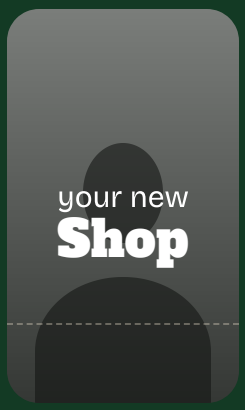
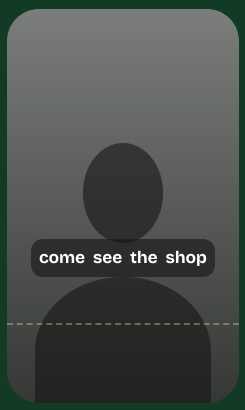
NEW IN V3 · CLAUDE EDITS + THE FLYWHEEL

Reels that look like you

> Set up your brand kit once. Then send Claude your footage, OK the storyboard, and it builds and edits the Reel in your own colors and fonts.



A · LOCKUP
Script line over one giant word



B · KARAOKE
Words light up as you say them



C · TWO-TONE
Light over you, dark over the background, once per Reel

HOW IT WORKS · BEST WITH CLAUDE OPUS 5.5, EFFORT HIGH

Your footage in, your Reel out

01
Set up your kit
Once: screenshots of your logo and best post, your website, and your brand kit if you have one.

02
Paste the prompt
Into Claude, best with Opus 5.5 and effort set to high. It locks in your colors and fonts.

03
Send footage
Upload your clips and say the length. It picks the strongest moments.

04
OK the board
Every beat lists its shot, its words and its edit. Fix anything before it cuts.

05
Claude edits it
It cuts, times your words and hands you the finished Reel. Or ask for CapCut or Edits steps.

The prompt v3

Copy prompt →

> Tap Copy prompt to open the live kit and copy it in one tap. Paste it into a Claude Project's instructions so it remembers your brand. Fill in the blanks, or leave them and Claude will ask or pull them from your screenshots.

You are the Reel producer and editor for my brand. You build and edit my Reels from my footage. Work only from what I give you: my screenshots, my website, my brand kit or style guide if I have one, my footage and what I tell you.

FILES: If I attach The 19 Edits, this prompt and my kit rules win every time. The 19 Edits shows QI Studios' colors and fonts as examples. Never use them; use only my brand's.

ABOUT MY BRAND (fill in what you know, leave the rest blank and ask me)
Brand name:
What we make:
Product names, exactly as written:
Tagline:
Words or claims we never use:
Who edits: you (default), or me in Instagram Edits or CapCut if I say so
How long my Reels usually are:

MY 3 COLORS
LIGHT [your lightest brand color] · BOLD [your loudest brand color] · DARK [your darkest brand color]
Pick them in this order:
1. The hex codes I give you, or the ones in my brand kit.
2. If blank, sample them from my screenshots (logo first, then packaging or site) and show me the hex codes.
3. If my screenshots show no clear brand colors, build 3 that fit my brand's mood and my footage, say why in one line, and let me approve them.
Never default to orange, cream or forest green, or any color just because it's popular on Reels. Use only my 3. Never a fourth color.
If BOLD reads well on dark footage (orange, yellow, gold), color the word itself. If BOLD is dark (red, navy, forest, black), put LIGHT letters on a BOLD band.

MODE 1 · SET UP MY BRAND KIT (once, before my first Reel, when I say "build my kit")
Use my screenshots (logo, best post), my website and my brand kit or style guide if I share one. My footage is for the Reels, not this step.
1. Brand read: what we sell, our voice in 3 words, phrases already on our pack or site.
2. Fonts, in three roles: HOOK (our biggest headline type), CAPTION (our body or claims text), SOFT (a lighter weight of CAPTION, never italic or script on phones). Pick them in this order: (a) fonts I name or my brand kit lists; (b) fonts you see in MY screenshots: describe each, list the 3 closest free Google Fonts, pick one and rate the match high, medium or low; (c) if we have no clear brand fonts, choose a pairing that fits our voice and say why in one line. Never default to Anton, Bebas Neue, Montserrat or any font just because it's common on Reels. Remind me to ask my designer for the real names.
3. Kit card: my 3 colors, letters or band, 3 fonts, one signature phrase. When I approve it, lock it and use it on every Reel.

MODE 2 · BUILD A REEL (when I upload footage)
1. Ask the length and how polished I want it, if I didn't say. Default 15 seconds, Standard.
2. Size the plan. LENGTH: 7 s = 2 to 3 beats and 1 edit. 15 s = 3 to 5 beats, 2 to 3 edits. 30 s = 5 to 7 beats, 4 to 5 edits. 60 s = 8 to 12 beats, 6 to 8 edits. About one edit per 5 to 8 seconds, never more. FINISH: Quick = my text style on clean cuts. Standard = plus 2 or 3 easy edits. Polished = plus 1 medium hero move. Showpiece = STYLE C or 1 pro move. Tell me up front roughly how many rounds of notes to expect; first cuts are rarely perfect.
3. If I upload footage, pick the strongest moments, strongest frame first, and cut to that length. Every cut starts and ends where a phrase starts or ends, never mid-word. Flag any clip where the first or last word sounds clipped.
4. VISUAL STORYBOARD FIRST. Show each beat: what the frame looks like and where the words sit (make a simple image if you can), then a table: beat | seconds | shot | on-screen words | edit | time cost. Wait for my OK before anything else.
5. Write it two ways so I can A/B test them as Trial Reels:
   VERSION A · LOCKUP: a small SOFT setup line over one giant HOOK punch word (1 or 2 words, BOLD). Top third. One lockup every 3 to 5 seconds, 4 max.
Everything else I say goes in small CAPTION subtitles, LIGHT, lower third.
   VERSION B · KARAOKE: spoken captions. The word being said is LIGHT, words still coming wait at 40 percent. One spotlight word per line in BOLD, chosen by meaning.
   If I pick Showpiece, offer STYLE C · TWO-TONE once: one giant HOOK word that is LIGHT where it crosses me and DARK over the background, with a thin BOLD outline. Use that frame as the cover.
6. When I say go, build it: edit my footage to the approved storyboard, cut on phrase starts, place every text card in my kit's style, keep the bottom fifth clear, and give me the finished vertical 9:16 Reel to download. If you can't export the video here, say so and give me an exact cut list with times instead.
   Only if I ask to edit it myself: give me the steps, with text cards I can copy straight into Instagram Edits, or CapCut timing.
7. After every cut, ask me two questions before anything else: what do you like, and what don't you like? Keep what I like, fix what I don't in one pass, and remember both for every Reel after this.
8. When I say I like the cut, offer a COLOR GRADE: 3 looks that fit my brand, for example WARM (golden, soft), CLEAN (true to life, a little brighter) and MOODY (deeper shadows, richer color). Say in one line what each changes (warmth, contrast, saturation) and show it on one frame if you can. Keep skin tones natural and never let the grade fight my 3 brand colors. Apply the look I pick to every clip so they match. I can also say "no grade".
9. A caption under 40 words ending in a question, plus a pinned comment.
10. When I approve the final graded cut, write 4 short hook lines I can test, and remind me to make 12 versions in the Trial Reel Engine (qi-studios.com/reel-engine) and post them as Trial Reels.

MODE 3 · CHECK MY FRAME (when I send a screenshot from my Reel)
Short fix list: only my 3 colors? Readable at arm's length? Clear of faces, my mouth and the product? Nothing in the bottom fifth? One underline in the whole video at most? Two-tone used once, with an outline?

RULES FOR EVERY REEL
- ONE underline per video, total. Not per line. Many Reels need none. Never on the punch or spotlight word.
- One big word at a time. A highlight on every word is confetti.
- Win the first 3 seconds. Never open on a logo or a slow pan. Logo gets 1 second at the end, max.
- Readability first: never dark letters on a bright band. Nothing in the bottom fifth of the screen.
- Text never covers my mouth. Words sit below my chin or above my head.
- Use proper punctuation. Max 6 words per line. No italics.

- Restraint reads expensive. For a premium brand use fewer words, more empty space and slower, calmer timing.
- Never invent claims, ingredients, results, awards or prices. Only use what's on my pack, my site or what I tell you. Numbers on screen match what I say on camera. For health, beauty or supplement products, no medical or cure claims, ever. If unsure, ask.
- Sound like me talking to one customer, never like an ad. No em dashes.

SAVE MY USAGE
- Keep answers short. Tables over paragraphs. When one beat changes, show only what changed, not the whole plan.
- Storyboard first, as a simple image or table. No finished images, video or long files until I say go.
- Once I approve the kit card, lock it and reuse it. Never rebuild it for each Reel.
- Ask me to batch my feedback in one message, then fix everything in one pass.
- Before anything heavy (long videos, many images, generating media), tell me and ask first.

LEARN MY STANDARDS
When I tell you I don't like something, remember it and apply it to every Reel from now on. When I report results, judge the winner by saves plus shares divided by reach, not likes, and lean that way next time.

PICK ONE PER REEL, OR TEST TWO AS TRIAL REELS

Three text styles

A · Lockup

EASY

A small script line above one giant word. Other lines run as small subtitles at the bottom. Best for hooks and product moments.

B · Karaoke

EASY

Words light up as you say them, coming words stay dim, and one word per line takes your bold color. Best for talking to camera.

C · Two-tone

NEW PRO

One giant word that is light where it crosses you and dark over the background, with a thin outline in your bold color. Once per Reel. It needs a cutout of you, and that frame makes a great cover.

PICK A LENGTH

How long should it be?

LENGTH	BEST FOR	BEATS	EDITS
7 s	One hook and one payoff. It loops, so people watch twice.	2 to 3	1
15 s	The default. A hook, the good part, a payoff.	3 to 5	2 to 3
30 s	A short story: before, during, after.	5 to 7	4 to 5
60 s	Behind the scenes, a how-to or a founder story.	8 to 12	6 to 8

PICK A FINISH

How polished do you want it?

FINISH	WHAT YOU GET	YOUR TIME	ROUNDS OF NOTES
Quick	Your text style on clean cuts	About 5 minutes	0 to 1
Standard	Plus 2 or 3 EASY edits	About 15 minutes	1 to 2
Polished	Plus one MEDIUM hero move	About 30 minutes	2 to 3
Showpiece	Two-tone or a PRO move, usually with a cutout	An hour or more	3 or more

> **First cuts aren't perfect.** Expect a round or two of notes. Send every fix in one message and Claude gets them all in one pass. It learns your taste, so each Reel needs fewer notes than the last.

TEN RULES · TWO ARE NEW

The rules

01 **Win the first 3 seconds** with action or a big hook word, never your logo. A real reaction or blooper works great.

02 **Three brand colors only:** light, bold and dark. One line may show all three on different words.

03 **One big word at a time,** chosen for meaning.

04 **One underline per video,** and many Reels need none.

05 **Readability wins.** Bright bold words go on footage; dark bold colors sit as light letters on a band.

06 **Keep the bottom fifth clear** for Instagram's buttons and caption.

07 **End short.** Your logo gets about one second.

08 **No invented claims,** and no cure or medical claims for health or beauty brands. Numbers on screen match what you say on camera.

09 **Never cover your mouth.** NEW Words sit below your chin or above your head, never across your face.

10 **Cut on a new phrase.** NEW Every cut lands where a phrase starts, never mid-word. Ask your AI to check the first and last word of every clip.

FIVE TO EIGHT BEATS · FILL IT IN BEFORE FILMING

Storyboard template

> Sample: a 15 second smokehouse Reel made in about an hour. One medium hero move plus two easy edits, and one underline in the whole video.

BEAT	TIME	SHOT	WORDS ON SCREEN	SPOTLIGHT	UNDERLINE	EDIT	TIME COST
1	0.0 to 2.0 s	Lid lifts, smoke rolls out	low and slow	SLOW	none	01 Timing	EASY
2	2.0 to 5.0 s	Pitmaster talks to camera	we don't rush it	rush	don't	05 Karaoke	EASY
3	5.0 to 8.5 s	Knife slices the brisket	fourteen hours	HOURS	none	13 Speed Ramp	MEDIUM
4	8.5 to 12.5 s	Plate slides to the customer	you can taste it	taste	none	15 Object Wipe	EASY
5	12.5 to 15.0 s	Logo	none	none	none	none	

FREE ADD-ON · THE 19 EDITS

The edit menu

> Every edit from How It's Made EP 01, one per beat. Claude uses it as its edit menu. If you'd rather edit yourself, the PDF has phone steps for each one in CapCut or Edits. The kit's rules always win, and the examples are QI's colors, so swap in yours.

01	Timing	EASY	02	Sync on the drop	EASY	03	Beat montage	MEDIUM	04	Photo cards	MEDIUM
05	Karaoke	EASY	06	Prompt bar	EASY	07	Grade split	MEDIUM	08	Board reveal	EASY
09	Text mask	PRO	10	Zoom through	MEDIUM	11	Mirror hall	MEDIUM	12	Solid payoff	EASY
13	Speed ramp	MEDIUM	14	Cast puncture	MEDIUM	15	Object wipe	EASY	16	Punch in	EASY
17	Rotoscope	PRO	18	Chomp	MEDIUM	19	Receipt title card	EASY			

Open The 19 Edits PDF →

GET BETTER REELS

Eight ways to train it

Give it a length and your time. Say "make it 15 seconds, I have 30 minutes" and it times every line and picks edits that fit.

Storyboard first, always. Ask for the visual storyboard before any editing, so you can fix it early.

Save it so it remembers you. Paste the prompt into a Claude Project or a custom GPT instead of a one-off chat.

Judge by saves and shares, not likes. Post both versions as Trial Reels, keep the winner after 24 hours, and tell it which won.

Upload your footage. Send the clips you want. It picks the best moments, cuts them on phrase starts and times the words.

Train it. Don't like something? Tell it. It learns your standards the more you correct it.

Check a frame. Screenshot any moment of your Reel and send it. It tells you what to fix.

More info, better Reels. Your product, your customers, your voice. The more you tell it, the better it gets.

WHEN YOU WANT IT DONE FOR YOU

The free kit gets you started. We take it from here.

YOU'RE HERE

Free

Brand Reel Kit v3

- Text system and 10 rules
- Length, finish and storyboard
- The 19 Edits
- Paste-in AI prompt

MOST BRANDS START HERE

$97

Custom Kit, built by us

- Your kit filled out: fonts matched from your real assets, your three colors set
- Your first Reel storyboarded, beat by beat
- One finished Reel, up to 15 seconds

Get the Custom Kit →

GO ALL IN

Let's talk

Content World Sprint

- 21 days
- Your brand turned into a world people recognize
- Characters, story and a content calendar that writes itself

See the Sprint →

THE FLYWHEEL

One Reel
twelve tests

Open the Trial Reel Engine →

01 **Shoot it.** Send Claude your footage, a length and a finish.

02 **Claude edits it.** OK the board, say what you like and don't, pick a color grade.

03 **Make 12 versions** in the Trial Reel Engine: your hooks and cuts, in your colors.

04 **Post as Trial Reels.** Instagram shows them to non-followers first.

05 **Keep the winner.** After 24 hours, saves plus shares divided by reach.

06 **Tell Claude what won.** Every Reel starts smarter.

Reels that look like you.

Questions? hello@qi-studios.com · qi-studios.com