

FREE GUIDE · OCTOBER 2026

Generative AI Prompt Pack

For small brands, startups and solo founders making ads with AI.

UGC ad structure · product shot list · camera moves · model tips for Kling, Veo and Seedance · cost guard · best free resources.

1. Start here

Platforms like Higgsfield build a lot in for you. UGC modes, hooks, presenters, settings. You click, it composes the shot.

On pay-as-you-go platforms like KIE or fal, you write that part yourself. That's what this pack is for.

How to use it:

- Pick the ad type (UGC or product clip).
- Fill in the structure below in plain words.
- Add the model tips for the model you're using.
- Test cheap first. Then spend.

2. UGC ad structure

UGC here means a person talking about the product, filmed like a phone video, and showing why they like it.

The five beats

1. **Hook** (first 2 seconds). Stop the scroll. A reaction, a bold line, or the product in hand.
2. **Problem**. What's annoying without it.
3. **Product moment**. Show it being used. Close up.
4. **Proof**. What changed. Something you can see.
5. **Call to action**. One thing to do next.

15-second version: hook (2 s), product moment (8 s), call to action (5 s). **30-second version:** all five beats, about 5 to 6 seconds each.

Writing the lines

- Short sentences. Spoken, not written.
- Put the spoken line in quotes in your prompt.
- Keep each line short. Long speech loses lip sync. Split it across cuts.
- Say who holds the phone: selfie, phone on a stand, or a friend filming.

Example (kopi brand, 15 s)

Selfie-style UGC outside a kopitiam. She holds up an iced kopi peng, sips, and says to camera: "Okay, I found the best kopi peng in town. Not too sweet, really strong. Must try." Handheld phone feel, morning light, no music.

Check before you use it: hands, holding and objects. In my test, one UGC clip had her holding the drink on a saucer. The saucer moved. The cup didn't. Look for this.

3. Product clip shot list

Six shots cover most product ads. One camera move per shot.

Shot	What to describe	One camera move
Hero	The product, clean background, main light	Slow push-in
Detail	Texture, label, one feature	Macro, slow slide
In hand	A hand holding it, natural grip	Locked-off
In use	The product doing its job	Tracking
Lifestyle	The product in a real setting	Slow pan
End card	Product plus space for your logo	Locked-off

For each shot, say the light source (window light, softbox, warm lamp). Skip vague words like "cinematic", "stunning", "epic" or "8K". They give the model nothing to draw.

4. Camera moves, in one line each

- **Push-in:** camera moves closer. Builds focus.
- **Pull-out:** camera moves back. Reveals the setting.
- **Orbit:** camera circles the subject. Good for products.
- **Tracking:** camera moves alongside the subject.
- **Pan / tilt:** camera turns left-right or up-down from one spot.
- **Handheld:** slight shake. Feels real, good for UGC.
- **Locked-off:** camera doesn't move. Clean and calm.
- **Top-down:** looking straight down. Good for food and flat-lays.

One move per shot. Two moves in one short clip usually looks messy.

5. Model tips

Taken from each model's official guide, read on 12 Oct 2026. Guides change, so check them before a big batch.

Kling 3.0

- **Prompt shape:** subject, action, scene, camera, lighting, mood.
- Describe motion you can see, not ideas.
- Use plain camera words: close-up, wide shot, low angle, push-in, pan, tracking shot.
- Dialogue: label who's speaking and keep their name, line and delivery together.
- Multi-shot: describe the setting first, then list the shots in order.
- On-screen text: give the exact words and where they sit. Keep it short.
- Use clean reference images when a person or product must stay the same.

Veo 3.1

- **Prompt shape:** cinematography, subject, action, context, style and ambiance. In that order.
- Dialogue in quotation marks.
- Sound effects start with **SFX:** . Background sound starts with **Ambient noise:** .
- Multi-shot in one clip: one line per time slice, like **[00:00-00:02]** .
- Reuse the same reference images across shots to keep a person or product steady.
- Say what you want, not what you don't. "An empty plain" beats "no buildings".
- Clips are 4, 6 or 8 seconds, at 720p or 1080p.

Seedance 2.0

- **Prompt shape:** subject and motion are a must. Add environment, look, camera and audio when you need them.
- Dialogue in double quotes. Keep it short.
- Name the sounds you want. Say "no music" if you don't want music, or you'll probably get some.
- Write your cuts yourself with "cut to". A written shot list keeps characters and look steady.
- Describe the result of an action and its weight (a mug slides and tips).
- Start with 5-second clips at 720p to lock the style, then go longer.
- Clips run 4 to 15 seconds, or auto.

Seedance 2.5 is newer. Its official guide didn't load when I checked, so these tips come from the 2.0 guide. Check the 2.5 guide before relying on anything specific.

At a glance

	Kling 3.0	Veo 3.1	Seedance 2.0
Prompt shape	subject, action, scene, camera, lighting, mood	camera, subject, action, context, style	subject + motion, rest optional
Dialogue	label the speaker	in quotes	in quotes, short
Sound	describe the place's sounds	SFX: and Ambient noise:	name the sounds, say "no music"
Multi-shot	list shots in order	timestamped lines	write "cut to"
Length	check the app	4, 6 or 8 s	4 to 15 s

6. Fix list (general practice)

The official guides don't really cover fixes. These are general habits that usually help. They're not promises.

- **Product warps or changes shape:** add a clean reference image of the product. Describe it the same way every time.
- **Text melts or misspells:** keep on-screen text to a few words. Give the exact words in quotes. Or add the text later in your editor.
- **Face drifts between shots:** reuse the same reference image. Write the shot list yourself.

- **Motion looks jittery or floaty:** describe weight and contact (feet hit the ground, the cup lands on the table). Use one camera move.
- **Weird hands or objects:** check every clip before you use it. Then re-roll. This happens a lot.

7. Cost guard

What I learned pricing a month of ads:

- **Plan cards count the smallest setting.** "67 videos" on Higgsfield's Plus plan means 5-second clips at 480p. Ads need 720p at least, 1080p at best.
- **Real credit use on Higgsfield (Seedance 2.5):** 5 s at 720p = 35 credits. 5 s at 1080p = 60. 30 s at 1080p = 360.
- **Budget for re-rolls.** One finished 30-second ad can take 3 or 4 tries, sometimes more for UGC.
- **Test cheap first.** Lock the style with a short, low-resolution clip. Then make the long, high-resolution version once.
- **Watch quiet months.** Subscription credits expire. Pay-as-you-go credits, like KIE's, don't.

Prices as of 12 Oct 2026. They change often.

8. Best free resources

Links only. These aren't included in this pack.

Official guides

- Kling prompt guide: <https://kling.ai/blog/kling-ai-prompt-guide>
- Veo 3.1 prompting guide (Google Cloud): <https://cloud.google.com/blog/products/ai-machine-learning/ultimate-prompting-guide-for-veo-3-1>
- Seedance 2.0 prompting guide (fal): <https://fal.ai/learn/tools/seedance-2-0-prompting-guide>
- Seedance 2.5 prompt guide (BytePlus): <https://docs.byteplus.com/en/docs/ModelArk/2607689>

Free Claude skills (GitHub)

- smixs/visual-skills: one skill covering Seedance, Kling and Veo prompts, plus shot planning. <https://github.com/smixs/visual-skills>
- dexhunter/seedance2-skill: popular Seedance 2.0 prompt-writing skill. <https://github.com/dexhunter/seedance2-skill>
- gbeyrouiti/seedance-prompting-claude-skill: Seedance 2.5 and 2.0, with a UGC realism pass. <https://github.com/gbeyrouiti/seedance-prompting-claude-skill>

Need help installing a skill? Copy the GitHub link, paste it into Claude or ChatGPT, and ask it to install the skill for you. It reads the page and walks you through the steps.

Want help putting AI to work in your business? Email info@chazrt.com or visit <https://www.chazrt.com>