

The master prompt template: copy, fill, generate.

Seven parts, in order. Every generation starts fresh and remembers nothing, so anything that must survive into the next shot has to be written down again in every prompt.

DURATION ☐ 15 seconds ☐ other: _____	ASPECT RATIO ☐ 9:16 vertical ☐ 16:9 ☐ 1:1	PLATFORM TikTok / Reels / Shorts / web
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Identity lock — paste this paragraph into every prompt, unchanged.

Use my uploaded image exactly as provided. Maintain identical facial features, face shape, eyes, nose, lips, eyebrows, skin tone, hairstyle, body proportions, age appearance and overall identity. Do **not** redesign, beautify, modify or reinterpret the appearance.

OUTFIT	_____	PERFORMANCE	_____
VISUAL STYLE	_____	LOCATION	_____
CAMERA	_____	CONTINUITY	_____

The timeline — every second has a purpose

0–3 SEC · HOOK	_____
3–7 SEC · DEVELOP	_____
7–11 SEC · MESSAGE	_____
11–15 SEC · PAYOFF	_____
NEGATIVE — WHAT NOT TO DO	_____

THE SEVEN PARTS, IN ORDER

01 Character lock — who stays identical. **02** Background lock — what place stays identical. **03** Scene action — what is happening. **04** Dialogue — what is said, briefly. **05** Camera — type, position, movement. **06** Transition — how the scene changes. **07** Style & mood — how it looks and feels.

Camera = type + position + movement. Name all three.

Weak: “make the camera dynamic.” **Strong:** “handheld, tracking backwards as she walks toward camera, then a quick push-in.”

FILLED IN — A 15-SECOND SHOT, AS IT LOOKS FINISHED

CAMERA handheld, tracking backwards as she walks toward camera, then a quick push-in · **0–3** already mid-action, product held up · **3–7** turns it once, screen catches the light · **7–11** one line of dialogue · **11–15** sets it down and looks up, carrying the cut.