges, cap, handle, packaging structure, material and orientation throughout every frame.

Then reduce movement.

Safest option:

Product remains stationary. Camera moves.

NEGATIVE PROMPT

product deformation, silhouette changes, cap mutation, package swelling, shrinking, bending, extra components, disappearing components, changing proportions.

PROBLEM 6 — PRODUCT ROTATES WHEN IT SHOULD NOT

FIX

State:

Product remains completely stationary and maintains exact orientation throughout the shot.

Then:

Camera performs [MOVE].

NEGATIVE PROMPT

product rotation, product tilt, product drift, product levitation, orientation change.

PROBLEM 7 — LOGO BECOMES DISTORTED

WHY IT HAPPENS

Generated text and logos can be unstable across frames.

FIX

For commercially important branding:

preserve blank label area or approximate visual placement during generation, then composite exact logo and typography in post-production.

If using a reference product:

Preserve the existing logo area without redesigning or generating additional text.

NEGATIVE PROMPT

logo mutation, fake lettering, misspelled text, shifting typography, changing label layout, random branding.

PROBLEM 8 — TEXT BECOMES GIBBERISH

FIX

Don't ask the video generator to create critical typography unless the system is specifically reliable at it.

Use:

Leave clean negative space for text added in editing.

For phone screens:

Use abstract interface blocks rather than readable text.

For signs:

no readable signage required.

PROBLEM 9 — CAMERA WON'T STAY STILL

You asked for static.

The camera moves anyway.

FIX

Strengthen Camera Lock™.

CAMERA LOCK: Completely static tripod shot. No pan, no tilt, no zoom, no push-in, no pull-back, no orbit, no handheld drift, no reframing.

Also remove contradictory words such as:

- cinematic movement,
- dynamic,
- sweeping,
- immersive camera.

Those can fight the static-camera instruction.

PROBLEM 10 — CAMERA MOVES TOO MUCH

FIX

Quantify.

Instead of:

slow orbit.

Use:

restrained 10-degree orbit over the full 6-second shot.

Instead of:

zoom in.

Use:

subtle 5% forward push.

Small numerical limits can communicate restraint.

PROBLEM 11 — CAMERA MOVES IN THE WRONG DIRECTION

FIX

Define:

camera moves from screen left toward screen right.

or:

camera tracks parallel while character moves left-to-right.

Also lock:

do not reverse direction.

NEGATIVE PROMPT

direction reversal, clockwise-to-counterclockwise switch, random orbit reversal, sudden camera reposition.

PROBLEM 12 — CAMERA ORBITS A SUBJECT THAT SHOULD WALK

Sometimes the model interprets “cinematic tracking” as orbiting.

FIX

Separate subject and camera instruction.

Subject walks in a straight line from left to right.

Camera tracks parallel at constant distance.

No orbit.

This is more precise than:

cinematic tracking shot.

PROBLEM 13 — TOO MUCH MOTION

Everything moves.

Hair.

Camera.

Furniture.

Background.

Lighting.

Product.

Particles.

WHY IT HAPPENS

The prompt includes too many active verbs.

FIX

Use Motion Hierarchy™.

Example:

PRIMARY: character raises cup.

SECONDARY: small wrist motion.

AMBIENT: steam.

LOCKED: camera, table, chair, background.

Then explicitly say:

All other scene elements remain still.

PROBLEM 14 — NOT ENOUGH MOTION

The video feels almost like a still image.

FIX

Increase motion in one category only.

Examples:

- stronger camera push,
- subtle body action,
- controlled wind,
- object motion,
- foreground parallax.

Do not add everything at once.

For example:

Camera performs a slow lateral slide creating foreground parallax while subject remains still.

This can make a static subject feel cinematic.

PROBLEM 15 — THE “AI SLOW-MOTION” LOOK

The clip feels floaty, dreamy and unnaturally slow even though you did not ask for slow motion.

Symptoms:

- delayed body reactions,
- overly smooth arms,
- floating walk cycles,
- excessive hair drift,
- syrupy motion.

FIX

Use:

normal real-time movement, natural human timing, realistic acceleration and deceleration, no slow-motion interpretation.

For walking:

natural walking cadence at normal speed.

For hand movement:

ordinary conversational timing.

NEGATIVE PROMPT

floaty movement, slow-motion look, dreamlike body timing, delayed reactions, excessive motion interpolation.

PROBLEM 16 — FOOT SLIDING

Common in walking and running.

WHY IT HAPPENS

Contact points are not sufficiently constrained.

FIX

Use:

feet make clear grounded contact with the floor; planted foot remains fixed during weight transfer; no sliding during stance phase.

For tracking shots:

camera movement matches character speed without altering foot-ground contact.

NEGATIVE PROMPT

foot sliding, skating motion, hovering feet, floor penetration, changing leg length, broken gait.

PROBLEM 17 — WALK CYCLE LOOKS WRONG

FIX

Reduce action duration and camera complexity.

Prompt:

Natural three-step walk cycle. Heel contacts ground, weight transfers through foot, opposite leg swings forward. Arms move subtly opposite the legs.

Avoid:

dramatic cinematic walk with flowing clothes and spinning camera.

PROBLEM 18 — CHARACTER FLOATS

FIX

Add Grounding Lock™:

Character remains physically grounded to the floor with consistent gravity and clear foot contact.

NEGATIVE PROMPT

floating body, hovering feet, weightless movement, body drifting vertically, no ground contact.

PROBLEM 19 — OBJECTS FLOAT

FIX

State exact support relationship.

Cup remains resting flat on table.

Product remains in full contact with pedestal.

Chair remains on floor.

Bag hangs from shoulder under gravity.

NEGATIVE PROMPT

floating objects, unsupported objects, upward drift, objects moving without physical cause.

PROBLEM 20 — OBJECTS TELEPORT

An item suddenly jumps position.

FIX

Use spatial lock:

Phone remains exactly 10 cm to the right of laptop until picked up.

Or simpler:

Phone remains in the same position throughout.

NEGATIVE PROMPT

object teleportation, prop relocation, sudden position change, disappearing objects, reappearing objects.

PROBLEM 21 — LIQUID FLOWS UPWARD

FIX

Define:

Liquid falls downward under gravity from [SOURCE] to [TARGET].

Then define viscosity.

continuous medium-viscosity stream.

NEGATIVE PROMPT

upward liquid flow, reverse gravity, liquid climbing surfaces, stream detaching from source.

PROBLEM 22 — LIQUID PASSES THROUGH CONTAINER

FIX

State contact.

Liquid enters through the open top of the glass and remains physically contained inside it.

NEGATIVE PROMPT

liquid clipping through glass, liquid leaking through solid surfaces, impossible container penetration.

PROBLEM 23 — LIQUID NEVER STOPS POURING

FIX

Define start and stop.

Pour for approximately two seconds, then stream stops completely.

Or:

One short controlled pour.

NEGATIVE PROMPT

infinite pouring, endless stream, continuously rising liquid level.

PROBLEM 24 — SPLASH IS TOO BIG

FIX

Use scale language:

small restrained splash proportional to the drop height.

Avoid:

dramatic splash.

Unless wanted.

PROBLEM 25 — CHEESE STRETCHES FOREVER

FIX

Three or four thin strands stretch briefly and separate naturally after approximately 10–15 cm.

NEGATIVE PROMPT

infinite cheese stretch, rubber cheese, dozens of strands, plastic elasticity.

PROBLEM 26 — FOOD CHANGES AFTER CUTTING

A sliced item repairs itself.

FIX

Use Cut Continuity Lock™:

Once cut, the food remains permanently separated for the rest of the shot.

NEGATIVE PROMPT

food regeneration, cut reversing, removed piece reappearing, bite restoring.

PROBLEM 27 — STEAM LOOKS LIKE SMOKE

FIX

Thin semi-transparent steam rises gently from localized hot areas and dissipates rapidly.

Do not use:

thick cinematic steam.

NEGATIVE PROMPT

black smoke, dense fog, smoke clouds, steam covering frame, steam from cold areas.

PROBLEM 28 — HAIR MOVES LIKE WATER

FIX

Define cause and degree.

Only loose hair ends respond gently to the breeze; hair mass remains structurally stable.

NEGATIVE PROMPT

liquid hair, hair melting, hair length change, endless flowing strands, hair passing through shoulders.

PROBLEM 29 — CLOTHING MELTS INTO BODY

FIX

Fabric remains separate from skin and preserves garment seams, structure, hemline and sleeve shape.

NEGATIVE PROMPT

fabric-body fusion, disappearing sleeves, changing hemline, cloth clipping, material melting.

PROBLEM 30 — CLOTH MOVES TOO MUCH

FIX

Reduce wind.

very light breeze affecting only loose fabric edges.

Not:

dramatic wind.

PROBLEM 31 — BACKGROUND MORPHS

Furniture changes.

Buildings bend.

Objects appear.

FIX

Use Environment Lock™.

Preserve exact environment geometry and object placement throughout the entire shot.

Then reduce camera travel.

Large camera moves force new environment generation.

PROBLEM 32 — ROOM GETS BIGGER

This is common in interiors.

FIX

Use Architecture Lock™:

Preserve exact wall positions, ceiling height, window dimensions, door placement and room proportions.

Avoid ultra-wide camera descriptions unless necessary.

NEGATIVE PROMPT

room expansion, artificial widening, changing ceiling height, moving walls, fisheye distortion.

PROBLEM 33 — FURNITURE MOVES

FIX

All furniture remains completely stationary and fixed to its original position.

Simple.

But important.

PROBLEM 34 — BUILDING CHANGES DURING DRONE SHOT

FIX

Reduce orbit.

Use:

gentle lateral aerial drift while building remains at constant three-quarter orientation.

Then lock:

exact façade, roofline, balconies, windows and entrance.

PROBLEM 35 — LIGHTING FLICKERS

FIX

Define source.

One consistent warm key light from screen right, unchanged in intensity and direction.

or:

Overcast daylight remains constant.

NEGATIVE PROMPT

exposure flicker, color-temperature shift, pulsing highlights, shadow direction change, sudden brightness changes.

PROBLEM 36 — COLORS SHIFT BETWEEN FRAMES

FIX

Use Color Lock™:

Preserve identical color palette, white balance, skin tones, product colors and saturation throughout.

NEGATIVE PROMPT

color drift, hue shift, skin-tone shift, product-color mutation, white-balance change.

PROBLEM 37 — SKIN LOOKS PLASTIC

FIX

Use:

natural skin texture, restrained specular highlights, visible but subtle pores, realistic tonal variation, no beauty-filter finish.

NEGATIVE PROMPT

waxy skin, plastic skin, over-smoothed face, excessive gloss, artificial poreless complexion.

PROBLEM 38 — FOOTAGE LOOKS TOO ARTIFICIAL

Often caused by too many style keywords.

Avoid stacking:

hyperrealistic, cinematic, epic, glossy, luxury, HDR, dramatic, ultra-sharp, surreal, 8K.

Instead define real visual decisions:

- motivated light,
- lens feel,
- restrained contrast,
- natural motion,
- believable materials,
- realistic exposure.

Try:

natural photographic contrast, physically plausible materials, restrained highlights, realistic motion timing.

PROBLEM 39 — EVERYTHING LOOKS OVER-SHARPENED

FIX

Use:

natural optical detail with gentle depth-of-field transition, no digital oversharpening.

NEGATIVE PROMPT

halo sharpening, crunchy texture, excessive microcontrast, artificial edge enhancement.

PROBLEM 40 — EXCESSIVE DEPTH OF FIELD BLUR

FIX

Do not just say:

shallow depth of field.

State the purpose.

Subject face remains fully sharp while background falls into moderate soft focus.

or:

Product and label remain entirely sharp.

PROBLEM 41 — FOCUS KEEPS PULSING

FIX

Use Focus Lock™:

Focus remains locked on [SUBJECT] throughout the shot with no refocusing.

NEGATIVE PROMPT

focus breathing, focus hunting, focus pulsing, unrequested rack focus.

PROBLEM 42 — RACK FOCUS FAILS

FIX

Define two exact planes.

Begin focused on [FOREGROUND OBJECT]. After two seconds, shift once to [BACKGROUND SUBJECT]. Hold there.

Do not ask:

cinematic rack focus around the scene.

PROBLEM 43 — CAMERA SHAKE LOOKS BAD

FIX

If handheld:

subtle human handheld micro-movement, low amplitude, stable horizon.

If premium commercial:

smooth stabilized camera.

NEGATIVE PROMPT

violent shake, random vibration, horizon wobble, erratic framing.

PROBLEM 44 — UGC LOOKS TOO CINEMATIC

FIX

Remove:

- anamorphic,
- dolly,
- volumetric lighting,
- dramatic rim light,
- heavy grading.

Use:

natural smartphone perspective, casual framing, ordinary interior lighting, slight handheld movement, realistic exposure.

PROBLEM 45 — UGC LOOKS TOO BAD

UGC should look natural, not unusable.

Use:

clean smartphone image, natural window light, clear facial exposure, subtle handheld motion, uncluttered composition.

Natural does not mean low quality.

PROBLEM 46 — TOO MANY PARTICLES

FIX

Quantify:

sparse floating dust visible only in backlight.

or:

a small restrained number of particles.

NEGATIVE PROMPT

particle storm, excessive sparks, floating debris, glitter covering scene.

PROBLEM 47 — RANDOM SMOKE APPEARS

FIX

Explicitly lock atmosphere.

clear clean air, no smoke, no mist, no atmospheric particles unless specified.

PROBLEM 48 — RANDOM LENS FLARES

FIX

restrained optical highlights, no artificial lens flare.

Especially useful in premium product work.

PROBLEM 49 — MODEL ADDS THINGS YOU NEVER ASKED FOR

Common examples:

- plants,
- text,
- neon lights,
- smoke,
- jewelry,
- props,
- extra people.

FIX

Add:

Do not introduce any additional objects, people, accessories, text, effects or environmental elements beyond those specified.

This is a powerful general control.

PROBLEM 50 — RANDOM PEOPLE APPEAR

FIX

Only [NUMBER] characters exist in the scene.

For an empty location:

No people present.

For background crowds:

limited background population, no foreground interruptions.

PROBLEM 51 — DUPLICATE PEOPLE

FIX

exactly one instance of each named character.

NEGATIVE PROMPT

duplicate person, cloned character, repeated face, duplicate body.

PROBLEM 52 — TWO CHARACTERS SWAP IDENTITIES

FIX

Use distinct Character DNA blocks.

Then label them consistently:

CHARACTER A

CHARACTER B

Do not alternate names/descriptions loosely.

Add:

Character A and Character B maintain separate identities throughout.

PROBLEM 53 — CHARACTER CHANGES CLOTHING MID-SHOT

FIX

Use Wardrobe Lock™.

Preserve exact outfit from first frame through final frame.

NEGATIVE PROMPT

wardrobe change, color change, accessory disappearance, sleeve-length change, footwear change.

PROBLEM 54 — ACCESSORIES DISAPPEAR

FIX

Gold stud earrings remain visible throughout where angle permits.

Watch remains on left wrist.

Handbag remains on left shoulder.

Make important accessories continuity objects.

PROBLEM 55 — PROP CHANGES HANDS

FIX

Phone remains in right hand throughout.

If the hand changes intentionally, show the transfer.

PROBLEM 56 — THE MODEL IGNORES THE MAIN ACTION

WHY IT HAPPENS

The main action may be buried inside too much description.

FIX

Move it earlier and simplify.

Instead of:

In a warm cinematic environment with beautiful lighting...

Start:

PRIMARY ACTION: character opens the door slowly with right hand.

Then add visual direction.

The model should immediately understand what matters.

PROBLEM 57 — TOO MANY ACTIONS ARE IGNORED

FIX

That's usually not a prompting failure.

It's a shot-design failure.

Split the sequence.

If your prompt contains:

walks, sits, opens, types, answers phone, smiles, stands...

you probably need multiple shots.

THE ACTION COUNT RULE™

For short generations:

5 seconds

1 major action.

8–10 seconds

1 major action + small reaction.

15+ seconds

Prefer multiple generations.

This is not a hard technical limit.

It is a reliability strategy.

PROBLEM 58 — MODEL IGNORES NEGATIVE PROMPT

Negative prompting reduces failure modes.

It does not guarantee obedience.

FIX

Do three things:

1.

State the desired positive behavior.

2.

Add negative prohibition.

3.

Simplify the shot.

Example:

Weak:

no camera movement.

Better:

Camera remains completely static on tripod. No pan, tilt, zoom, push, pull, orbit or handheld drift.

POSITIVE CONTROL BEFORE NEGATIVE CONTROL™

Whenever possible, say:

what should happen

before:

what should not happen.

Example:

Product remains stationary.

Then:

no product rotation or drift.

This is stronger than relying entirely on negatives.

PROBLEM 59 — NEGATIVE PROMPT IS TOO LONG

Overloading negative instructions can dilute important constraints.

FIX

Prioritize likely failures.

For a watch commercial, protect:

1. watch geometry,
2. dial,
3. camera,
4. reflections.

You may not need twenty anatomy constraints when no person exists.

Use category-specific negatives.

THE NEGATIVE PRIORITY RULE™

Ask:

What are the five most expensive errors in this shot?

Protect those first.

Example product shot:

1. product shape,
2. logo,
3. label,
4. camera,
5. lighting.

Example UGC:

1. face,
2. hands,
3. mouth,
4. phone,
5. background.

Example property:

1. architecture,
2. room proportions,
3. furniture,
4. camera,
5. lighting.

PROBLEM 60 — THE PROMPT IS TOO LONG

More text does not automatically create more control.

Symptoms:

- key action ignored,
- conflicting style,
- random visual emphasis,
- messy output.

FIX

Remove anything that does not change the result.

Every line should answer one of these:

What exists?

What moves?

How is it filmed?

How does it behave?

What must not happen?

If a sentence does none of these, question whether it belongs.

PROBLEM 61 — THE PROMPT HAS CONTRADICTIONS

Example:

static camera with dramatic sweeping orbit.

or:

soft overcast daylight with hard direct sunlight.

or:

completely still hair blowing dramatically.

FIX

Check each section against the others.

The Golden Prompt Formula is not about adding every possible instruction.

It is about aligning them.

THE CONTRADICTION TEST™

Before generation, compare:

Action vs Camera

Camera vs Composition

Lighting vs Environment

Motion vs Physics

Style vs Realism

Negative Prompt vs Desired Action

Example:

If you want a product to rotate, don't include:

no product rotation.

Obvious when written this way.

Easy to miss inside a long prompt.

PROBLEM 62 — SCENE IS TOO BUSY

FIX

Reduce:

- characters,
- props,
- moving elements,
- particles,
- camera motion,
- background activity.

Try the:

1–1–1 RULE™

For difficult shots:

1 hero subject

1 main action

1 camera movement

Master that first.

Then add complexity.

PROBLEM 63 — GENERATION HAS NO CLEAR FOCAL POINT

FIX

Define visual hierarchy.

Character is primary visual focus.

Background remains softer and lower contrast.

or:

Product occupies central lower-middle frame while background remains minimal.

Without hierarchy, everything can receive equal attention.

PROBLEM 64 — PRODUCT LOOKS TOO SMALL

FIX

Specify frame coverage.

Product occupies approximately 45% of frame height.

or:

tight product close-up.

For ads, ensure the hero object is readable on mobile.

PROBLEM 65 — CHARACTER TOO CLOSE TO CAMERA

FIX

Specify shot size:

- extreme close-up,
- close-up,
- medium close-up,
- medium,
- medium-wide,
- wide.

Avoid vague:

close cinematic shot.

PROBLEM 66 — CAMERA CUTS OFF HANDS OR PRODUCT

FIX

Define safe framing.

Medium shot from waist upward with both hands fully visible inside frame.

or:

Entire product remains inside frame with 10% breathing space around silhouette.

PROBLEM 67 — VIDEO HAS NO SPACE FOR TEXT

FIX

Plan copy space before generation.

Example:

Position subject in right third, leaving clean negative space across left 40% of frame for post-production headline.

Don't add text after generating a tightly packed composition and then wonder where to put it.

PROBLEM 68 — VIDEO LOOKS GOOD BUT IS USELESS FOR AN AD

A beautiful clip may still have:

- no hook,
- no benefit,
- no CTA space,
- no product clarity,
- no human relevance.

FIX

Ask:

What job does this shot perform?

Possible jobs:

- stop scroll,
- show problem,
- show mechanism,
- prove feature,
- create desire,
- build trust,
- introduce offer,
- create CTA frame.

Commercial usefulness should be intentional.

PROBLEM 69 — FIRST FRAME IS WEAK

FIX

Run the First-Frame Test™:

If someone saw only the first frame for half a second, would they know what deserves attention?

Strengthen:

- size,
- contrast,
- positioning,
- unusual visual,
- expression,
- product visibility.

Short-form retention begins before motion.

PROBLEM 70 — ACTION STARTS TOO LATE

FIX

Use:

Action begins immediately within the first half-second.

Useful for:

- Reels,
- TikTok,
- paid social,
- product demos.

For cinematic suspense, delayed action may be intentional.

Know the format.

PROBLEM 71 — VIDEO ENDS BADLY

The clip ends mid-step, mid-pour or mid-turn.

FIX

Use End-State Lock™:

Complete the motion by second five and hold the stable final pose for the remaining moment.

This creates edit-friendly clips.

PROBLEM 72 — CLIPS DON'T CUT TOGETHER

FIX

Check:

- screen direction,
- lighting,
- character state,
- wardrobe,
- prop state,
- end/start position,
- camera axis.

Use insert shots when necessary.

PROBLEM 73 — EVERY GENERATION LOOKS DIFFERENT

FIX

Create reusable locks.

Use exact repeated:

- Character DNA,
- Environment Block,
- Wardrobe,
- lighting,
- lens feel,
- visual language,
- color palette.

Changing terminology every shot encourages variation.

PROBLEM 74 — REPEATED REGENERATION DOESN'T FIX IT

If you generate the same broken prompt repeatedly, you may simply produce new versions of the same problem.

Use this:

THE RESET METHOD™

STEP 1 — STOP

Do not immediately regenerate.

STEP 2 — IDENTIFY

Name the single biggest failure.

STEP 3 — REMOVE

Delete unnecessary actions or details.

STEP 4 — LOCK

Add control for the failure.

STEP 5 — SIMPLIFY CAMERA

Use static or one controlled move.

STEP 6 — REGENERATE

Test the simpler version.

STEP 7 — BUILD

Only after it works, add complexity.

PROBLEM 75 — YOU CAN'T TELL WHAT'S WRONG

Use the:

FRAME-BY-FRAME DIAGNOSTIC™

Watch the clip without sound.

Ask:

FRAME 1

Is the subject correct?

FIRST MOTION

What changed first?

MIDPOINT

Where does visual drift begin?

END

What is most broken?

Then classify the error:

IDENTITY

GEOMETRY

ACTION

PHYSICS

CAMERA

ENVIRONMENT

LIGHTING

TEMPORAL

Do not fix all eight if only one failed.

THE 5-MINUTE PROMPT REPAIR SYSTEM™

When a generation fails:

MINUTE 1 — IDENTIFY

Write:

“The biggest failure is _____. ”

MINUTE 2 — FIND THE CAUSE

Was it:

- too much motion,
- vague instruction,
- camera conflict,
- missing lock,
- physics ambiguity,
- too many subjects?

MINUTE 3 — REWRITE ONLY THAT SECTION

Example:

Before:

camera moves cinematically.

After:

Camera performs one slow 5% forward dolly with no orbit, pan or tilt.

MINUTE 4 — ADD SCENE-SPECIFIC NEGATIVE

Example:

no bottle rotation, cap mutation or label distortion.

MINUTE 5 — SIMPLIFY

Remove one unnecessary action.

Then regenerate.

THE PROMPT DEBUGGING MATRIX™

Failure	First Fix
Face drift	Face Lock + less facial rotation
Extra fingers	Simpler hand action + Hand Lock

Extra limbs	Reduce body complexity
Product mutation	Product Geometry Lock
Logo distortion	Composite exact logo in post
Camera moves	Camera Lock
Wrong camera direction	Direction Lock
Too much motion	Motion Hierarchy
Too little motion	Add one controlled movement
Slow-motion AI look	Specify natural real-time timing
Foot sliding	Ground Contact Lock
Floating objects	Contact + gravity instructions
Broken liquid	Source + gravity + viscosity

Food regeneration	Cut Continuity Lock
Hair melting	Hair Physics Lock
Fabric clipping	Fabric Physics Lock
Background morph	Environment Lock
Room changes size	Architecture Lock
Lighting flicker	Lighting Source Lock
Color changes	Color Lock
Focus pumping	Focus Lock
Excess particles	Reduce particle quantity
Random objects	No Additional Elements instruction
Character duplication	Exact character count

Action ignored	Move primary action earlier
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Prompt ignored	Simplify shot
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Scene too busy	1–1–1 Rule
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No copy space	Design composition for text
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Bad final frame	End-State Lock
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Sequence mismatch	Continuity Lock
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THE CONTROL HIERARCHY™

When a shot keeps failing, protect controls in this order:

1. SUBJECT IDENTITY

Who or what is the shot about?

2. PRIMARY ACTION

What must happen?

3. CAMERA

How is it being observed?

4. PHYSICS

How should the movement behave?

5. ENVIRONMENT

What must remain stable?

6. STYLE

How should it look?

This matters because creators often prioritize style before correctness.

A beautifully graded malformed product is still unusable.

THE SIMPLICITY LADDER™

If a prompt fails, step downward.

LEVEL 5

Multiple people + multiple actions + moving camera + complex effects.

LEVEL 4

One person + multiple actions + moving camera.

LEVEL 3

One person + one action + moving camera.

LEVEL 2

One person + one action + locked camera.

LEVEL 1

Static hero subject + subtle ambient motion.

Find the lowest level that works.

Then build back upward.

WHEN TO REGENERATE VS WHEN TO EDIT

Not every imperfection needs regeneration.

REGENERATE IF:

- face changes,
- product changes shape,
- hand is malformed,
- architecture changes,
- physics is visibly broken,
- main action fails.

FIX IN EDIT IF:

- clip is slightly too long,
- timing feels slow,
- framing needs tiny crop,
- exact text is missing,
- logo must be added,
- color needs minor matching,
- transition needs smoothing,
- sound is missing.

A creator who regenerates everything wastes time.

A creator who tries to edit structural AI errors also wastes time.

Know the difference.

WHEN TO USE AN INSERT SHOT INSTEAD

If two shots refuse to match perfectly, insert:

- product macro,
- hand detail,
- environment exterior,
- phone close-up,
- coffee pour,
- wheel,
- sign,
- fabric,
- eyes,
- door handle,
- food close-up.

Insert shots can turn a continuity problem into an intentional edit.

THE “PROTECT THE MONEY” RULE™

For client work, identify what absolutely cannot be wrong.

For a skincare brand:

bottle + label + product color.

For real estate:

architecture + room proportions.

For fashion:

garment design + pattern.

For a spokesperson:

face + wardrobe.

For food:

dish appearance.

For a car:

vehicle body geometry.

Protect those before spending prompt complexity on effects.

THE FAILURE COST TEST™

Ask:

If this element changes, does the clip become unusable?

If yes:

LOCK IT.

If no:

you may allow more freedom.

THE GOLDEN TROUBLESHOOTING QUESTION™

When something fails, don't ask:

“How do I make the whole prompt better?”

Ask:

“What exact visual fact did the model misunderstand?”

Then correct that fact.

That is how directors debug.

MASTER PROMPT REPAIR TEMPLATE™

Use this when a shot fails.

ORIGINAL INTENTION

[WHAT THE SHOT SHOULD DO]

OBSERVED FAILURE

[ONE SPECIFIC FAILURE]

LIKELY CAUSE

[COMPLEXITY / AMBIGUITY / CAMERA / PHYSICS / IDENTITY / ETC.]

REMOVE

[UNNECESSARY ELEMENTS]

STRENGTHEN

[LOCK / MOTION / CAMERA / PHYSICS CONTROL]

NEW POSITIVE CONTROL

[WHAT SHOULD HAPPEN]

NEW NEGATIVE CONTROL

[WHAT MUST NOT HAPPEN]

SIMPLIFIED CAMERA

[LOCKED / SMALL PUSH / SMALL SLIDE]

TEST VERSION

[SHORTER REVISED PROMPT]

TROUBLESHOOTING EXAMPLE — PERFUME

FAILED PROMPT

Luxury perfume bottle rotates while gold particles fly around it and camera circles dramatically with smoke and reflections.

PROBLEMS

Bottle deforms.

Label changes.

Camera too chaotic.

Particles cover product.

REPAIR

Preserve exact perfume-bottle geometry, cap, label placement and proportions. Bottle remains completely stationary. Camera performs one restrained 10-degree left-to-right orbit. One narrow warm highlight moves across the glass. Background remains dark and still. No particles.

NEGATIVE

no bottle deformation, no cap mutation, no label distortion, no product rotation, no smoke, no particles, no camera shake.

One simplified decision solved several problems.

TROUBLESHOOTING EXAMPLE — UGC

FAILED

Creator's face changes while talking and hands become malformed.

REPAIR

Preserve exact creator identity and hairstyle. Creator faces camera in medium-close framing, speaks with minimal generic mouth movement and performs one small right-hand gesture below shoulder height. Camera remains static.

Then add exact speech through a dedicated lip-sync workflow if required.

TROUBLESHOOTING EXAMPLE — FOOD

FAILED

Pizza cheese behaves like elastic rubber.

REPAIR

One pizza slice lifts approximately 8 cm. Only three thin cheese strands stretch between slice and remaining pizza, then break naturally. All toppings remain fixed.

TROUBLESHOOTING EXAMPLE — REAL ESTATE

FAILED

Room expands during push-in.

REPAIR

Preserve exact architecture and room dimensions. Use extremely subtle forward dolly only. Maintain wall positions, window dimensions, furniture placement and vertical lines.

If still broken:

Use a locked camera and animate only curtains/light.

TROUBLESHOOTING EXAMPLE — CINEMATIC CHARACTER

FAILED

Character's face changes during dramatic turn.

REPAIR

Don't turn 180 degrees.

Generate:

SHOT A

Back three-quarter.

Character begins turning.

Cut.

SHOT B

Matched front three-quarter reference.

Character finishes turn.

Editing handles the transformation more reliably than forcing the model to invent the entire unseen facial arc.

THE "CUT AROUND THE PROBLEM" METHOD™

Filmmaking is not about proving the AI can perform every action in one take.

If the hard part keeps failing:

cut around it.

Need someone getting into a car?

Generate:

1. hand opening handle,

2. exterior body entering,
3. interior seated character.

Need a package opened?

Generate:

1. hand on box,
2. blade/tape detail,
3. flaps already opening,
4. product reveal.

The viewer reconstructs continuous action.

That is editing.

PRE-GENERATION FAILURE PREVENTION CHECKLIST™

Before generating, ask:

1. Is there one clear hero subject?
2. Is the primary action obvious?
3. Am I asking for too many actions?
4. Does the camera really need to move?
5. Is my camera direction specific?
6. What must remain locked?
7. What physics could fail?
8. Are hands necessary?
9. Can I hide hands?
10. Are exact logos/text better added in post?
11. Is the environment likely to mutate?
12. Is my lighting source clear?

- 13. Is the prompt contradictory?
- 14. Is the negative prompt scene-specific?
- 15. Is the final frame useful?
- 16. Would splitting this into two shots improve reliability?

If the answer to Question 16 is yes:

split it.

THE PROFESSIONAL TROUBLESHOOTING MINDSET™

Beginner:

“AI messed up again.”

Director:

“The hand interaction is too complex. I'll isolate the cap-opening action and lock the bottle geometry.”

Beginner:

“The model doesn't understand me.”

Director:

“My camera instruction conflicts with my subject direction.”

Beginner:

“I'll regenerate until it works.”

Director:

“I'll identify the failure category and alter one variable.”

That difference saves time.

And time is part of profitability.

CHAPTER 15

TURNING ONE PROMPT INTO 20 VARIATIONS

The Prompt Variable System™ for Turning One Successful AI Video Prompt Into an Entire Content Library

One of the biggest mistakes AI video creators make is starting from zero every time.

New client?

New prompt.

New product?

New prompt.

New Reel?

New prompt.

New campaign?

Another blank page.

That is slow.

A professional system works differently.

Once you discover a prompt structure that produces strong results, you should ask:

What can I change without breaking what already works?

That is the purpose of the **Prompt Variable System™**.

Instead of treating every prompt as a finished sentence, treat it as a reusable production framework containing:

LOCKED VARIABLES + SWAPPABLE VARIABLES

The core principle of this chapter is:

Don't create 20 completely different prompts. Create one proven production system with 20 controlled variations.

THE PROMPT VARIABLE SYSTEM™

Every production prompt can be divided into two layers.

LAYER 1 — THE PRODUCTION DNA™

These are the elements responsible for why the prompt works.

They may include:

- shot structure,
- motion hierarchy,
- camera logic,
- physics,
- visual hierarchy,
- pacing,
- continuity,
- negative controls.

These should usually remain stable.

LAYER 2 — THE CREATIVE VARIABLES™

These can change:

- subject,
- product,
- environment,
- camera,
- lighting,
- mood,
- action,
- color direction,
- platform,
- audience,
- hook,
- benefit,
- ending.

The Production DNA™ gives you consistency.

The Creative Variables™ give you variety.

THE MASTER VARIABLE MAP™

Use these ten variable categories:

V1 — SUBJECT

Who or what is the hero?

V2 — PRODUCT

What is being promoted?

V3 — ACTION

What happens?

V4 — ENVIRONMENT

Where does it happen?

V5 — CAMERA

How do we see it?

V6 — LIGHTING

How is the scene illuminated?

V7 — MOOD

How should it feel?

V8 — VISUAL LANGUAGE

How should it look?

V9 — PLATFORM

Where will it be published?

V10 — COMMERCIAL PURPOSE

What job should the video perform?

Together they form:

THE 10-VARIABLE PROMPT MATRIX™

START WITH A MASTER PROMPT

Consider this base product prompt:

A premium [PRODUCT] stands centered on a dark stone pedestal inside a minimal studio. Product remains completely stationary. Camera performs a slow 10-degree left-to-right orbit while one narrow warm highlight travels naturally across the product surface. Background remains dark, clean and still. High-end restrained commercial visual language, realistic materials, controlled contrast, strong product separation. Preserve exact product geometry, packaging, label placement and proportions. No product deformation, label distortion, duplicate product, uncontrolled rotation, random particles, smoke, text or watermark.

This is already useful.

But the real value is not this single result.

The real value is the system hiding inside it.

VARIABLE 1 — SUBJECT SWAPPING

Change the hero while keeping the production logic.

VERSION A

Perfume bottle.

VERSION B

Skincare serum.

VERSION C

Premium wristwatch.

VERSION D

Wireless earbuds case.

VERSION E

Luxury beverage bottle.

Same basic production:

pedestal + stationary hero + restrained camera movement + controlled highlight.

But each category needs its own negative control.

For perfume:

no cap mutation, glass deformation or changing liquid level.

For watches:

no dial mutation, extra hands, changing markers or bracelet deformation.

For earbuds:

no hinge mutation, duplicated earbuds or case deformation.

This is important:

Swap the subject. Also swap the failure protection.

VARIABLE 2 — ENVIRONMENT SWAPPING

Keep the product and action.

Change the world.

Suppose the product is a perfume bottle.

ENVIRONMENT A — DARK STUDIO

Black stone pedestal.

Minimal background.

Controlled rim lighting.

ENVIRONMENT B — MARBLE BATHROOM

Light marble vanity.

Soft morning window light.

ENVIRONMENT C — LUXURY HOTEL

Bedside table.

Warm evening practical light.

ENVIRONMENT D — BOTANICAL SET

Dark foliage.

Subtle moisture.

Natural backlight.

ENVIRONMENT E — ABSTRACT ARCHITECTURAL SET

Geometric platforms.

Controlled shadows.

Minimal design.

One product.

Five different campaign assets.

THE ENVIRONMENT SWAP RULE™

When changing environment, ask:

Does this new environment make sense for the product?

A premium watch can work in:

- dark studio,
- executive desk,
- car interior,
- hotel room,
- tailoring environment.

A blender might work better in:

- modern kitchen,
- breakfast setup,
- fitness kitchen,
- family home,
- clean demonstration studio.

Variation should still support positioning.

VARIABLE 3 — CAMERA SWAPPING

Keep everything else stable.

Change only how the audience sees the subject.

CAMERA A — SLOW PUSH

Creates attention.

CAMERA B — LATERAL SLIDE

Creates depth.

CAMERA C — SMALL ORBIT

Creates premium dimensionality.

CAMERA D — MACRO TRACK

Creates detail.

CAMERA E — STATIC HERO

Creates confidence.

The same product setup can therefore create five clips without rebuilding the concept.

THE CAMERA PURPOSE MATRIX™

Camera Move	Best Used For
Static	Authority, simplicity
Push-In	Attention, importance
Pull-Back	Reveal, scale

Lateral Slide	Depth, premium product
Small Orbit	Shape, dimensionality
Macro Track	Craftsmanship, detail
Follow	Lifestyle, movement
Handheld	UGC, immediacy
Overhead	Process, food, flat lay
Low Angle	Power, scale

Do not choose camera movement simply because it looks impressive.

Choose it because it supports the idea.

VARIABLE 4 — LIGHTING SWAPPING

One composition can feel completely different through lighting.

LIGHTING A — SOFT MORNING

Diffused window light.

Fresh.

Clean.

Approachable.

LIGHTING B — GOLDEN HOUR

Warm directional light.

Aspirational.

Emotional.

LIGHTING C — DARK PREMIUM

Low-key illumination.

Controlled highlights.

Luxury.

LIGHTING D — BRIGHT COMMERCIAL

Clean broad light.

High clarity.

Product demonstration.

LIGHTING E — BLUE-HOUR MIX

Cool ambient light with warm practical sources.

Cinematic.

Premium.

LIGHTING SHOULD CHANGE POSITIONING

Consider the same perfume.

Bright white studio:

clean, modern, youthful.

Dark gold-lit studio:

premium, sensual, sophisticated.

Morning bathroom:

personal ritual.

Golden-hour dressing table:

lifestyle aspiration.

The product did not change.

The perceived brand positioning did.

VARIABLE 5 — MOOD SWAPPING

Mood is not simply a word.

Mood should influence:

- pacing,
- lighting,
- camera,
- performance,
- environment,

- sound design later.

Take a fashion Reel.

CONFIDENT

Low camera.

Direct movement.

Controlled expression.

Strong pace.

PLAYFUL

Lighter performance.

Quicker movement.

Brighter environment.

CALM

Minimal movement.

Soft lighting.

Longer holds.

MYSTERIOUS

Partial reveal.

Lower light.

Slow camera.

Information withheld.

ENERGETIC

Immediate action.

Stronger subject motion.

Faster editing.

Do not write:

same scene but energetic.

Change the filmmaking decisions.

VARIABLE 6 — ACTION SWAPPING

Keep the product, location and camera style.

Change what happens.

For a handbag:

ACTION A

Model picks it up.

ACTION B

Model places it on café table.

ACTION C

Hand opens bag.

ACTION D

Essential items are placed beside it.

ACTION E

Model walks carrying it.

ACTION F

Bag remains stationary while camera moves.

These clips can become an entire product Reel.

THE ACTION LADDER™

Start simple.

LEVEL 1 — STILL

No product movement.

LEVEL 2 — SINGLE MOVEMENT

Lift.

Rotate.

Open.

LEVEL 3 — SIMPLE INTERACTION

Place object inside.

Wear product.

Use one feature.

LEVEL 4 — MULTI-STEP DEMO

Several actions.

For AI reliability:

Generate Level 4 as several Level 2–3 shots whenever possible.

VARIABLE 7 — VISUAL-LANGUAGE SWAPPING

Visual language changes the treatment without necessarily changing the subject.

For the same product:

VERSION A — PHOTOREALISTIC COMMERCIAL

Natural materials.

Realistic physics.

VERSION B — STYLIZED 3D

Simplified shapes.

Soft rendered materials.

VERSION C — CLAYMATION

Handmade tactile materials.

Stepped motion.

VERSION D — PAPER-CUT

Layered flat shapes.

Graphic shadows.

VERSION E — MINIATURE WORLD

Tiny workers interact with giant product.

VERSION F — SURREAL

Controlled impossible visual concept.

The commercial message can remain identical.

THE STYLE-SWAP WARNING™

When switching visual language, you must also switch physics.

Photorealistic commercial:

normal gravity and realistic materials.

Claymation:

tactile clay surfaces and stepped motion.

Paper-cut:

rigid layered paper planes.

Stylized 3D:

controlled squash-and-stretch may be appropriate.

Style is not merely surface appearance.

It changes the motion rules.

VARIABLE 8 — PLATFORM SWAPPING

A 16:9 YouTube visual should not automatically become a 9:16 Reel simply by changing aspect ratio.

Composition must adapt.

9:16 — REELS / TIKTOK / STORIES

Prioritize:

- central or vertical composition,
- immediate subject readability,
- mobile-scale details,
- upper/lower text-safe areas,
- faster opening action.

1:1 — FEED / MARKETPLACE

Prioritize:

- centered composition,
- compact visual hierarchy,
- strong product scale.

16:9 — YOUTUBE / WEBSITE / PRESENTATION

Allows:

- environmental context,
- horizontal movement,
- cinematic establishing shots,
- subject + graphics.

2.39:1 — CINEMATIC

Best for:

- narrative scenes,
- premium brand films,
- wide landscapes,
- dramatic compositions.

Usually less suitable when the primary destination is vertical paid social.

THE PLATFORM REFRAME™

Instead of:

same prompt, 9:16.

Use:

Recompose for vertical 9:16. Product occupies central 45% of frame height, important visual information remains inside central mobile-safe region, with clean upper-third space for post-production headline and lower area reserved for CTA.

That is platform adaptation.

VARIABLE 9 — AUDIENCE SWAPPING

The same product can be positioned differently depending on who the creative is for.

Suppose you are advertising a laptop.

STUDENT

Dorm or study environment.

Notebook.

Casual wardrobe.

Focus: portability.

PROFESSIONAL

Clean office.

Business-casual wardrobe.

Focus: productivity.

CREATOR

Editing desk.

Camera gear.

Focus: creative workflow.

TRAVELER

Airport lounge.

Compact setup.

Focus: mobility.

ENTREPRENEUR

Café or small-business environment.

Focus: work anywhere.

The product remains the same.

The context changes who sees themselves using it.

VARIABLE 10 — COMMERCIAL PURPOSE

This may be the most important variable.

Ask:

What job is this clip supposed to perform?

The same product can generate very different videos.

PURPOSE A — ATTENTION

Create an unusual first frame.

PURPOSE B — PROBLEM

Show frustration.

PURPOSE C — FEATURE

Demonstrate one capability.

PURPOSE D — BENEFIT

Show the result of the feature.

PURPOSE E — DESIRE

Show lifestyle or sensory appeal.

PURPOSE F — TRUST

Show craftsmanship or believable use.

PURPOSE G — CTA

Create clean hero/end frame.

ONE PRODUCT → SEVEN COMMERCIAL JOBS

Take a blender.

VIDEO 1 — HOOK

Extreme macro ingredient drop.

VIDEO 2 — PROBLEM

Messy manual preparation.

VIDEO 3 — FEATURE

Blades creating controlled vortex.

VIDEO 4 — BENEFIT

Smooth finished drink.

VIDEO 5 — LIFESTYLE

Morning kitchen routine.

VIDEO 6 — TRUST

Close-up of sturdy materials and assembly.

VIDEO 7 — CTA

Clean blender hero with copy space.

You now have a mini-campaign.

Not seven unrelated clips.

THE 20-VARIATION METHOD™

Here is a practical system for turning **one master prompt into twenty usable variations**.

Use the following structure:

VARIATION 01 — ORIGINAL HERO

Your strongest base version.

VARIATION 02 — CAMERA PUSH

Same scene.

Slow push-in.

VARIATION 03 — LATERAL SLIDE

Same scene.

Left-to-right camera movement.

VARIATION 04 — MACRO DETAIL

Move closer to one important feature.

VARIATION 05 — STATIC PREMIUM

Remove camera movement.

Let lighting create motion.

VARIATION 06 — MORNING LIGHT

Same subject.

Fresh soft daylight.

VARIATION 07 — GOLDEN HOUR

Warm directional light.

VARIATION 08 — DARK LUXURY

Low-key studio treatment.

VARIATION 09 — NEW ENVIRONMENT

Move subject into a relevant lifestyle location.

VARIATION 10 — HUMAN INTERACTION

Introduce one controlled hand or character action.

VARIATION 11 — FEATURE DEMO

Show one feature.

VARIATION 12 — BENEFIT VISUAL

Show what the feature enables.

VARIATION 13 — PROBLEM VISUAL

Show the frustration before the product.

VARIATION 14 — TRANSFORMATION

Show before → after using separate controlled shots.

VARIATION 15 — UGC VERSION

Natural phone-shot presentation.

VARIATION 16 — PREMIUM BRAND VERSION

Restrained high-end cinematography.

VARIATION 17 — ANIMATED VERSION

Convert concept into coherent animation language.

VARIATION 18 — SURREAL VERSION

Use one controlled impossible visual metaphor.

VARIATION 19 — VERTICAL PAID-SOCIAL VERSION

9:16.

Immediate hook.

Text-safe composition.

VARIATION 20 — END-CARD HERO

Clean composition designed for:

[HEADLINE]

[OFFER]

[CTA]

added in post.

EXAMPLE: ONE PERFUME PROMPT → 20 VARIATIONS

Let's apply the system.

01 — CLASSIC HERO

Perfume on dark stone pedestal.

Slow orbit.

02 — PUSH-IN HERO

Stationary perfume.

Slow push toward bottle.

03 — LATERAL REFLECTION

Camera slides sideways.

Highlight travels across glass.

04 — CAP MACRO

Macro tracking shot across metallic cap.

05 — STATIC SILHOUETTE

Bottle completely still.

Only rim light changes subtly.

06 — MORNING RITUAL

Perfume on dressing table beside soft window light.

07 — GOLDEN-HOUR VANITY

Warm sunset reflection across bottle.

08 — MIDNIGHT LUXURY

Near-black environment.

Narrow controlled edge lighting.

09 — HOTEL LIFESTYLE

Bottle beside neatly arranged evening accessories.

10 — HAND REACH

One elegant hand enters and lifts bottle.

11 — SPRAY FEATURE

One controlled perfume mist.

12 — SENSORY BENEFIT

Fine mist catches backlight around silhouette.

13 — BEFORE-LEAVING RITUAL

Character reaches for perfume before exiting.

14 — DAY-TO-NIGHT PAIR

Generate two matched hero shots:

daylight,

evening.

Edit as transition.

15 — UGC VANITY

Creator casually picks up bottle at home.

16 — LUXURY BRAND FILM

Dark architectural set with restrained camera.

17 — STYLIZED 3D

Perfume represented in premium stylized 3D world.

18 — SURREAL BOTANICAL

A controlled ring of fragrance-inspired botanical elements forms behind stationary bottle.

19 — VERTICAL AD

Bottle lower center.

Visual hook immediately.

Clean headline space above.

20 — CTA HERO

Bottle right third.

Clean negative space left.

No generated typography.

ONE PROMPT → ONE WEEK OF CONTENT

Suppose a brand needs seven posts.

Use:

MONDAY

Hero.

TUESDAY

Feature.

WEDNESDAY

Lifestyle.

THURSDAY

Macro detail.

FRIDAY

UGC.

SATURDAY

Creative/surreal.

SUNDAY

Premium brand visual.

One successful production concept can therefore support a content calendar.

ONE PROMPT → ONE MONTH OF CONTENT

Use four weekly themes.

WEEK 1 — PRODUCT

Hero.

Detail.

Feature.

Demo.

WEEK 2 — LIFESTYLE

Morning.

Work.

Travel.

Evening.

WEEK 3 — CUSTOMER CONTEXT

Problem.

Use.

Benefit.

Routine.

WEEK 4 — BRAND

Premium.

Animated.

Surreal.

Behind-the-scenes style.

Now one master creative direction has become a month-long system.

THE CAMPAIGN VARIATION MATRIX™

For paid advertising, vary strategically.

Do not create random differences.

Test one meaningful variable.

Version	Hook	Visual	Audience	Offer
A	Problem	Product Demo	Broad	Same
B	Curiosity	Product Demo	Broad	Same
C	Problem	Lifestyle	Broad	Same
D	Problem	Product Demo	Segment 1	Same

This helps you learn **why** performance changes.

If every element changes simultaneously, you don't know what caused the difference.

THE ONE-VARIABLE TEST™

When testing creative:

Change one major variable while keeping the rest stable.

Example:

VERSION A

Same product. Same room. Same lighting.

Static camera.

VERSION B

Same product. Same room. Same lighting.

Slow push.

Now you are testing camera treatment.

Another test:

VERSION A

Problem hook.

VERSION B

Curiosity hook.

Everything else stays similar.

Now you are testing the opening angle.

THE CREATIVE FAMILY™

Instead of producing unrelated ads, create a **Creative Family™**.

A Creative Family shares:

- product,
- palette,

- character,
- environment,
- visual language,
- brand feeling.

But varies:

- hook,
- camera,
- action,
- benefit,
- opening frame.

The campaign feels consistent without becoming repetitive.

THE HERO + SUPPORT SYSTEM™

For each campaign, create:

1 HERO VIDEO

The strongest complete concept.

Then:

4–10 SUPPORTING CLIPS

Examples:

- macro,
- lifestyle,
- feature,
- process,
- UGC,

- environment,
- CTA.

This gives editors enough material to build multiple variations.

THE PROMPT MODULARIZATION SYSTEM™

Store prompts in modules.

For example:

MODULE A — CHARACTER

[CHARACTER DNA]

MODULE B — PRODUCT

[PRODUCT LOCK]

MODULE C — ENVIRONMENT

[ENVIRONMENT BLOCK]

MODULE D — CAMERA

[CAMERA INSTRUCTION]

MODULE E — LIGHTING

[LIGHTING BLOCK]

MODULE F — PHYSICS

[PHYSICS LOCK]

MODULE G — NEGATIVE

[CATEGORY NEGATIVE CONTROL]

Then assemble only what the shot needs.

This is faster than rewriting from scratch.

THE PROMPT BLOCK LIBRARY™

Build reusable blocks such as:

PREMIUM PRODUCT CAMERA BLOCK

Slow restrained 10-degree left-to-right camera orbit, constant subject distance, stable horizon, no zoom, no sudden acceleration.

UGC CAMERA BLOCK

Natural smartphone framing with subtle handheld micro-movement, stable readable subject, no cinematic orbit or dramatic dolly.

FOOD MACRO BLOCK

Tight macro composition emphasizing texture, physically plausible shallow depth of field, primary food area fully readable.

PROPERTY CAMERA BLOCK

Slow architectural dolly with stable vertical lines, no fisheye distortion and no artificial room enlargement.

CINEMATIC CHARACTER BLOCK

Restrained natural performance with micro-expressions, realistic breathing and minimal unnecessary gesture.

Reuse these.

BUILDING A CLIENT PROMPT LIBRARY™

For recurring clients, create a dedicated library.

Example:

CLIENT: [BRAND]

BRAND VISUAL LANGUAGE

[DESCRIPTION]

COLOR PALETTE

[COLORS]

PRODUCT LOCKS

[PRODUCT DETAILS]

APPROVED ENVIRONMENTS

[ENVIRONMENTS]

APPROVED CAMERA LANGUAGE

[CAMERA MOVES]

LIGHTING STYLE

[LIGHTING]

CHARACTER STYLE

[CHARACTERS]

NEGATIVE BRAND RULES

[WHAT MUST NEVER APPEAR]

MASTER PROMPTS

[PROMPTS]

SUCCESSFUL VARIATIONS

[RESULTS]

Now the second campaign is faster than the first.

The tenth campaign becomes faster still.

THE CLIENT DNA BLOCK™

A client's visual identity can also become reusable prompt data.

Example:

CLIENT DNA: Contemporary premium Nigerian beauty brand. Warm neutral environments, dark-brown and muted-gold palette, natural skin texture, restrained luxury, confident Nigerian women, clean composition, realistic materials, minimal effects, no generic neon, no excessive particles, no stereotypical cultural imagery, no fake luxury clichés.

That block can influence dozens of prompts.

THE NICHE PROMPT LIBRARY™

You can also organize by niche.

Create folders for:

BEAUTY

- serum,
- makeup,
- hair,
- perfume.

FOOD

- restaurant,
- delivery,
- beverages,
- packaged food.

REAL ESTATE

- exterior,
- living room,
- bedroom,
- drone,
- agent.

TECH

- app,
- SaaS,
- fintech,
- devices.

FASHION

- footwear,
- bags,
- jewelry,
- clothing.

SERVICES

- consultant,
- repair,
- beauty service,
- local business.

This becomes intellectual infrastructure.

THE PROMPT VERSIONING SYSTEM™

Do not overwrite successful prompts.

Label versions.

Example:

PERFUME_HERO_V1

PERFUME_HERO_V2_CAMERA

PERFUME_HERO_V3_LIGHT

PERFUME_HERO_V4_VERTICAL

PERFUME_HERO_V5_UGC

Then record what changed.

This makes your prompting process measurable.

THE PROMPT CHANGE LOG™

For each revision record:

ORIGINAL ISSUE

Bottle reflection too strong.

CHANGE

Reduced highlight intensity and removed moving background light.

RESULT

Cleaner label visibility.

This prevents you from forgetting why a prompt improved.

THE “DON'T BREAK THE WINNER” RULE™

When a prompt produces a strong result:

Save it before modifying it.

Then duplicate it.

Change the duplicate.

Do not turn a proven prompt into an experiment and lose the original.

THE CONTROLLED RANDOMNESS RULE™

Variation is useful.

Randomness is not the same thing.

You can intentionally leave certain variables open:

subtle natural hand movement,

restrained background pedestrian activity,

organic cloud movement.

But lock commercially important elements:

product,

logo area,

face,

wardrobe,

property architecture,

food presentation.

Give the model freedom where variation is cheap.

Remove freedom where errors are expensive.

THE FIXED / FLEXIBLE / FORBIDDEN SYSTEM™

For every campaign, classify elements.

FIXED

Must remain the same.

Examples:

product,

brand palette,

character,

logo,

wardrobe.

FLEXIBLE

May vary.

Examples:

camera,

environment,

lighting,

props.

FORBIDDEN

Must not appear.

Examples:

competitor branding,

unverified claims,

random text,

wrong product colors,

unwanted visual clichés.

This makes creative expansion much safer.

THE 5×4 CONTENT MULTIPLIER™

Choose:

FIVE CORE CONCEPTS

1. Hero
2. Feature
3. Lifestyle
4. Problem/Solution

5. Social/UGC

Then create four variations of each:

1. Camera
2. Environment
3. Lighting
4. Platform

That gives:

$$5 \times 4 = 20 \text{ creative variations}$$

without inventing twenty unrelated ideas.

THE 4×5 CAMPAIGN MULTIPLIER™

Alternatively choose:

FOUR COMMERCIAL ANGLES

1. Problem
2. Mechanism
3. Benefit
4. Desire

Then create:

FIVE VISUAL EXECUTIONS

1. Product
2. Human
3. UGC
4. Animation

5. Cinematic

Again:

$$4 \times 5 = 20 \text{ assets}$$

ONE IDEA → MULTI-PLATFORM SYSTEM™

Suppose the concept is:

A creator overwhelmed by tasks becomes organized using a productivity app.

Turn it into:

FACEBOOK / INSTAGRAM AD

9:16 problem → solution.

REEL

Fast visual transformation.

TIKTOK

UGC creator reaction.

YOUTUBE

16:9 B-roll sequence.

WEBSITE HERO

Clean premium workflow visualization.

LINKEDIN

Professional office version.

APP STORE VIDEO

Feature-first visual.

One concept.

Seven executions.

THE ASSET EXTRACTION METHOD™

A 30-second production should not automatically produce only one deliverable.

From one campaign you may extract:

- 30-second master,
- 20-second version,
- 15-second version,
- 10-second version,
- 6-second hook,
- product hero,
- UGC cut,
- feature cut,
- CTA cut,
- looping Reel,
- vertical version,
- horizontal version.

This increases the commercial value of the production.

THE MASTER-TO-MICRO SYSTEM™

Create:

MASTER CONCEPT

then extract:

MICRO ASSETS

Example restaurant master:

1. exterior,
2. ingredient,
3. cooking,
4. plating,
5. dish,
6. dining,
7. first bite,
8. brand hero.

Those eight clips can become:

- full restaurant ad,
- food Reel,
- cooking Reel,
- dish ad,
- atmosphere Reel,
- delivery ad,
- CTA ad.

The prompt library therefore becomes an asset library.

THE CLIENT REVISION ADVANTAGE™

A modular prompt system makes revisions easier.

Client says:

“We like the video, but can we make it feel more premium?”

Don't rebuild everything.

Change:

- lighting,
- camera speed,
- environment,
- visual language.

Keep:

- product,
- action,
- composition,
- core message.

Client says:

“Can we make a version for younger customers?”

Change:

- character/context,
- pacing,
- environment,
- platform framing.

Preserve brand identity.

THE PROMPT-TO-CAMPAIGN WORKFLOW™

Use this professional workflow:

STEP 1 — CHOOSE THE COMMERCIAL OBJECTIVE

What should the viewer do or understand?

STEP 2 — BUILD ONE MASTER CONCEPT

Don't create twenty yet.

STEP 3 — GENERATE THE HERO

Make sure the concept works.

STEP 4 — IDENTIFY THE PRODUCTION DNA™

What made it successful?

STEP 5 — LOCK THAT DNA

Preserve camera logic, physics and visual hierarchy.

STEP 6 — CHOOSE VARIABLES

Which dimensions can change safely?

STEP 7 — CREATE 5–20 VARIATIONS

Controlled changes.

STEP 8 — EDIT INTO MULTIPLE ASSETS

Different durations and platforms.

STEP 9 — SAVE SUCCESSFUL PROMPTS

Build library.

STEP 10 — IMPROVE FROM RESULTS

Keep what works.

Replace what doesn't.

THE MASTER 20-VARIATION WORKSHEET™

Copy this for any project.

MASTER CONCEPT

[CONCEPT]

PRODUCTION DNA

[WHAT MUST STAY]

HERO SUBJECT

[SUBJECT]

COMMERCIAL OBJECTIVE

[OBJECTIVE]

FIXED ELEMENTS

[LIST]

FLEXIBLE ELEMENTS

[LIST]

FORBIDDEN ELEMENTS

[LIST]

VARIATION 01

Original hero

VARIATION 02

Camera push

VARIATION 03

Lateral slide

VARIATION 04

Macro

VARIATION 05

Static

VARIATION 06

Morning lighting

VARIATION 07

Golden-hour lighting

VARIATION 08

Dark premium lighting

VARIATION 09

Environment swap

VARIATION 10

Human interaction

VARIATION 11

Feature

VARIATION 12

Benefit

VARIATION 13

Problem

VARIATION 14

Transformation

VARIATION 15

UGC

VARIATION 16

Premium

VARIATION 17

Animation

VARIATION 18

Surreal

VARIATION 19

Vertical paid-social

VARIATION 20

CTA/end frame

THE PROMPT LIBRARY DATABASE™

As your library grows, track:

Field	What to Store
Prompt ID	Unique name
Niche	Beauty, food, tech, etc.
Objective	Hook, demo, benefit, CTA
Subject	Product/character
Format	T2V/I2V

Aspect Ratio	9:16, 16:9, etc.
--------------	------------------

Camera	Push, slide, static
--------	---------------------

Motion Level	0–4
--------------	-----

Environment	Studio/lifestyle/etc.
-------------	-----------------------

Negative Control	Category-specific
---------------------	-------------------

Version	V1, V2, V3
---------	------------

Result	Keep/revise/reject
--------	--------------------

Notes	What worked
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You do not need sophisticated software.

A spreadsheet can be enough.

What matters is that your successful prompting knowledge stops disappearing.

THE PROMPT ASSET MINDSET™

A strong prompt is not merely text.

It is an asset.

It contains:

- creative strategy,
- technical knowledge,
- failure prevention,
- camera direction,
- physics control,
- brand knowledge.

Once tested, it can save hours.

This is why professional prompt creators should build libraries instead of collecting random prompts from the internet.

FROM 675 PROMPTS TO THOUSANDS OF EXECUTIONS

This book contains **675 production-ready prompts**.

But if each prompt creates only:

20 controlled variations

the theoretical creative space becomes:

$675 \times 20 = 13,500$ executions.

And even that understates the possibilities because variables can be combined.

The goal is not to generate 13,500 videos.

The point is:

You should never need to start from zero again.

THE PROMPT VARIABLE FORMULA™

The complete system can be summarized as:

MASTER PROMPT + CONTROLLED VARIABLE = NEW EXECUTION

Or:

PRODUCTION DNA™ + CREATIVE VARIABLE = VARIATION

Then:

VARIATIONS + EDITING = CAMPAIGN

And:

CAMPAIGNS + ORGANIZATION = PROMPT LIBRARY

That is the progression.

THE FINAL VARIATION TEST™

Before calling something a useful variation, ask:

1.

Did something strategically meaningful change?

2.

Did I preserve the elements that made the original work?

3.

Does the new version serve a different hook, audience, environment, format or purpose?

4.

Did I update the negative prompt for the new scene?

5.

Does the platform composition still work?

6.

Did I protect the brand/product?

7.

Can this variation be used as a separate asset?

If the only change is:

“make the background blue instead of black”

you may technically have a variation.

But you may not have created more marketing value.

CHAPTER 16

TURNING AI VIDEO PROMPTING INTO A SELLABLE SERVICE **How to Package Your Skill, Build a Portfolio, Price Deliverables,** **Present Your Work and Turn One-Off Projects Into Repeat Business**

Knowing how to create strong AI video prompts is useful.

Knowing how to turn that skill into a service is what makes it commercial.

Businesses do not usually wake up thinking:

“I need a better prompt.”

They think:

“I need more content.”

“I need an ad.”

“I need a product video.”

“I need something that makes my business look more professional.”

“I need videos for Instagram.”

“I need people to understand what my product does.”

“I need better visuals for my property listing.”

That distinction matters.

The client is not buying your prompt.

The client is buying an **outcome**.

The core principle of this chapter is:

Don't sell prompting. Sell the finished business result the prompting helps create.

WHAT BUSINESSES ACTUALLY PAY FOR

Businesses are more likely to pay for:

- product videos,
- ad creatives,
- social media videos,
- promotional videos,
- restaurant commercials,
- real-estate walkthrough content,
- app and SaaS explainers,
- animated ads,
- cinematic brand films,
- content packages,
- campaign variations,
- launch assets.

The prompt is your production tool.

The deliverable is the service.

THE PROMPT-TO-PROFIT SERVICE LADDER™

You can structure your services in five levels.

LEVEL 1 — PROMPT CREATION

You provide:

- custom prompt,
- negative prompt,
- shot direction,
- variation options.

This is the simplest offer.

Useful for:

- creators,
- agencies,
- internal marketing teams,
- people already using AI video tools.

LEVEL 2 — PROMPT + GENERATION

You create the prompt and generate the footage.

You deliver:

- raw clips,
- selected best takes,
- aspect-ratio options,
- simple organization.

This is already more valuable than selling prompt text alone.

LEVEL 3 — COMPLETE VIDEO ASSET

You provide:

- concept,

- prompts,
- generated footage,
- editing,
- music,
- subtitles,
- logo,
- CTA,
- basic sound design,
- final export.

Now the client receives something ready to use.

LEVEL 4 — CAMPAIGN PACKAGE

Instead of one video, you deliver:

- hero ad,
- short versions,
- hook variations,
- product detail clips,
- UGC-style clips,
- CTA endings,
- vertical and horizontal versions.

This increases perceived value significantly.

LEVEL 5 — MONTHLY CONTENT SYSTEM

You become part of the client's content operation.

You deliver recurring:

- ad creatives,

- Reels,
- product clips,
- promotional assets,
- seasonal campaigns,
- variations.

This is where repeat business becomes possible.

THE SERVICE POSITIONING RULE™

Do not introduce yourself with:

“I write AI video prompts.”

That sounds narrow.

Instead:

“I create AI-powered product and promotional videos for businesses.”

or:

“I help brands turn products and services into professional short-form video creatives.”

or:

“I create commercial AI video content for ads, social media and brand campaigns.”

The production method can still be AI.

The offer is the business outcome.

CHOOSE YOUR FIRST SERVICE

Do not begin by offering everything.

Choose one primary service.

Examples:

OPTION 1 — PRODUCT VIDEO SERVICE

For:

- e-commerce sellers,
- beauty brands,
- fashion brands,
- gadget sellers,
- food brands.

OPTION 2 — SOCIAL AD CREATIVE SERVICE

For:

- online businesses,
- coaches,
- service providers,
- e-commerce brands,
- lead-generation businesses.

OPTION 3 — RESTAURANT VIDEO SERVICE

For:

- restaurants,

- cafés,
- bakeries,
- food vendors,
- delivery brands.

OPTION 4 — REAL ESTATE VIDEO SERVICE

For:

- agents,
- developers,
- short-let operators,
- property marketers.

OPTION 5 — AI ANIMATION SERVICE

For:

- educational brands,
- children's creators,
- startups,
- social media pages,
- explainer content.

OPTION 6 — CINEMATIC BRAND FILM SERVICE

For:

- premium brands,
- launches,

- agencies,
- portfolio-driven businesses.

THE SERVICE SELECTION TEST™

Choose the service that scores highest on these five questions:

1. Can I create convincing examples?
2. Do businesses in this niche regularly need video?
3. Can I explain the value in one sentence?
4. Can I repeat the production process?
5. Can I create multiple assets from one project?

The best first offer is not necessarily the most exciting.

It is the one you can deliver consistently.

SELL THE RESULT, NOT THE TOOL

Weak:

“I will create AI-generated cinematic footage using advanced prompts.”

Stronger:

“I will create a 15-second premium product video designed for Instagram, Facebook and TikTok.”

Weak:

“I use text-to-video and image-to-video models.”

Stronger:

“I turn your product images into short commercial videos you can use in ads and social media.”

The second version is easier for a client to understand.

THE THREE COMPONENTS OF A STRONG OFFER™

A clear offer should define:

1. WHAT YOU CREATE

Example:

15-second product commercial.

2. WHO IT IS FOR

Example:

beauty and e-commerce brands.

3. WHERE IT CAN BE USED

Example:

Instagram, Facebook, TikTok and website promotions.

Simple.

Specific.

Sellable.

EXAMPLE SERVICE POSITIONINGS

PRODUCT

Premium AI-powered product videos for e-commerce brands that need professional social media and ad creatives without organizing a full physical shoot.

RESTAURANT

Cinematic food and restaurant videos for social media, promotions and delivery campaigns.

REAL ESTATE

AI-assisted property marketing videos and cinematic listing assets for agents, developers and short-let businesses.

SaaS

Short product films and visual explainers that help SaaS companies show how their software solves real workflow problems.

ANIMATION

Custom animated short-form content for brands, educators and creators.

THE PORTFOLIO PROBLEM

A common beginner objection is:

“How do I get clients when nobody has hired me yet?”

You do not need to wait for a client to build a portfolio.

Create **spec work**.

Spec means:

speculative work created to demonstrate what you can do.

You are creating an example as though it were a real project.

THE 6-PIECE STARTER PORTFOLIO™

Build six strong examples.

Not fifty random videos.

Create:

PIECE 1 — PRODUCT COMMERCIAL

Choose a perfume, watch, skincare product or gadget.

PIECE 2 — PAID-SOCIAL AD

Hook → problem → solution → hero.

PIECE 3 — RESTAURANT / FOOD VIDEO

Use realistic food physics.

PIECE 4 — REAL ESTATE

Create a premium property sequence.

PIECE 5 — SaaS / APP

Show problem → workflow → relief.

PIECE 6 — CREATIVE PIECE

Animation or cinematic concept.

This portfolio demonstrates range without becoming chaotic.

THE NICHE PORTFOLIO ALTERNATIVE

If you already know which niche you want, go deeper instead.

For example:

BEAUTY PORTFOLIO

1. perfume,
2. skincare,
3. hair,
4. lipstick,
5. UGC beauty,
6. luxury beauty campaign.

This can make your positioning clearer.

WHAT A STRONG PORTFOLIO PIECE SHOULD SHOW

A portfolio piece should demonstrate at least one professional skill:

- product preservation,
- camera direction,
- character consistency,
- physics,
- editing,
- storytelling,
- lighting,
- branding,
- conversion-focused composition.

Do not fill your portfolio with clips that are merely visually strange.

The viewer should be able to imagine paying for the result.

THE SPEC COMMERCIAL SYSTEM™

Use this workflow.

STEP 1 — CHOOSE A PRODUCT OR BUSINESS TYPE

You can use:

- a fictional brand,
- a generic product,
- a product you own,
- a business category.

Avoid implying that a real company hired you when they did not.

STEP 2 — DEFINE THE OBJECTIVE

Examples:

launch,

product desire,

lead generation,

awareness,

restaurant visit,

property inquiry.

STEP 3 — CREATE A SHORT STORYBOARD

3–8 shots.

STEP 4 — GENERATE THE HERO ASSETS

Use the relevant prompt chapter.

STEP 5 — EDIT

Add:

- pacing,
- sound,
- typography,
- CTA,

- brand treatment.

STEP 6 — PRESENT IT PROFESSIONALLY

Show:

Concept

Objective

Deliverables

Final video

Do not merely upload an unexplained clip.

THE “SPEC” DISCLOSURE RULE™

If you create an unsolicited concept for a recognizable brand:

label it clearly as a concept, spec commercial or unofficial creative exercise.

Do not imply endorsement, partnership or paid work.

Professional presentation requires honesty.

CLIENTS NEED DELIVERABLES, NOT TECHNICAL CONFUSION

Do not send a proposal containing:

prompt tokens,

model settings,

seed values,

inference terminology,

unless the client specifically needs production details.

Instead, define deliverables.

Example:

DELIVERABLES

- 1 × 15-second vertical commercial
- 2 × 6-second cutdowns
- 3 × alternative opening hooks
- 1 × clean end card
- 9:16 final exports
- music + sound design
- 2 revision rounds

That feels like a service.

THE DELIVERABLE STACK™

Think of every project as five potential layers:

LAYER 1 — CONCEPT

Idea + direction.

LAYER 2 — PRODUCTION

Generated footage.

LAYER 3 — EDITING

Final assembly.

LAYER 4 — VARIATIONS

Different hooks, sizes, lengths.

LAYER 5 — CAMPAIGN SUPPORT

Monthly updates or new assets.

Each additional layer can increase value.

PRODUCT VIDEO PACKAGE

A practical product package might include:

STARTER

- 1 product concept,
- 3 generated product shots,
- 1 final 10–15 sec vertical edit,
- music,
- basic logo/end frame,
- one revision.

STANDARD

- 2 creative concepts,
- 6–8 product shots,
- 1 hero video,
- 2 short cutdowns,

- vertical + square versions,
- sound design,
- two revisions.

CAMPAIGN

- 3 creative angles,
- hero commercial,
- multiple hooks,
- detail clips,
- lifestyle clips,
- CTA ending,
- several cutdowns,
- platform adaptations.

The exact number should match your ability and production time.

SOCIAL AD CREATIVE PACKAGE

For ad clients, sell **creative variations**, not just one video.

Example package:

- 3 opening hooks,
- 1 core body sequence,
- 2 CTA endings.

Those can create multiple combinations.

For example:

Hook A + Body + CTA A

Hook B + Body + CTA A

Hook C + Body + CTA B

One production can generate several ad tests.

THE MODULAR AD PACKAGE™

Break an ad into:

HOOK MODULE

0–3 sec.

PROBLEM / DESIRE MODULE

3–7 sec.

PRODUCT / MECHANISM MODULE

7–12 sec.

PAYOFF MODULE

12–16 sec.

CTA MODULE

16–20 sec.

Generate modules independently.

Now the client can swap sections.

This is more valuable than one rigid video.

MONTHLY CONTENT PACKAGE

Monthly retainers work best when deliverables are repeatable.

For example:

MONTHLY PRODUCT CONTENT

- 4 hero product clips,
- 4 lifestyle clips,
- 4 short Reels,
- 4 hook variations,
- 2 campaign edits.

Or:

MONTHLY RESTAURANT CONTENT

- dish heroes,
- cooking shots,
- atmosphere clips,
- delivery promotions,
- seasonal offer videos.

Do not promise huge quantities until your production workflow can support them.

REAL ESTATE VIDEO PACKAGE

Possible deliverables:

LISTING PACKAGE

- exterior hero,
- living room,
- kitchen,
- bedroom,
- premium feature,
- neighborhood/lifestyle shot,
- final listing edit.

DEVELOPER PACKAGE

- project hero,
- conceptual amenities,
- location visuals,
- construction progress,
- lifestyle concepts,
- multiple social assets.

Critical:

Never use AI to falsely represent permanent property features as real.

If footage is conceptual, label it appropriately.

RESTAURANT PACKAGE

Possible deliverables:

- signature dish hero,
- cooking process,
- chef shot,
- restaurant atmosphere,
- delivery clip,

- offer/CTA version.

Restaurant content is naturally suited to repeated monthly work because menu items and promotions change.

SaaS PACKAGE

Possible deliverables:

- problem visual,
- workflow visual,
- feature animation,
- human benefit shot,
- product hero,
- short explainer.

For real software:

use actual screenshots or UI captures where interface accuracy matters.

Do not fabricate product features with generic AI UI.

ANIMATION PACKAGE

Possible offers:

ANIMATED SOCIAL VIDEO

Short 10–20 sec animation.

MASCOT CONTENT

Recurring brand character.

EDUCATIONAL ANIMATION

Simple explainer.

ANIMATED PRODUCT AD

Product represented in stylized world.

MINIATURE-WORLD CAMPAIGN

Series of high-concept product assets.

Character consistency should be defined before production.

CINEMATIC BRAND FILM PACKAGE

For premium positioning:

- concept,
- storyboard,
- character/world design,
- 6–12 cinematic shots,
- edit,
- music/sound,
- brand end card.

This is usually more intensive and should be scoped accordingly.

THE SCOPE RULE™

One of the easiest ways to lose money is vague scope.

Before starting, define:

- duration,
- number of clips,
- number of concepts,
- aspect ratios,
- text/copy responsibilities,
- voiceover,
- subtitles,
- revisions,
- delivery format,
- deadline,
- whether source material is included.

If it is not defined, clients may assume it is included.

THE REVISION RULE™

Do not promise:

unlimited revisions.

A better structure:

Includes [NUMBER] revision rounds covering reasonable changes within the approved concept.

Then define what counts as a new concept.

Example:

Changing text, timing or clip choice = revision.

Rebuilding the entire concept around a different character/location/product angle = new creative direction.

This protects scope.

WHAT THE CLIENT SHOULD SEND

Create a simple client requirement list.

PRODUCT CLIENT

Ask for:

- product photos,
- logo,
- brand colors,
- product name,
- key benefits,
- target audience,
- website/social links if relevant,
- required CTA,
- examples of style they like.

SERVICE CLIENT

Ask for:

- service description,
- target customer,

- main problem solved,
- offer,
- CTA,
- brand assets,
- footage/images if available,
- testimonial material only if genuine and approved.

RESTAURANT CLIENT

Ask for:

- menu,
- hero dishes,
- restaurant photos,
- logo,
- location,
- operating information,
- current offers,
- delivery information.

REAL ESTATE CLIENT

Ask for:

- actual property images/video,
- verified property details,
- approved listing copy,
- location information,
- agent logo/contact,
- any restrictions on virtual visualization.

THE CLIENT BRIEF™

Use this template.

BUSINESS / BRAND

[NAME]

INDUSTRY

[NICHE]

VIDEO OBJECTIVE

[WHAT SHOULD THIS VIDEO ACHIEVE?]

TARGET CUSTOMER

[WHO IS IT FOR?]

MAIN MESSAGE

[ONE THING VIEWER SHOULD UNDERSTAND]

PRODUCT / SERVICE

[DESCRIPTION]

KEY BENEFIT

[BENEFIT]

OFFER

[IF APPLICABLE]

CTA

[NEXT STEP]

PLATFORM

[INSTAGRAM / FACEBOOK / TIKTOK / YOUTUBE / WEBSITE]

FORMAT

[9:16 / 16:9 / ETC.]

BRAND STYLE

[PREMIUM / PLAYFUL / MINIMAL / ETC.]

REQUIRED ASSETS

[LOGO / PRODUCT IMAGES / ETC.]

MUST INCLUDE

[REQUIREMENTS]

MUST AVOID

[RESTRICTIONS]

DEADLINE

[DATE]

THE CREATIVE BRIEF TRANSLATION™

Clients often describe what they want poorly.

They may say:

“Make it classy.”

Translate that.

Ask:

Does classy mean:

- dark luxury,
- minimalist,
- slow camera,
- natural materials,
- elegant wardrobe,
- restrained typography?

Client says:

“Make it viral.”

Translate it into:

- stronger first frame,
- quicker hook,
- pattern interruption,
- retention structure.

Client says:

“Make it expensive.”

Translate into:

- controlled lighting,
- clean composition,
- slower movement,

- material detail,
- minimal effects.

A director translates adjectives into visual decisions.

DON'T COPY THE CLIENT'S REFERENCE LITERALLY

A reference exists to communicate:

- mood,
- pace,
- framing,
- category,
- lighting,
- quality level.

Do not treat:

“Make it exactly like this competitor's ad”

as a requirement to clone it.

Instead extract the underlying direction and create an original execution.

THE CLIENT APPROVAL SYSTEM™

For more complex projects, get approval at stages.

STAGE 1 — CONCEPT

Short written direction.

STAGE 2 — STORYBOARD

Shot list.

STAGE 3 — STYLE FRAME

Representative visual.

STAGE 4 — GENERATION

Create footage.

STAGE 5 — EDIT

Assemble.

This reduces expensive surprises later.

THE “APPROVE BEFORE YOU MULTIPLY” RULE™

Do not generate 20 clips before verifying that the client likes the direction.

First approve:

the concept,

the character,

the product treatment,

visual style.

Then scale.

PRESENTING YOUR WORK

Never send:

“Here is the video.”

Provide context.

For example:

Concept: Premium morning ritual

Objective: Position the product as part of a calm high-end routine

Format: 9:16, 15 sec

Primary use: Instagram/Facebook paid social

Creative structure: lifestyle hook → product detail → product hero → CTA

This makes the work feel intentional.

THE BEFORE / AFTER PRESENTATION™

For service businesses, show:

BEFORE

Existing problem:

- static product photos,
- inconsistent visual quality,
- no video assets.

AFTER

Deliverable:

- multiple short-form clips,

- campaign-ready video,
- repeatable visual system.

Never fabricate performance statistics.

Show the creative transformation you actually delivered.

PORTFOLIO CASE-STUDY TEMPLATE™

Use:

PROJECT

[PROJECT NAME]

OBJECTIVE

[WHAT THE BUSINESS NEEDED]

CREATIVE APPROACH

[CONCEPT]

PRODUCTION

[WHAT YOU CREATED]

DELIVERABLES

[VIDEOS / FORMATS]

RESULT

If you have verified results:

[REAL RESULT]

If not:

Spec concept created to demonstrate [SKILL].

Do not invent metrics.

HOW TO FIND CLIENTS

There are several simple paths.

1. DIRECT OUTREACH

Contact businesses whose content could genuinely improve.

2. SOCIAL CONTENT

Post your own portfolio consistently.

3. REFERRALS

Ask satisfied clients to recommend you.

4. FREELANCE PLATFORMS

Position around deliverables, not just AI prompting.

5. AGENCIES

Offer white-label AI video production.

6. EXISTING NETWORK

Local businesses, friends, creators, service providers.

You do not need all six simultaneously.

Choose one or two acquisition channels and work them consistently.

THE OUTREACH RULE™

Do not send:

“Hi, I am an AI video creator. Do you need videos?”

Give them a reason to care.

Better:

“Hi [Name], I came across your [product/business] and had an idea for a short video creative that could showcase [specific feature/product] more visually on Instagram. I create short commercial videos for [niche]. I put together a few examples here: [portfolio]. If useful, I can send you a simple concept for your brand.”

Short.

Specific.

Low-pressure.

THE PERSONALIZATION RULE™

Mention something real.

For example:

- specific product,

- new menu item,
- property listing,
- product category,
- current visual style.

Avoid pretending you studied their entire business if you did not.

SAMPLE OUTREACH — E-COMMERCE

Hi [Name], I saw your [specific product]. The product already photographs well, and I think it could work strongly as a short 10–15 second product video for Instagram/Facebook. I create commercial AI-assisted product videos and can build a concept around the actual packaging and brand style. Here are a few examples: [portfolio]. Happy to send a quick concept if you're interested.

SAMPLE OUTREACH — RESTAURANT

Hi [Name], I came across your page and noticed [specific dish/menu item]. I create short cinematic food videos for social media and promotions, and I think that dish could make a strong visual Reel/ad. I can share a short concept showing how I'd structure it if useful.

SAMPLE OUTREACH — REAL ESTATE

Hi [Name], I saw your listing for [property/type]. I create short-form property marketing videos and cinematic listing assets for agents and developers. I

had an idea for presenting the property with a stronger visual sequence for social media. I can send over an example concept if you'd like.

SAMPLE OUTREACH — SaaS

Hi [Name], I looked at how [product] helps with [specific problem]. I create short product films and visual explainers for software companies, especially around turning workflows into easy-to-understand visuals. I have a concept for showing the before/after experience in under 20 seconds. Happy to send it over.

DON'T LEAD WITH PRICE

Your first message should usually establish relevance.

Once interest exists:

- clarify need,
- define deliverables,
- quote scope.

Price without context can feel arbitrary.

THE DISCOVERY CONVERSATION™

Before quoting a larger project, clarify:

1. What do you want the video to achieve?
2. Where will it be used?

3. What exactly needs to appear?
4. How many assets do you need?
5. What duration?
6. What deadline?
7. Do you have product/brand assets?
8. Do you need editing, voiceover, subtitles or only generated clips?
9. How many revision rounds?
10. Is this one-off or recurring?

You are gathering scope, not interrogating the client.

PRICING: DON'T PRICE THE PROMPT ALONE

Your effort includes more than typing.

A project may require:

- concept development,
- storyboard,
- prompting,
- generation attempts,
- selecting takes,
- consistency work,
- editing,
- sound,
- typography,
- revisions,
- exports,
- client communication.

Price the production.

Not the number of sentences in the prompt.

THREE WAYS TO PRICE

METHOD 1 — PER DELIVERABLE

Example:

one 15-second video.

Good for simple projects.

METHOD 2 — PACKAGE

Example:

hero video + 3 variations + 2 cutdowns.

Often easier to sell.

METHOD 3 — MONTHLY RETAINER

Recurring number of assets.

Best once production process and client needs are stable.

THE INTERNAL COST FORMULA™

Before pricing, estimate:

**Concept Time + Generation Time + Editing Time + Revision Buffer +
Tool Costs + Communication Time**

Then ask:

Does the fee still make sense?

Many beginners only count generation time.

That underprices the project.

THE REVISION BUFFER™

AI production includes uncertainty.

Build reasonable iteration time into your estimate.

Do not price as though every generation will work perfectly on the first attempt.

But also do not promise unlimited experimentation at your expense.

THE COMPLEXITY MULTIPLIER™

A five-second static product hero is not equal to:

- recurring character sequence,
- dialogue scene,
- complex food interaction,
- multi-room property video,
- cinematic short film.

Increase scope based on:

CHARACTERS

More people = more continuity.

SHOTS

More shots = more generation/editing.

PHYSICS

Hands, liquids, food, vehicles increase difficulty.

CONTINUITY

Sequential scenes require extra work.

BRAND ACCURACY

Exact products and UI require additional preservation/compositing.

VERSIONS

Multiple sizes and hooks increase deliverables.

THE “CHEAP TO GENERATE” TRAP

AI can reduce certain production costs.

That does not mean the finished service has no value.

Clients may be paying for:

- your creative judgment,
- problem solving,
- speed,
- editing,
- campaign thinking,
- consistency,

- ability to turn vague ideas into usable assets.

Do not confuse tool cost with service value.

At the same time, price should remain proportional to the real scope and quality you can deliver.

CREATE THREE OFFER TIERS™

A simple structure:

BASIC

One clear deliverable.

STANDARD

More creative coverage and variations.

PREMIUM

Campaign-level support.

This allows different clients to self-select.

EXAMPLE — PRODUCT VIDEO OFFER

BASIC

Product Hero

- 1 concept
- 1 final 10-sec video
- 9:16

- basic sound
- 1 revision

STANDARD

Product Campaign

- 2 concepts
- 1 × 15-sec hero
- 2 short variations
- 3 product/detail clips
- 2 ratios
- sound design
- 2 revisions

PREMIUM

Launch Creative Pack

- campaign direction
- multiple hero/detail/lifestyle clips
- several hooks
- 1 hero commercial
- multiple cutdowns
- vertical + horizontal adaptations
- end-card variations
- agreed revision rounds

DO NOT OVERPROMISE RESULTS

Do not promise:

guaranteed sales,

guaranteed leads,

viral videos,

guaranteed ROI,

unless you actually control and can substantiate those outcomes—which creative production alone typically cannot.

You can promise the deliverable.

For example:

“I will deliver three platform-ready ad creatives.”

Not:

“These ads will definitely double your sales.”

SELL CREATIVE VALUE, NOT FAKE CERTAINTY

Say:

designed to create a stronger product presentation.

built for paid-social testing.

structured around a scroll-stopping visual hook.

optimized for short-form viewing.

These describe the creative objective without making unsupported performance guarantees.

DELIVERY SYSTEM™

Organize projects cleanly.

Example folder:

01 — BRIEF

Client brief.

02 — BRAND ASSETS

Logo.

Product images.

Fonts if legally supplied.

03 — CONCEPTS

Written ideas.

04 — GENERATED CLIPS

Raw outputs.

05 — SELECTS

Approved footage.

06 — EDITS

Drafts.

07 — FINALS

Final deliverables.

Professional organization becomes valuable as you get more clients.

FILE NAMING SYSTEM™

Avoid:

final.mp4

final2.mp4

finalfinal.mp4

Use:

BRAND_PRODUCT_HERO_V01_9x16.mp4

BRAND_PRODUCT_HERO_V02_9x16.mp4

BRAND_AD_HOOKA_15SEC.mp4

BRAND_AD_FINAL_APPROVED.mp4

Small operational habits increase professionalism.

DELIVERY CHECKLIST™

Before delivery:

VISUAL

- correct product,
- correct logo,
- no obvious deformations,
- no unwanted AI artifacts,
- correct aspect ratio,

- clean composition.

COPY

- spelling correct,
- offer correct,
- CTA correct,
- claims approved.

AUDIO

- balanced levels,
- licensed/appropriate music where required,
- clear voiceover,
- no accidental clipping.

BRAND

- correct colors,
- correct logo,
- approved product representation.

FORMAT

- correct duration,
- resolution,
- file type,
- platform version.

FINAL WATCH

Watch the entire video from beginning to end once without stopping before sending it.

CLIENT REVISION CHECKLIST™

When feedback arrives, separate it into:

TEXT CHANGE

Easy edit.

TIMING CHANGE

Edit-level.

CLIP REPLACEMENT

May require generation.

VISUAL STYLE CHANGE

Potentially larger.

NEW CONCEPT

New scope.

This prevents every request being treated as a tiny revision.

HOW TO HANDLE “I DON’T LIKE IT”

Do not immediately defend the work.

Ask for actionable direction.

For example:

“No problem. Which part feels off to you: the visual style, pacing, product treatment, character, or overall concept?”

Specific feedback can be fixed.

“I just don't like it”

cannot.

Your job is to translate the reaction into production changes.

THE CLIENT FEEDBACK TRANSLATOR™

Client says:

“It looks too AI.”

Potential fixes:

- less motion,
- more realistic lighting,
- fewer effects,
- better physics,
- natural camera,
- less oversharpening.

Client says:

“It feels cheap.”

Potential fixes:

- simplify,
- reduce clutter,
- improve material detail,
- slower controlled camera,
- better typography,

- cleaner sound.

Client says:

“It's boring.”

Potential fixes:

- stronger first frame,
- more specific action,
- quicker opening,
- stronger transition,
- clearer visual payoff.

Client says:

“Make it premium.”

Use visual decisions, not the word “premium” twenty times.

TURNING ONE PROJECT INTO REPEAT BUSINESS

A completed project should naturally create the question:

“What can we make next?”

After a product video, suggest:

- product variations,
- UGC version,
- feature demos,
- launch campaign,
- monthly content.

After restaurant work:

- weekly dish features,
- delivery campaign,
- festive menu,
- atmosphere videos.

After real estate:

- additional listings,
- agent brand videos,
- development campaigns.

THE EXPANSION QUESTION™

After successful delivery:

“Would it be useful if I mapped out 4–6 additional video concepts using the same visual direction for next month's content?”

That is more useful than:

“Do you have more work for me?”

THE CONTENT ROADMAP™

For recurring clients, create a simple monthly roadmap.

Example:

WEEK 1

Hero.

WEEK 2

Feature/demo.

WEEK 3

Lifestyle/customer context.

WEEK 4

Promotion/CTA.

That converts random content requests into a system.

THE ASSET REUSE ADVANTAGE™

Once you have already developed:

- product lock,
- character,
- brand palette,
- visual language,
- environment,
- negative controls,

future assets become faster.

That is why repeat clients can become more efficient than continuously finding new one-off clients.

BUILD A CLIENT MASTER FILE™

For each recurring client, maintain:

BRAND DNA

Visual identity.

PRODUCTS

Reference materials.

APPROVED PROMPTS

Successful templates.

NEGATIVE RULES

What must never change.

CHARACTER REFERENCES

If used.

APPROVED CLAIMS

Only verified marketing points.

PAST VIDEOS

For continuity.

CLIENT PREFERENCES

Camera, pacing, style.

Now every project does not start from zero.

WHITE-LABEL WORK FOR AGENCIES

Agencies may need someone who can produce AI video behind the scenes.

You can offer:

- raw footage generation,
- prompt development,
- ad creative production,
- animation,
- product video,
- revisions.

Agency handles the end client.

You handle production.

This can be useful because agencies already have client demand.

FREELANCER VS PRODUCTION PARTNER

There is an important positioning difference.

FREELANCER

“Tell me what you want and I'll make it.”

PRODUCTION PARTNER

“Tell me the objective and I'll recommend the visual approach.”

The second position is more valuable because you contribute judgment.

But only recommend within your real expertise.

THE CREATIVE CONSULTATION VALUE™

A client may initially request:

“Make a 30-second video.”

You may identify that:

three 10-second assets might serve their social campaign better.

Or:

one hero video plus three hooks could be more useful.

Your value is not blindly following the first request.

It is helping structure the deliverable around the objective.

BUILDING YOUR SOCIAL MEDIA PRESENCE

Your own page should demonstrate the work you want clients to buy.

If you want product clients:

post product work.

If you want real-estate clients:

post property work.

If you want AI animation clients:

post animation.

Your feed is positioning.

CONTENT YOU CAN POST AS AN AI VIDEO CREATOR

Examples:

- finished commercials,
- before/after creative transformation,
- prompt → final result,
- behind-the-scenes workflow,
- breakdowns,
- camera tests,
- product variations,
- spec commercials,
- client-approved work,
- showreels.

This demonstrates both output and expertise.

THE SHOWREEL RULE™

A showreel should show your best work quickly.

It does not need every video you have ever made.

Select clips that communicate:

- quality,
- range,
- consistency,
- commercial relevance.

Lead with your strongest shot.

Do not save it for the end.

THE 30-SECOND SHOWREEL STRUCTURE™

0–3 SEC

Strongest visual.

3–8 SEC

Product.

8–13 SEC

Food/lifestyle.

13–18 SEC

Tech/real estate.

18–23 SEC

Animation/cinematic.

23–27 SEC

Second strongest sequence.

27–30 SEC

Name/service/CTA.

Use only your actual work.

THE FIRST CLIENT STRATEGY™

Your first objective is not to build a huge agency overnight.

Your first objective is:

complete one professional project successfully.

Then:

get a second.

Then:

improve your process.

Then:

build repeatability.

The production system comes before scale.

THE PROFITABILITY TRIANGLE™

A sustainable service needs three things:

QUALITY

Can you deliver work the client wants?

SPEED

Can you produce it efficiently?

REPEATABILITY

Can you do it again without reinventing everything?

If one is missing:

- high quality but very slow → difficult to scale,
- fast but poor quality → clients leave,
- good work but no repeatable system → constant exhaustion.

The Prompt-to-Profit Director System™ is designed to improve all three.

THE PROMPT-TO-PROFIT PRODUCTION PIPELINE™

Here is the full system.

STEP 1 — CLIENT OBJECTIVE

Understand the business need.

STEP 2 — CREATIVE CONCEPT

Develop the idea.

STEP 3 — STORYBOARD

Break it into shots.

STEP 4 — CHOOSE GENERATION METHOD

Text-to-video or image-to-video.

STEP 5 — CREATE PROMPTS

Use Golden Prompt Formula 2.0™.

STEP 6 — ADD NEGATIVE CONTROL

Use Negative Control Stack™.

STEP 7 — GENERATE

Create individual shots.

STEP 8 — TROUBLESHOOT

Fix specific failures.

STEP 9 — EDIT

Build the final story.

STEP 10 — ADD BRAND ELEMENTS

Logo, typography, verified copy, CTA.

STEP 11 — QUALITY CONTROL

Review.

STEP 12 — DELIVER

Correct files and versions.

STEP 13 — SAVE WINNING PROMPTS

Add to client library.

STEP 14 — CREATE VARIATIONS

Extend the successful concept.

STEP 15 — REPEAT

Turn one-off work into a production system.

THE CLIENT DELIVERY TEMPLATE™

Use a simple message:

Hi [CLIENT NAME], your final files are ready. Included are [DELIVERABLES]. The versions are organized by [PLATFORM/FORMAT]. Please review the final exports and let me know if there are any changes within the agreed revision scope. Thank you.

Simple and professional.

THE PROJECT COMPLETION CHECKLIST™

Before closing a project, confirm:

- all agreed deliverables sent,
- correct versions delivered,
- revisions completed,
- final approval received,
- files organized,
- reusable prompts saved,
- brand/character assets archived,
- potential next content ideas noted.

Your project should leave you with more than payment.

It should also leave you with better production infrastructure.

THE REPEAT-BUSINESS SYSTEM™

After delivery:

STEP 1

Wait until the client has reviewed the work.

STEP 2

Confirm satisfaction.

STEP 3

Suggest a logical next asset.

STEP 4

Offer a recurring package only if there is genuine ongoing need.

STEP 5

Reuse successful visual systems.

Do not pressure clients into unnecessary monthly services.

Make the next offer relevant.

THE PROMPT-TO-PROFIT RULE™

A prompt becomes commercially valuable when it helps produce an asset that solves a real client need.

So think:

Prompt → Shot

Shot → Video

Video → Deliverable

Deliverable → Business Use

Business Use → Service

That is Prompt-to-Profit.

WHAT NOT TO SELL

Avoid vague offers such as:

“I can make any AI video.”

It sounds flexible but weak.

Also avoid presenting raw generation as magic.

Clients care about whether it helps them:

- present products,
- market services,
- explain software,
- show properties,
- create content,
- support campaigns.

Specificity builds trust.

THE FINAL SERVICE-BUILDING EXERCISE™

Before leaving this chapter, complete these twelve lines:

1. MY PRIMARY SERVICE

I create _____.

2. MY IDEAL CLIENT

I help _____.

3. PRIMARY RESULT

They use my videos to _____.

4. MAIN PLATFORM

My work is mainly designed for _____.

5. STARTER DELIVERABLE

My smallest package includes _____.

6. STANDARD PACKAGE

My standard package includes _____.

7. PREMIUM PACKAGE

My premium package includes _____.

8. PORTFOLIO NEED

I need to create examples of _____.

9. CLIENT REQUIREMENTS

Before starting I need _____.

10. MY REVISION POLICY

The project includes _____.

11. MY DELIVERY SYSTEM

I deliver using _____.

12. NEXT-SERVICE OPPORTUNITY

After this project, I can logically offer
_____.

When these twelve answers are clear, you no longer have:

“an AI video skill.”

You have the beginnings of:

a service.

THE BIG SHIFT

The purpose of this book was never to help you become someone who knows hundreds of prompts.

It was to help you think like a director.

A director asks:

What is the objective?

What should the audience see?

What should happen?

How should it be filmed?

What can go wrong?

How will the shots connect?

How will the finished asset actually be used?

That is the difference between random generation and production.

And production is where commercial value begins.

QUICK REFERENCE TOOLKIT

Use this section as the fast-reference companion to the main book.

GOLDEN PROMPT FORMULA 2.0™

[SUBJECT LOCK] + [SHOT DESIGN] + [SUBJECT ACTION] + [CAMERA MOTION] + [ENVIRONMENT] + [LIGHTING] + [COMPOSITION] + [PHYSICS] + [MOOD] + [VISUAL LANGUAGE] + [TECHNICAL OUTPUT] + [NEGATIVE CONTROL]

Core rule:

Direct what should exist, what should happen, and what must not happen.

NEGATIVE CONTROL STACK™

Protect:

1. Anatomy
2. Face/Identity
3. Product/Object
4. Text/Logo
5. Camera
6. Motion
7. Physics
8. Environment
9. Lighting/Image Quality
10. Scene-Specific Errors

Quick template:

No [deformation], no [identity drift], no [object mutation],
no [camera error], no [motion error], no [physics error], no
[environment change], no [lighting instability], no
[artifacts], no unwanted text or watermark.

CAMERA SHOT LIBRARY

Use:

- Extreme Close-Up — tiny details
- Close-Up — face/product detail
- Medium Close-Up — chest upward
- Medium — waist upward
- Medium Wide — body + environment
- Wide — full environment
- Low Angle — authority/power
- High Angle — vulnerability/overview
- Over-the-Shoulder — dialogue
- Overhead — food/process/flat lay
- Macro — texture/material/detail

CAMERA MOVEMENT LIBRARY

Use:

- Static
- Push-In
- Pull-Back

- Lateral Slide
- Tracking
- Pan
- Tilt
- Small Orbit
- Crane/Rise
- Handheld
- Drone/Aerial

Rule:

One strong camera move is usually better than four competing moves.

LENS / FOCAL FEEL

Use these as visual direction rather than rigid technical rules:

- Wide lens feel — environment, architecture, energy
- Normal lens feel — natural perspective
- Portrait lens feel — faces, separation
- Telephoto feel — compression, premium detail
- Macro feel — extreme product/food texture

Avoid excessive ultra-wide distortion for people, products and interiors.

LIGHTING VOCABULARY

Useful directions:

- soft window light
- diffused daylight
- golden-hour light

- overcast daylight
- hard afternoon sun
- warm practical lighting
- soft rim light
- controlled edge light
- low-key studio light
- bright commercial light
- blue-hour ambient light
- motivated cinematic lighting

Rule:

Important light should appear to come from somewhere.

MOOD VOCABULARY

Use:

- calm
- confident
- premium
- intimate
- energetic
- mysterious
- hopeful
- tense
- playful
- elegant
- warm
- restrained
- futuristic
- cinematic

- documentary-like

Then translate mood into camera, light and performance.

MOTION VOCABULARY

Use:

- subtle
- restrained
- controlled
- natural
- deliberate
- slow
- smooth
- energetic
- immediate
- gentle
- minimal
- realistic
- physically grounded

Avoid vague instructions like:

“Make everything move cinematically.”

MOTION HIERARCHY™

Define:

Primary Motion — main action

Secondary Motion — reaction/supporting action

Ambient Motion — environment

Locked Elements — must stay still

COMPOSITION GUIDE

Use:

- centered hero
- rule of thirds
- negative space
- leading lines
- foreground framing
- symmetrical composition
- layered depth
- text-safe area
- strong subject separation

For ads:

leave intentional space for headline, subtitle or CTA added in post.

ASPECT RATIO GUIDE

9:16

Reels, TikTok, Stories, paid social.

1:1

Feed posts and marketplaces.

16:9

YouTube, websites, presentations.

2.39:1

Cinematic brand films and narrative scenes.

FRAME RATE GUIDE

24 FPS

Cinematic feel.

30 FPS

General social/commercial content.

60 FPS

Only when you specifically need smoother motion or intentional slow-motion flexibility.

PRODUCT NEGATIVE PROMPT

no product deformation, no silhouette changes, no packaging mutation, no cap changes, no label distortion, no logo mutation, no duplicate product, no unwanted rotation, no material melting, no random text, no watermark.

CHARACTER NEGATIVE PROMPT

no face drift, no age drift, no hairstyle changes, no skin-tone shift, no wardrobe changes, no extra fingers, no malformed hands, no extra limbs, no body duplication, no eye deformation, no temporal flicker, no watermark.

FOOD NEGATIVE PROMPT

no food morphing, no ingredient multiplication, no changing portion size, no plate deformation, no infinite liquid, no unrealistic splash, no rubber-like cheese, no food regeneration, no random garnish, no watermark.

REAL ESTATE NEGATIVE PROMPT

no warped walls, no changing room dimensions, no moving windows, no extra doors, no furniture relocation, no floor distortion, no fake views, no architecture morphing, no bent verticals, no lighting flicker, no watermark.

ANIMATION NEGATIVE PROMPT

no character redesign, no model inconsistency, no style drift, no limb duplication, no frame-to-frame shape mutation, no background morphing, no accidental realism shift, no temporal flicker, no watermark.

CINEMATIC NEGATIVE PROMPT

no identity drift, no screen-direction reversal, no eyeline mismatch, no camera-axis error, no environment reset, no wardrobe change, no prop inconsistency, no excessive overacting, no random spectacle, no temporal flicker, no watermark.

MASTER TEXT-TO-VIDEO TEMPLATE

SUBJECT: [SUBJECT]
SHOT: [SHOT SIZE + ANGLE]
ACTION: [ONE PRIMARY ACTION]
CAMERA: [ONE CAMERA MOVE]
ENVIRONMENT: [LOCATION]
LIGHTING: [LIGHT SOURCE + DIRECTION]
COMPOSITION: [PLACEMENT + COPY SPACE]
PHYSICS: [MATERIAL/MOTION RULES]
MOOD: [MOOD]
VISUAL LANGUAGE: [STYLE]
OUTPUT: [DURATION + ASPECT RATIO + FPS]
NEGATIVE: [SCENE-SPECIFIC ERRORS]

MASTER IMAGE-TO-VIDEO TEMPLATE

Preserve the supplied reference exactly. [SUBJECT] performs [ONE ACTION]. [SECONDARY MOTION] responds naturally. Camera performs [ONE MOVE]. Preserve identity, geometry, environment, composition and lighting. [PHYSICS INSTRUCTION]. End with [FINAL STATE]. No subject deformation, identity drift, object mutation, background morphing, camera deviation, physics errors, flicker, text or watermark.

MASTER SEQUENTIAL SCENE TEMPLATE

SCENE: [NUMBER]
PREVIOUS END STATE: [STATE]

CURRENT START STATE: [MATCH IT]

CHARACTER DNA: [CHARACTER]

WORLD DNA: [ENVIRONMENT]

ACTION: [ONE ACTION]

CAMERA: [MOVE]

SCREEN DIRECTION: [LEFT/RIGHT]

END STATE: [POSE/STATE FOR NEXT SHOT]

NEGATIVE: no identity drift, wardrobe change, prop switching, environment morphing, screen-direction reversal, lighting discontinuity or watermark.

FINAL DIRECTOR CHECK

Before generating, ask:

Is the subject clear?

Is the action simple?

Is the camera specific?

Is the physics believable?

Is the composition useful?

Is the negative prompt scene-specific?

Does this shot serve the edit?

If yes, generate.

If not, simplify.

FINAL WORD

AI video improves when you stop treating prompting like description and start treating it like direction.

Think in shots.

Control motion.

Protect identity.

Protect products.

Respect physics.

Use negative prompts intelligently.

Build sequences through editing.

Save what works.

Turn successful prompts into reusable systems.

The goal is not merely to generate beautiful footage.

The goal is to create **usable, repeatable, commercially valuable video assets**.

That is the difference between prompting and directing.

And that is the foundation of the:

THE PROMPT-TO-PROFIT DIRECTOR SYSTEM™

Stop Prompting Like a User. Start Directing Like a Filmmaker.

ABOUT THE AUTHOR

OMOYEME.O is the creator of **The Prompt-to-Profit Director System™**, a practical framework designed to help creators, freelancers, business owners and marketers produce stronger AI-generated video through structured prompting, cinematic direction, motion control and commercially useful workflows.