



// THE WORKFLOW

The thirty-second marketing video prompt.

Render a publish-ready promo video for your service page in roughly ten minutes, using Claude Code and Remotion.

01 / SETUP

Install

- 01 Download claude.com/download. Sign in. Click **Code** mode.
- 02 Open an empty project folder. Click **always allow** on the workspace prompt.
- 03 Run `npx create-video@latest`. Select Blank, yes to Tailwind, yes to Skills.
- 04 Run `npm run dev`. Remotion Studio opens in your browser.

02 / THE ASK

Prompt

Replace the bracketed slots with your offer details. Drop a logo and `brand.json` into `public/` first.

```
Create a thirty-second promotional video for [your offer] at [page URL].
```

```
Open with: "[hook line]"
```

```
Position: "[positioning line]"
```

```
Show four outcomes (3-4 sec each):
```

```
01. [outcome]
```

```
02. [outcome]
```

```
03. [outcome]
```

```
04. [outcome]
```

```
Close: "[price] / [CTA]"
```

```
Aesthetic: read public/brand.json. Use public/[logo file] in top-right from sec 2. Background [color]. Eyebrows monospace mint. Headlines sans-serif white. Text-forward.
```

03 / BRAND ASSETS

Drop in `public/`

- A **logo** (PNG or SVG). 3000+ pixels wide for 1920x1080 video.
- A `brand.json` with hex values and usage conventions.
- **(Optional) one hero image**. Type-only video is fine.

```
{  "colors": { "background": "#0A0A0A", "accent": "#7B61FF", "highlight": "#00FFB2" },  "conventions": { "eyebrow": "monospace mint", "emphasis": "violet" } }
```

04 / DISTRIBUTION

Where it goes

- **Embed on your service page**. The primary placement, where the offer lives.
- **Upload to YouTube**. Title under 60 chars, lead with the offer name. Description names the workflow plus two URLs.
- **Optional: 9:16 cutdown** for TikTok and Reels via re-prompt.