M A V E R I C K A I

CLAUDE MAKES 10 SALES VIDEOS FOR YOU

YOUR PRODUCT, 10 ANIMATED REELS, NO FILMING

You can now turn your product into 10 animated sales videos with Claude, without filming anything. Claude finds the 10 questions a customer asks before buying, and every video answers one of them: a hook, a clear answer, and a call to visit your website. Then you post them with a tracking link each and see which questions actually bring in orders. Here's the free workflow from my video and the exact prompts.

The free AI Video Editor from my video, set up with one message

The exact prompts from my video

10 animated reels with a voiceover and captions

A tracking link for every reel, so you know which one sells

How to make more of the winners

Fixes if something doesn't work

November 2026

Start Here: What You Get

THE PLAN

1. Make a folder, open it in Claude's Code tab and set up the free AI Video Editor with one message.
2. Add your product and send the two prompts from my video.
3. Post every reel with its own tracking link and make more of the winners.

Before you start

Your computer: A Mac or Windows computer with the Claude desktop app and a paid Claude plan (Pro or higher).

Your product: Your product page link, or 3 to 6 good product photos. Both is best.

Your time: About 15 minutes to set up once, then about a minute per video.

Every reel is a 20-second vertical video (1080x1920 MP4, ready for Reels, TikTok and Shorts), built the same way:

Seconds	What's on screen
0 to 3	The customer's question slams in over your product. That's the hook
3 to 8	The straight answer, in big text over your best photo
8 to 15	The proof: how it works, a real number, a real review, or how it compares
15 to 20	Your website, with a call to go get it

All of it is animated in code on your computer, with a voiceover and captions that follow the voice. Claude only uses facts from your product page or from you, so it never makes up reviews or numbers.

The AI Video Editor

The "animation workflow files" from my video are a free folder on my GitHub. Claude downloads them for you with the first prompt:

File	What it does
SKILL.md	The steps Claude follows to plan, build and render each reel
workflow.md	How to pick the questions, write a reel that sells and track it
scenes.js	The animated scenes: hook, answer, reasons, number, review, comparison, call to action
render.js	Records the animation and saves the MP4
CLAUDE.md	Tells Claude to use all of the above in this folder

HEADS UP

This runs in Claude Code on a computer, where it makes the real MP4s. It won't work from your phone, so if you're on your phone, bookmark this page and come back on your computer.

Copy This First: All the Prompts From My Video

Make a folder called **AI Video Editor** on your Desktop and open it in Claude's **Code** tab (Step 1 shows where). Want it all at once? Paste this with your product page and website, and it runs every prompt from the video for you, one after the other:

ALL PROMPTS | COPY & PASTE

```
Do these in order and show each one under its own short heading:
1) Download the files from https://github.com/maverickmaltin/claude-sales-videos into
this folder, read SKILL.md, then check my setup and walk me through anything that's
missing.
2) My product page is [PRODUCT PAGE LINK] and my website is [YOUR WEBSITE]. Find 10
questions a customer would ask before buying this product. Turn each one into a
20-second animated reel with a hook, a clear answer, and a call to visit my website.
3) Build the first reel with a voiceover, animated scenes, and captions. Show me a
preview before rendering the rest.
```

Or go one at a time, like in the video. First, set up the folder:

PROMPT 1 | COPY & PASTE

```
Download the files from https://github.com/maverickmaltin/claude-sales-videos into this
folder, read SKILL.md, then check my setup and walk me through anything that's missing.
```

Then add your product photos (or your product page link) and say:

PROMPT 2 | COPY & PASTE

```
Find 10 questions a customer would ask before buying this product. Turn each one into a
20-second animated reel with a hook, a clear answer, and a call to visit my website.
```

And here's the trick:

PROMPT 3 | COPY & PASTE

```
Build the first reel with a voiceover, animated scenes, and captions. Show me a preview
before rendering the rest.
```

> **TIP**
>
> Claude asks before it installs or runs anything on your computer. Read what it wants to do and click allow. The first setup installs two free tools, one that records the animation and one that saves the MP4.

Step 1: Set Up the AI Video Editor

You only do this once.

- **Get the Claude desktop app** from claude.com/download, install it and sign in. Claude Code needs a paid plan, Pro ($20 a month) or higher.
- **Make the folder.** On your Desktop, make a new empty folder called **AI Video Editor**.
- **Open the Code tab.** Open the Claude desktop app and click the **Code** tab at the top.
- **Pick the folder.** Under the message box, choose **Local**, then click the folder button, choose **Open folder...** and pick **AI Video Editor**.
- **Send Prompt 1.** Claude downloads the files into the folder and checks your computer.

What the setup check looks for

It checks	What it's for	If it's missing
Node.js	Runs the video editor	Claude installs it, or sends you to nodejs.org for a one-click installer
Playwright	Records the animation, frame by frame	Claude installs it in the folder (uses your Chrome if you have it)
ffmpeg	Saves the finished MP4	Claude installs it
Voice	The voiceover	Works right away with your computer's built-in voice

When it says you're ready, you're set up for good. Next time, just open the same folder in the Code tab.

Want a better voice?

The built-in voice works for free, but it sounds like a computer. For a natural voice, add an ElevenLabs key. Ask Claude:

PROMPT 4 | COPY & PASTE

```
Walk me through adding an ElevenLabs key so my reels get a more natural voice.
```

HEADS UP

ElevenLabs' free plan doesn't include a commercial license. Videos that sell your product need one of their paid plans.

Step 2: Find the 10 Questions

Give Claude your product. Either works, and both is best:

- **Your product page.** Paste the link in the chat. Claude reads it (the price, features, reviews, FAQ, shipping and returns) and downloads the product photos.
- **Your photos.** Drop 3 to 6 product photos into the **photos** folder inside **AI Video Editor**. A clean front shot, one in someone's hand or in use, a close-up and one of every color is perfect.

Then send Prompt 2. Claude comes back with your 10 questions, one per reel, and saves the full plan in the folder (the question, the hook, the answer, the proof and the tracking link for each reel).

> **TIP**
>
> You know your customers best. If people keep asking you something in DMs or comments, say "Make sure one of the reels answers [QUESTION]" and it swaps it in.

What good questions look like

They cover different worries, not 10 versions of the same one: does it work, will it work for me, will it last, how do I use it, is it worth the price, and what if I don't like it. Each one is a reason someone almost didn't buy. Each video takes one off the table.

Step 3: The Trick: Preview the First Reel

Here's the trick. Send Prompt 3, and Claude builds just the first reel, with the voiceover, the animated scenes and the captions, and opens it for you. It takes about a minute.

Watch it and give it your changes, in plain words:

- "Make the hook text bigger and the whole thing faster."
- "Use my brand colors: dark navy and orange."
- "Use the photo of it in someone's hand for the hook."
- "Swap the reasons for the review from the page."

Once it looks right, send this:

PROMPT 5 | COPY & PASTE

```
Perfect. Use the same style for the other nine.
```

Claude renders the other nine in that exact style, about a minute each, and saves all 10 MP4s in the **out** folder.

> **TIP**
>
> Fixing reel 1 first is the whole trick. Your notes apply to all ten, so you fix one video instead of ten.

Step 4: Post Them With a Tracking Link

Post the 10 reels, each with its own tracking link to your product. The link is your normal product link with a few tags on the end, so your store can tell which reel each visitor came from. Claude already wrote one for every reel in the plan:

yourstore.com/products/your-product?utm_source=instagram&utm_medium=social&utm_campaign=sales-videos&utm_content=reel-01

The only part that changes is the last bit: **reel-01**, **reel-02** and so on. Need links for another app? Ask:

PROMPT 6 | COPY & PASTE

```
Give me the tracking link for each of my 10 reels for [INSTAGRAM, TIKTOK OR FACEBOOK],
in a table I can copy.
```

Where the link goes

App	Put the reel's link here
Instagram	Captions don't make links clickable, so use your bio link, a story link sticker when you share the reel, or your comment auto-DM
TikTok	Your bio link, or a product link if you have TikTok Shop
Facebook	Right in the caption
Ads	Each ad's website link

See which reels sell

After a week or two, check where your visits and orders came from. Shopify, Google Analytics and most store builders show these tags in their traffic or marketing reports, under UTM campaign and content. Compare the reels by orders, or by clicks if orders are still few. Then make more around the questions that win:

PROMPT 7 | COPY & PASTE

```
Reels [NUMBERS] got the most clicks and orders. Make 5 new reels around those exact
questions, with new hooks and different proof, in the same style.
```

Common Mistakes and Quick Fixes

If this happens	Try this
You don't see the Code tab	Claude Code needs a paid plan (Pro or higher) and the desktop app. It won't work from the phone app.
Claude can't download the files	Download the ZIP yourself: github.com/maverickmaltin/claude-sales-videos, then **Code > Download ZIP**. Unzip it, move the files into your AI Video Editor folder and say "Read SKILL.md and check my setup."
The setup check says something is missing	Say "Install what's missing." If it needs Node.js, run the installer from nodejs.org, then quit and reopen Claude.
Claude says it can't find your photos	Drop them into the **photos** folder inside AI Video Editor, then say "They're in the photos folder."
A new chat doesn't know about the videos	Open the same AI Video Editor folder in the Code tab. Claude reads the instructions from the folder.
The voice sounds robotic	That's your computer's built-in voice. Add an ElevenLabs key (Step 1).
Text runs off the screen or covers the product	Say "The text on scene 2 is too long, shorten it and check every scene."
A fact in a video is wrong	Say "The answer in reel 4 is wrong, it's [RIGHT FACT]. Fix it and render reel 4 again."
It made a reel about a question you don't like	Say "Replace reel 7 with one about [QUESTION]."
Your store shows no UTM data	Make sure people clicked the tagged link, not a plain one, and give it a day for the reports to update.

Quick Reference: 10 Sales Videos

Step	What you send	What you get
Set up (once)	Prompt 1, in your AI Video Editor folder	The AI Video Editor files and a ready computer
Questions	Prompt 2, with your product page or photos	10 customer questions and a plan for 10 reels
Preview	Prompt 3	Reel 1, finished, to check
The rest	"Perfect. Use the same style for the other nine."	All 10 MP4s in the out folder
Track	The tracking link prompt	One link per reel
Grow	The "make more" prompt	New reels around your winning questions

DO THIS TODAY

Make the AI Video Editor folder on your Desktop, open it in Claude's Code tab and send Prompt 1. While it sets up, grab your product page link. Ten minutes from now you'll have your 10 questions, and a few minutes after that, your first video.

Want More AI Tips Like This?

I post daily AI content, tool breakdowns, and prompts that actually help you get more done. Follow me for the latest.

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Ten questions, ten videos, and now you know which one sells.