

# Simple Steps to Great Video Prompting for Beginners



## 1 Be Clear on the Goal

A good prompt starts with knowing what you want the video to achieve. This keeps things tight and avoids random results.

### Examples:

- A short explainer for a new feature.
- A fun 5–10 second clip for social media.
- A simple product demo.

#### Template

Goal: [what the video should do]

Main message: [what viewers should understand]

Tone: [friendly/confident/warm/etc]

Length: [X seconds]

## 2 Describe the Setting

Think of this like giving a film crew a quick description of the location.

### Examples:

- A small living room with warm evening light.
- A modern office with a clean white desk.
- A quiet street with Christmas lights.

#### Template

Setting: [brief description]

Time of day: [morning/afternoon/evening/night]

Lighting: [soft/bright/moody/etc]

### 3 Describe the Characters

Even if your “character” is a product, outline the look so the model knows what to create.

#### Examples:

- A relaxed yoga instructor in her 40s.
- A tech reviewer in his 20s wearing casual clothes.
- A ginger cat sitting on a counter.

#### Template

Character: [age], [appearance], [mood]

Behaviour: [what they look like or how they act]

### 4 Explain the Action

List what happens. Keep it short and clear.

#### Examples:

- The chef slices vegetables and places them in a bowl.
- The speaker lifts a product and points at a key feature.
- The dog picks up a toy and drops it in front of the camera.

#### Template

Action: [describe the movement or sequence]

Camera focus: [close-up/mid-shot/wide shot]

## 5 Add Camera Direction

This shapes how the shot feels. You don't need fancy film terms — simple works.

### Examples:

- Slow zoom-in.
- Smooth pan from left to right.
- Static tripod shot from eye level.

### Template

Camera style: [zoom/pan/static/etc]

Angle: [eye level/low/high]

Movement: [slow/steady/no movement]

## 6 Choose the Visual Style

This covers colour, sharpness, and general feel.

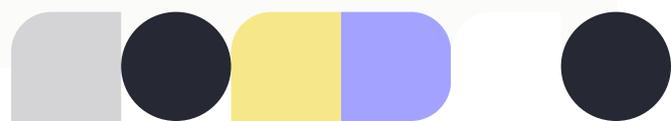
### Examples:

- Soft colours with gentle lighting.
- Clean, crisp commercial style.
- High-detail natural look.

### Template

Visual style: [colour + clarity description]

Mood: [warm/calm/energetic/etc]



## 7 Set the Timing

Tell the model how long the video should be and the pacing.

### Examples:

- One continuous 5-second shot.
- Three short scenes with quick transitions.
- A steady, smooth 12-second clip.

#### Template

Length: [X seconds]

Pacing: [steady/quick/slow]

Scenes: [single/multiple]

## 8 Add Audio Direction (if supported)

Some video tools allow sound. Guide the general vibe.

### Examples:

- Gentle background music.
- Energetic beat.
- Calm voiceover explaining the product.

#### Template

Audio: [music style/sound effects]

Voice tone: [friendly/confident/soft]

## 9

## Include Must-Have Details

Anything essential should be listed clearly at the end.

### Examples:

- Show the brand logo at the end.
- Include a close-up of the label.
- End with the character waving.

### Template

Must include:

- [detail 1]
- [detail 2]

Ending: [how the clip finishes]

**Final Prompt Example**



Here's a complete beginner-friendly example you can copy and adapt.

### Full Example Prompt

Create a 10-second video.

Goal: Introduce my new eco-friendly cleaning spray.

Main message: It's safe, quick, and easy to use.

Tone: Friendly and helpful.

Setting: Bright kitchen with natural light.

Time of day: Morning.

Lighting: Soft and clean.

Character: Woman in her 30s with tied-back hair, upbeat mood.

Behaviour: Smiles, sprays the counter, wipes it, and shows the bottle.

Action: Close-up of her using the product, then a mid-shot as she looks to the camera.

Camera style: Slow zoom-in at eye level.

Movement: Smooth.

Visual style: Clean colours and crisp details.

Mood: Warm and positive.

Audio: Light background music.

Must include:

- Close-up of bottle at second 6.

Ending: She places the bottle on the counter and smiles.