

Founders & Creators

Prompting guide for founders & creators using Chirpy: captions, images, designs, image editing, AI video and video editing.

chirpy.me · Social Media Operating System

Introduction

Founders and creators are not marketing a faceless company. They are the brand. The audience follows a person: your thinking, your journey, your product decisions, your mistakes and your wins. That changes how you should prompt Chirpy. Content that reads like a corporate advertisement will quietly kill a personal brand, because people followed you to hear from a human, not a marketing department.

Instead of asking Chirpy to:

"Write a post about my startup."

Tell Chirpy:

- Who you are and what you are building or teaching
- What specific story, update, idea or launch this post is about
- Who your audience is and why they follow you
- The real facts, numbers or events involved, written exactly
- Where the content will be published
- What voice to use (yours, in first person)
- What action you want readers to take: follow, subscribe, join, reply or try the product
- What Chirpy must never invent, especially metrics and personal stories

Chirpy's BrandKit stores your persistent brand information: your name, your personal voice, logo, colours, fonts, audience, your products or services, your locations, your standard calls to action and your brand rules. For a founder or creator, the BrandKit should describe your voice in detail: first person, the phrases you actually use, the topics you own, the tone you take (direct, warm, analytical, playful) and the things you never say. It should also record your standing CTAs, such as "Subscribe to my newsletter" or "Try the free plan."

Your prompt should then focus on the specific post: the launch, the lesson, the episode, the number you are sharing this week. One more rule sits above everything else in this guide: if you build in public, the numbers must be real. Never let Chirpy invent revenue figures, subscriber counts, growth rates, milestones or "lessons learned" stories. Your audience's trust is the entire asset. Paste the real numbers into the prompt and instruct Chirpy to use them exactly.

Throughout this guide we follow two recurring examples. Maya Osei is the founder of Quillo, an invoicing app for freelancers, building it in public and writing a weekly newsletter called The Ledger. Dana Brooks is an educational creator who teaches spreadsheet and data skills through YouTube, a course called Spreadsheets for Humans and a newsletter called The Weekly Formula.

1. Post Captions and Written Content

What to include in a caption prompt

A strong founder or creator caption prompt should include:

Who you are + content type + platform + audience + the specific story, update or idea + real facts and numbers + first-person voice direction + objective + call to action

Reusable formula

Using my BrandKit, write a **[content type]** for **[platform]** in my first-person voice.
The post is about **[specific story, update, launch, idea or lesson]** .
My audience is **[audience and why they follow me]** .
Include these real details exactly: **[facts, numbers, dates, names]** .
The angle is **[main point or takeaway]** .
Keep the voice **[voice traits]** , like I am talking to one person, not broadcasting.
The goal is to **[objective]** .
End by asking readers to **[follow, subscribe, reply, join or try]** .
Keep it **[length or format requirements]** . Do not invent any facts, numbers or stories.

WEAK PROMPT

Write a LinkedIn post about my app.

IMPROVED PROMPT

Using my BrandKit, write a LinkedIn post in my first-person voice as Maya Osei, founder of Quillo, an invoicing app for freelancers. This week I shipped automatic payment reminders after 14 freelancers in my beta group told me chasing invoices was their most hated task. Use those details exactly and do not add any metrics I have not supplied. The audience is freelancers and indie founders who follow my build-in-public updates. The angle: I built the feature I was too embarrassed to admit I needed myself. Keep the tone direct, a little self-deprecating, no corporate language and no buzzwords. End by asking readers what task they hate most in their own admin, and mention that Quillo's free plan is open. Keep it under 200 words.

Ready-to-use caption prompts

Building-in-public update

Using my BrandKit, write a build-in-public update for **[platform]** in my first-person voice. This **[week or month]** I worked on **[what you actually did]**, and the real numbers are: [verified metrics, such as users, revenue, subscribers or churn]. Use these numbers exactly and do not add, round or estimate anything. Share one honest reflection: **[what worked, what did not]**. Keep the tone candid and specific, not promotional. End by inviting readers to follow along or reply with their own experience.

Founder story post

Using my BrandKit, write a first-person story post for **[platform]** about [a specific real moment in my journey, described in my own words: what happened, when, and what I did]. Preserve the facts exactly as I have written them and do not dramatise or add details. Structure it as: the moment, what I was thinking, what I decided, and what I would tell someone in the same position. Keep it human and concrete, no "hustle" clichés. End by asking readers to [follow for the next chapter, subscribe, or share their own story].

Thought-leadership take

Using my BrandKit, write a first-person opinion post for **[platform]** taking this position: **[your genuine point of view on an industry topic]**. Support it with reasoning and things I have directly observed: **[observations or experience]**, not invented statistics or unnamed studies. Acknowledge the strongest counterargument in one line. Keep the voice confident but not combative. End with a question that invites disagreement in the comments.

Product or project launch announcement

Using my BrandKit, write a launch post for **[platform]** announcing **[product, feature, course or project]** in my first-person voice. Include these exact details: what it is, who it is for **[audience]**, what it costs **[exact price or "free"]**, and when it is available **[exact date]**. Explain in one or two lines why I built it, using this real reason: **[reason]**. Do not overpromise outcomes or invent early results. End with the call to action "**[exact CTA, such as a link instruction or sign-up step]**". Create one version under 150 words and one under 60 words.

Lessons-learned post

Using my BrandKit, turn this real experience into a first-person lessons post for **[platform]**: "[describe what actually happened and what you actually learned]." Use only the events and lessons I have supplied. Do not invent additional lessons, exaggerate the stakes or turn it into a fable. Format it as a short setup, then **[number]** numbered lessons, each one line. End by asking readers which lesson resonates or inviting them to subscribe to **[newsletter name]** for the longer version.

Newsletter issue promotion

Using my BrandKit, write a post for **[platform]** promoting this week's issue of my newsletter, **[newsletter name]**. The issue covers: **[actual topics or a pasted excerpt]**. Pull out the single most interesting idea and lead with it, in my voice. Do not reveal everything; create a reason to read the full issue. Do not invent subscriber counts or reader praise. End with " **[exact CTA, such as: Subscribe free at the link in my bio]** ."

Podcast episode promotion

Using my BrandKit, write a post for **[platform]** promoting episode **[number]** of **[podcast name]** with guest **[guest name and role]**. Use only these real talking points from the episode: **[three to five actual moments or quotes, written exactly]**. Lead with the most surprising moment. Credit the guest accurately and do not paraphrase quotes in ways that change their meaning. End by telling listeners where to find the episode: **[exact listening instruction]**.

Behind-the-scenes post

Using my BrandKit, write a casual first-person behind-the-scenes post for **[platform]** about **[what you are actually working on right now, in plain words]**. Describe the messy middle honestly: **[current state, open questions, small wins]**. Keep it conversational, like a note to a friend who asked how it is going. No sales language. End with a soft invitation to **[follow along, join the waitlist or reply with advice]**.

Community question post

Using my BrandKit, write a short engagement post for **[platform]** asking my audience a genuine question about [topic you actually want input on, such as a feature decision, a content topic or a pricing question]. Give honest context in two or three lines: **[the real situation]**. Make clear I will read the answers and act on them. Keep it under 80 words. Do not attach any promotional message to this post.

Milestone announcement

Using my BrandKit, write a first-person milestone post for **[platform]**. The verified milestone is: [exact milestone, such as subscriber count, revenue mark, launch anniversary or completion number, with the real figure]. Use the figure exactly as supplied. Thank the audience specifically for **[what they actually did: feedback, shares, early sign-ups]**. Reflect briefly on one real thing that got us here: **[detail]**. Keep gratitude genuine and skip false modesty. End by inviting new readers to **[subscribe, follow or try the product]**.

Repurpose long-form content

Using my BrandKit, turn this newsletter issue (or video script) into **[number]** short posts for **[platform]** : " **[paste the full text]** ." Each post should carry one distinct idea from the source, rewritten in my spoken first-person voice rather than copied. Preserve every fact, number and example exactly as written and add nothing that is not in the source. End each post with a light CTA to **[read the full issue, watch the video or subscribe]** .

FOUNDER AND CREATOR WRITING TIPS

- Write in first person, always. The moment content sounds like a press release, it stops working for a personal brand.
- Build-in-public numbers are sacred. Paste real figures into every prompt and instruct Chirpy to use them exactly. One invented metric can undo years of trust.
- Never let Chirpy fabricate a "lessons learned" story. Supply the real events; let Chirpy handle the structure and polish.
- Specificity is the whole game. "I emailed 40 beta users" beats "I did extensive customer research" every time.
- Vary your CTAs. Follow, subscribe, reply, join and try are different asks; match the ask to the post's job.
- Do not sell in every post. A healthy personal feed teaches, shares and asks far more often than it pitches.
- Keep a running file of real moments, decisions and numbers as they happen, so you always have true raw material to paste into prompts.
- Read every draft aloud. If you would not say a sentence to a friend, cut it or rewrite it in the prompt's voice notes.

2. Image Generation

What to include in an image prompt

A strong founder or creator image prompt should include:

Subject + setting + composition + visual style + lighting + camera angle + mood + personal brand palette direction + negative space + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** in **[setting]** .
Use a **[visual style]** style with **[lighting]** .
Show the scene from **[camera angle or perspective]** .
The image should feel **[mood]** , consistent with my personal brand.
Use tones that complement my brand colours: **[colours or "from my BrandKit"]** .
Leave clear space in **[location]** for **[headline, title or handle]** .
Format it as **[aspect ratio]** .
Do not include **[unwanted elements]** , and do not generate readable text.

WEAK PROMPT

Make a cool image for my newsletter.

IMPROVED PROMPT

Create a warm, editorial image for the header of The Ledger, Maya Osei's weekly newsletter about building Quillo in public. Show a freelancer's desk in the early morning: an open laptop with a blurred spreadsheet, a printed invoice, a coffee cup and a small notebook with handwritten figures, shot from slightly above at a natural angle. Use soft window light and a documentary photography style, honest rather than glossy. The mood should feel like the quiet start of a working day. Use muted tones that complement a navy and warm-cream palette. Leave negative space across the top third for the issue title. Format it as 16:9. Do not include faces, brand logos or readable text.

Ready-to-use image prompts

Behind-the-scenes workspace image

Create a photorealistic image of a **[founder's or creator's]** workspace during [activity, such as a late-night build session or a morning writing block]. Include authentic details such as **[real objects from your actual setup]**. Use natural, imperfect lighting and a documentary style, not a staged stock-photo look. The mood should feel **[focused, calm, slightly chaotic]**. Format it as **[aspect ratio]**. Do not include faces or readable screen text.

Launch-day hero image

Create a hero image for the launch of **[product, course or project]**. Show [a visual metaphor or scene representing what it does, such as an unlocked door, a cleared desk or a first light turning on], in a **[visual style]** style with **[lighting]**. The mood should feel like a beginning: anticipation rather than celebration. Use tones from my BrandKit. Leave negative space in the **[position]** for the launch headline and date. Format it as **[aspect ratio]**. Do not include generated text or other brands' marks.

Newsletter header set

Create a set-ready header image for my newsletter, **[newsletter name]**, on the theme of **[this issue's topic]**. Show **[subject matching the topic]** in a consistent editorial style I can repeat weekly: [style direction, such as flat illustration, warm photography or minimal 3D]. Keep the composition simple with one clear focal point. Leave the top third clear for the issue title. Format it as 16:9 with a 1:1 crop-safe centre. Do not include readable text.

Podcast episode artwork background

Create a background image for episode artwork for **[podcast name]**. The episode topic is **[topic]**. Show **[abstract or scenic subject suggesting the topic]** in a **[visual style]** with strong central negative space where the guest photo and episode title will be placed afterwards. Use my brand palette direction: **[colours]**. The mood should feel **[mood]**. Format it as 1:1. Do not generate any text, waveforms with lettering, or fake microphone brand marks.

Concept illustration for an idea

Create an illustration that explains the concept "[your framework or idea, such as: small consistent updates compound into an audience]." Show **[simple visual metaphor]** in a clean, modern illustration style with **[colour direction]**. Keep it uncluttered enough to read at feed size on a phone. Leave space at the **[position]** for a one-line caption to be added afterwards. Format it as 4:5. Do not include readable text inside the illustration.

Story background set

Create a clean abstract background image based on **[texture, gradient or pattern direction]** in tones that complement my brand colours. The design must work behind both white and dark text, with no focal object in the centre and low, even contrast. I will use it for question stickers, polls and text updates. Format it as 9:16 for Stories.

Community or event visual

Create an inviting image for **[community, cohort, AMA or virtual event]** hosted by **[your name]**. Show [a scene suggesting gathering and conversation, such as chairs pulled into a circle, a table set for a workshop or warm light from a doorway], in a **[visual style]** with a welcoming mood. Avoid corporate conference clichés such as handshakes and skyline boardrooms. Leave space for the event name and date to be added afterwards. Format it as 4:5. Do not include readable text.

YouTube thumbnail background

Create a high-contrast background image for a YouTube thumbnail about **[video topic]**. Show **[bold, simple subject related to the topic]** positioned on the **[left or right]** side, leaving the other side clear for my cut-out photo and a short title added afterwards. Use saturated but not garish colours that complement my brand palette, with strong subject separation from the background. Format it as 16:9. Do not include faces or generated text.

FOUNDER AND CREATOR IMAGE-GENERATION TIPS

- Consistency beats novelty. Define one visual style per series (newsletter headers, quote cards, episode art) and reuse the same prompt skeleton.
- Never generate readable text inside images. Titles, handles, dates and quotes get added afterwards where spelling is controlled.
- Aim for honest, documentary-feeling imagery. Glossy stock-photo aesthetics read as corporate and clash with a first-person voice.
- Do not generate images that impersonate you or others. Use your real photos for anything presenting a person as you.
- Describe your palette in words ("navy and warm cream") as well as referencing the BrandKit, so results stay consistent.
- Leave negative space deliberately in every template image; your future self will need room for titles.
- Match imagery to the platform: 16:9 for newsletter headers and YouTube, 4:5 for feeds, 9:16 for Stories, 1:1 for podcast art.

3. Posters, Carousels and Infographics

What to include in a design prompt

A strong founder or creator design prompt should include:

Design format + objective + platform + exact required text + slide count and sequence + information hierarchy + visual style + BrandKit reference + call to action

Reusable carousel formula

Using my BrandKit, create a **[number]** -slide carousel for **[platform]** about **[topic]** .

My audience is **[audience]** .

Slide 1: **[hook, under 12 words, in my voice]** .

Slides 2 to **[number]** : **[content sequence, one idea per slide]** .

The final slide should include the call to action " **[exact CTA]** ."

Use **[visual style]** with my colours, fonts and logo from my BrandKit.

Keep each slide under **[word limit]** words and readable on a phone screen.

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a carousel about spreadsheets.

IMPROVED PROMPT

Using my BrandKit, create a seven-slide Instagram carousel for Dana Brooks titled "5 Spreadsheet Habits That Save Me Hours Every Week." Slide 1: the title as a bold hook in my voice. Slides 2 to 6: one habit per slide, covering naming ranges, freezing header rows, using tables instead of loose cells, one formula cheat sheet, and a weekly ten-minute cleanup. Each slide needs a short heading and one plain-English supporting line of no more than 20 words, written like I talk, not like documentation. Slide 7: invite readers to get my free formula cheat sheet with the exact text "Free cheat sheet: link in bio." Use my teal and off-white palette, rounded friendly typography and simple grid-paper visual motifs. Format every slide as 4:5.

Ready-to-use design prompts

Teach-a-framework carousel

Using my BrandKit, create a **[number]**-slide carousel for **[platform]** teaching my framework "**[framework name]**". My audience is **[audience]**. Slide 1: the hook "**[exact hook]**". Each following slide covers one step: **[list the steps in order, in your own words]**. Keep each slide under 25 words, written in my first-person voice. The final slide invites readers to **[subscribe, follow or get the full guide]** with the exact text "**[exact CTA]**". Use my visual identity and format as 4:5.

Launch announcement poster

Using my BrandKit, create a launch poster for **[platform]**. Include this text exactly: headline "**[exact headline]**", "what it is" **[one-line description]**, "date" **[exact launch date]**, "price" **[exact price or Free]**, "and call to action" **[exact CTA]**. Use my fonts, colours and logo, with the headline as the dominant element. The design should feel like a personal announcement, not a retail advertisement. Keep all text readable on mobile and format it as 4:5 with a 9:16 Story version.

Build-in-public metrics graphic

Using my BrandKit, create a clean metrics graphic for my **[monthly or quarterly]** build-in-public update. Present only these verified figures: [exact figures, such as revenue, users, subscribers, churn, with time period]. Do not calculate, project, round or invent any number. Label each figure plainly and include the period covered: "**[exact period]**". Use an honest, minimal data style, no exaggerated arrows or celebration effects. Include the note "**[optional context line, exactly as written]**". Format as 1:1.

Newsletter promotion design

Using my BrandKit, create a design promoting my newsletter, **[newsletter name]**. Include this text exactly: the name "**[newsletter name]**", the one-line promise "**[exact description of what readers get]**", the cadence "**[frequency]**", and the call to action "**[exact CTA]**". Show a simple, tasteful representation of the newsletter (a clean email or reading visual) without inventing fake issue content or fake reader counts. Format as 4:5 with a 9:16 Story variant.

Podcast or interview quote graphic

Using my BrandKit, create a quote graphic from **[podcast or interview name]** , episode **[number]** . Feature this exact quote from **[speaker name and role]** : "**[exact quote]** ." Do not paraphrase, trim or "improve" the quote. Set it in large readable type with my fonts and colours, the speaker's name and role below, and the episode number small at the bottom. Keep the background subtle so the words carry the design. Format as 1:1 and 9:16.

Product or course breakdown carousel

Using my BrandKit, create a **[number]** -slide carousel walking through what is inside **[product or course name]** . Slide 1: hook "**[exact hook]** ." Following slides: one module, feature or benefit per slide, using only this supplied list: **[exact modules or features]** . Do not add features, bonuses or outcomes I have not listed, and do not promise results. Final slide: price "**[exact price]** ," and CTA "**[exact CTA]** ." Keep each slide under 25 words and format as 4:5.

Journey-so-far carousel

Using my BrandKit, create a **[number]** -slide carousel telling the story of **[your project]** so far. Use only these real milestones in order: **[dated milestones, exactly as supplied]** . One milestone per slide with a one-line honest note about that stage. The tone is reflective, not triumphant. Final slide: where things stand today "**[current status]** " and an invitation to follow the next chapter with "**[exact CTA]** ." Format as 4:5.

Event, webinar or AMA graphic

Using my BrandKit, create an announcement graphic for my **[event type, such as live workshop, webinar or AMA]** . Include this text exactly:

" **[Event name]** "

" **[Day and date]** "

" **[Start time]** and **[time zone]** "

" **[Where: platform or link instruction]** "

" **[Registration instruction]** "

Make the date and time the most visible elements after the title. The design should feel personal and inviting rather than corporate. Create one 4:5 feed version and one 9:16 Story version.

FOUNDER AND CREATOR DESIGN TIPS

- Metrics graphics live or die on accuracy. Publish only figures you can screenshot from the source, and state the period they cover.
- One idea per slide. If a slide needs a paragraph, split it into two slides.
- Write carousel copy in your spoken voice first, then design around it. Design polish cannot rescue corporate-sounding words.
- Keep one recognisable template per series so your carousels are identifiable mid-scroll before anyone reads a word.
- Quotes are quotes. Never let a design "tighten" what you or a guest actually said.
- Supply exact wording for every date, price, time zone and link instruction, and instruct Chirpy to use it verbatim.
- Design for a phone held at arm's length: big type, high contrast, short lines.

4. Image Editing

What to include in an editing prompt

A strong founder or creator editing prompt should identify:

What to preserve + what to change + where the change happens + how it must match the original + what must not be altered

Reusable formula

Edit the supplied image while preserving **[protected elements]** .

Change **[specific item]** by **[requested modification]** .

The change should appear in **[location]** .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic and honest.

Do not alter [elements that must remain unchanged, especially my appearance and any real numbers on screen].

WEAK PROMPT

Make this photo of me look better.

IMPROVED PROMPT

Edit the supplied photo of Maya Osei recording a podcast episode at her desk. Preserve Maya's genuine appearance, expression, features and posture exactly. Remove the water bottle, tangled cables and the pile of mail on the right side of the desk, reconstructing the desk surface naturally. Slightly correct the exposure and white balance so skin tones look natural under the warm lamp. Do not slim the face, smooth the skin beyond removing temporary blemishes, change the eyes, or alter anything visible on the laptop screen.

Ready-to-use image-editing prompts

Headshot and portrait retouch

Edit my supplied headshot. Preserve my genuine appearance, features, expression and skin character. Correct exposure, white balance and stray hairs, and reduce temporary blemishes only. Do not slim my face, change my age, whiten teeth unnaturally or make me look materially different from how I look in person. Apply this background treatment: **[background instruction]** . My audience meets me on video calls, so the photo must still look like me.

Workspace photo cleanup

Clean up the supplied photo of my workspace by removing **[specific clutter, such as dishes, packaging or cables]** . Preserve the real layout, my equipment, and the authentic lived-in character of the space; this is a behind-the-scenes photo, not a showroom. Reconstruct hidden surfaces naturally. Do not add objects I do not own or change what is on any visible screen.

Screenshot cleanup for build-in-public posts

Edit the supplied dashboard screenshot for a build-in-public post. Preserve every visible metric, label and chart exactly; do not alter, enhance or regenerate any number. Blur or mask only these sensitive areas: **[customer names, email addresses, API keys or other fields]** . Keep the blurring clean and clearly deliberate. Crop to **[the relevant panel]** and export at 4:5 with even margins.

Aspect-ratio adaptation

Adapt the supplied **[original ratio]** image into a 9:16 Story version and a 16:9 banner version. Preserve the main subject and its position of emphasis in each version. Extend backgrounds naturally rather than stretching or distorting. Keep my face, any product and all key elements inside each format's safe area.

Add personal branding to a photo

Add my logo (or handle "**[exact handle]**") from my BrandKit to the **[corner or position]** of the supplied photo at a small, unobtrusive size, and apply my standard frame or border treatment. Preserve the photo itself without cropping out important content. Do not place the mark over faces or the main subject.

Recording or event photo cleanup

Edit the supplied photo from **[recording session, meetup or event]** . Preserve the people, the venue's real character and the genuine atmosphere. Remove [specific distractions, such as exit signs, a stray chair or litter]. Correct exposure and colour for a natural look. Do not remove or add people, and do not edit anyone's appearance beyond basic exposure correction.

Product or device mockup edit

Edit the supplied photo of **[your product, book, packaging or a device showing your app]** . Preserve the product exactly, including any label or on-screen interface, with no regenerated text. Replace the background with **[new setting, such as a clean desk scene or soft gradient]** . Match lighting direction and add natural contact shadows so the product sits believably in the new scene.

Extend an image into a banner

Extend the supplied image into a **[16:9 banner or channel-header]** composition. Preserve the original subject and composition unchanged in its position. Naturally extend the background, sky or surroundings to fill the new width. Leave the **[left or right]** third visually quiet for a name and tagline to be added afterwards. Do not crop or distort the original content.

FOUNDER AND CREATOR IMAGE-EDITING TIPS

- Edit yourself conservatively. Your audience sees you on video and in person; a heavily retouched photo breaks the match and the trust.
- Never alter numbers in screenshots. Blur what is private; leave what is public exactly as it appeared.
- Cleaning up clutter is fine; manufacturing a lifestyle is not. Keep behind-the-scenes photos honest to your real setup.
- Name the exact objects to remove or change. "Tidy it up" produces unpredictable edits.
- Protect on-screen text and product labels explicitly in every prompt; regenerated text is the most common editing failure.
- When adapting formats, extend backgrounds instead of stretching. A distorted face is worse than an unposted photo.
- Keep original files. If anyone asks whether a photo was edited, you should be able to show what changed.

5. AI Video Generation

What to include in a video-generation prompt

A strong founder or creator video prompt should include:

Objective + platform + duration + aspect ratio + opening hook + scene sequence + subject and camera movement + visual style + lighting + pacing + music + voice-over + text handling + final frame + call to action + exclusions

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** about **[launch, idea, episode or update]** .

Scene 1: **[opening hook visual]** .

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame]** , leaving space for " **[exact text or CTA]** " to be overlaid afterwards.

Use **[camera movement]** , a **[visual style]** style and **[pacing]** .

Include **[music direction]** and **[voice-over instruction]** .

The mood should match my personal brand: **[mood]** .

Do not include **[unwanted elements]** , any generated readable text, or anyone depicted as me.

WEAK PROMPT

Make a launch video for my course.

IMPROVED PROMPT

Create a 15-second 9:16 teaser video for the launch of Spreadsheets for Humans, Dana Brooks's beginner spreadsheet course. Scene 1: a close-up of a chaotic paper pile of receipts and sticky notes on a kitchen table, slightly anxious energy. Scene 2: the pile resolving into a single clean, organised grid, satisfying and calm, using smooth overhead camera movement. Scene 3: morning light over a tidy desk with a closed laptop, a sense of relief and control. End on a soft, plain frame with clear space for the overlaid text "Spreadsheets for Humans. Doors open **[date]** ." Use warm natural lighting, an approachable everyday style and gentle pacing with one satisfying transition. Add light, optimistic music, no voice-over. Do not generate any readable text, spreadsheet interfaces with fake numbers, or a person depicted as Dana.

Ready-to-use video-generation prompts

Launch teaser

Create a **[duration]** **[aspect ratio]** teaser for the launch of **[product, course or project]** .

Scene 1: an intriguing close-up of **[detail related to the problem it solves]** without revealing everything. Scene 2: **[build-up visual]** . Scene 3: **[the reveal or resolution visual]** . End with a clean frame and space for the overlaid text "Launching **[date]** " and " **[exact CTA]** ." Use **[visual style]** , **[pacing]** and **[music direction]** . Do not generate readable text or product details that differ from the real product.

Idea or framework explainer

Create a **[duration]** animated vertical video explaining my idea " **[framework or concept]** " in **[number]** steps. Use clean modern motion graphics in tones that complement my palette, one simple visual metaphor per step, and a friendly pace. Leave space for my exact step text to be overlaid afterwards rather than generating text in the animation. Use light background music and leave room for my voice-over.

Newsletter promotion video

Create a **[duration]** 9:16 video promoting my newsletter, **[newsletter name]** . Scene 1: a quiet morning scene of someone settling in to read on their phone with coffee. Scene 2: an abstract visual of ideas clicking into place: **[metaphor matching your newsletter's topic]** . Scene 3: a calm closing frame with space for the overlaid text " **[newsletter name]** . Every **[day]** . Free." Use a warm, editorial style and unhurried pacing. Do not generate readable email content or fake subscriber interfaces.

Podcast trailer visuals

Create a **[duration]** **[aspect ratio]** visual bed for a podcast trailer for **[podcast name]** . Show a sequence of **[three or four atmospheric scenes matching the show's themes]** , with slow, confident camera movement and a consistent colour grade in my brand tones. The visuals must work underneath a spoken voice-over and leave the centre clear for episode text overlays. Use subtle music-friendly pacing. Do not generate readable text or microphone brand marks.

Day-in-the-life mood video

Create a **[duration]** 9:16 mood video representing a day in the life of **[a founder building a product or a creator making things]** : [three to five scenes, such as an early alarm, notes on a whiteboard, a slow coffee, focused screen glow at dusk]. Use honest, natural lighting and a documentary feel rather than glamour. The people shown must be generic and not depicted as me. End with a quiet frame and space for the overlaid line " **[exact text]** ."

Community invite video

Create a **[duration]** **[aspect ratio]** video inviting people to join **[community, cohort or membership name]** . Show welcoming scenes of [gathering, conversation and shared work: describe two or three]. The mood is belonging, not exclusivity. Keep the style warm and personal, no corporate conference imagery. End with space for the overlaid text " **[community name]** " and " **[exact CTA]** ." Use **[music direction]** .

Course module or product feature teaser

Create a **[duration]** 9:16 teaser highlighting one part of **[course or product name]** : **[the specific module or feature]** . Scene 1: the frustrating "before" moment this part solves: **[describe]** . Scene 2: an abstract visual of the shift it creates: **[describe]** . End with space for the overlaid text " **[module or feature name]** " and " **[exact CTA]** ." Do not depict fake interfaces with readable data, and do not imply guaranteed results.

Personal brand story video

Create a **[duration]** 16:9 mood video expressing what I stand for: [your themes, such as craft, honesty in business, learning in public]. Show **[three or four scenes embodying those themes]** with a consistent editorial style, natural lighting and rhythmic but calm pacing. No voice-over; leave space for my logo and the line "**[exact positioning line]**" on the final frame. Avoid clichés such as rocket ships, handshakes and trophy shots.

FOUNDER AND CREATOR VIDEO-GENERATION TIPS

- Your real face on camera will usually outperform generated footage. Use generated video for teasers, mood pieces, explainers and visual beds, not as a substitute for you.
- Never generate a person depicted as you or as anyone real. Likeness fakery destroys the trust a personal brand runs on.
- Keep all dates, prices, names and CTAs out of generated footage. Overlay exact text afterwards where spelling is controlled.
- Brief like a director: hook, scenes, movement, pace, mood, end frame. Vague briefs produce generic footage.
- Match pacing to your brand. A calm educator and a high-energy shipping-fast founder should not cut at the same rhythm.
- Generate platform-native: 9:16 for Reels, TikTok and Shorts, 4:5 or 1:1 for feeds, 16:9 for YouTube.
- Do not imply results, testimonials or traction in video that you cannot back with real evidence.

6. Video Editing

What to include in a video-editing prompt

A strong founder or creator video-editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + call to action + export formats

Reusable formula

Edit the supplied footage into a **[duration]** video for **[platform]** .
Open with **[strongest hook moment]** .
Keep **[important footage]** .
Remove **[unwanted footage]** .
Arrange the clips in this order: **[sequence]** .
Use **[pacing and transition style]** .
Add **[captions, music, my logo or overlays from my BrandKit]** .
Do not change my meaning or splice words into sentences I did not say.
End with "**[exact CTA]**" .
Export as **[aspect ratio and versions needed]** .

WEAK PROMPT

Cut my podcast into clips.

IMPROVED PROMPT

Edit the supplied 55-minute recording of The Ledger podcast, episode 12 with guest Sam Ortiz, into three vertical clips of 45 to 60 seconds each. Choose the three moments where Sam explains how he priced his first product, why he raised his rates, and the invoice mistake that cost him a client. Each clip must contain one complete point with its own hook in the first two seconds. Do not cut sentences in ways that change what either of us meant. Add accurate burned-in captions in my BrandKit style, name labels for both speakers, and the end card "Full episode: The Ledger, link in bio." Export all three in 9:16 and give each a one-line description so I can schedule them.

Ready-to-use video-editing prompts

Podcast or long-form to short clips

Edit the supplied **[podcast, livestream or video]** recording into **[number]** short vertical clips of **[duration]** each. Choose moments that each make one complete, compelling point about **[topics if known]**. Give each clip its own hook in the first two seconds, accurate burned-in captions, speaker name labels and the end card "**[exact CTA]**." Do not cut sentences in ways that change anyone's meaning. Export in 9:16 with a one-line description per clip.

Talking-head edit

Edit my supplied talking-head footage into a **[duration]** video for **[platform]**. Open with my strongest statement. Remove pauses, filler words, false starts and repeated takes without altering my meaning or assembling sentences I did not say. Add accurate captions in my BrandKit style, subtle punch-in cuts for rhythm and low background music. End with "**[exact CTA]**."

Screen-recording demo edit

Edit the supplied screen recording of **[product, feature or tutorial]** into a **[duration]** video for **[platform]**. Keep the moments where **[the key steps or the result]** are clearly visible. Remove loading time, hesitation and dead ends. Add zoom-ins on the exact interface areas being used and captions describing each step accurately; do not caption features or claims not shown on screen. Keep every visible number and interface element unaltered. End with "**[exact CTA]**." Export in **[aspect ratio]**.

Launch video edit

Edit the supplied footage into my **[duration]** launch video for **[product, course or project]** on **[platform]**. Structure: the problem in my own words, what I built, one honest demonstration, and the invitation. Keep the exact launch details as supplied: **[date, price, availability]**. Remove tangents and anything that overpromises. Add captions, my logo and the end card "**[exact CTA]**." Export in 9:16 and 16:9.

AMA or Q&A edit

Edit the supplied **[AMA, webinar or Q&A]** recording into a **[duration]** highlights video. Select the **[number]** best question-and-answer exchanges about **[topics]**. Keep each question visible or captioned exactly as asked, and keep my full answer intact enough that the meaning cannot be misread. Remove silences, housekeeping and technical interruptions. Add chapter-style caption headers per question and end with "**[exact CTA]** ." Export in 9:16.

Guest interview clip for sharing

Edit the supplied interview footage into a **[duration]** clip featuring my guest, **[guest name and role]**, making the point about **[topic]**. Preserve the guest's exact words and natural tone; remove only pauses and repetition. Add accurate captions and both our name labels. The clip must present the guest fairly and in context, suitable for them to reshare. End with "**[episode name and where to listen]** ." Export in 9:16 and 1:1.

Voice-over match edit

Edit the supplied footage to match my supplied voice-over recording. Select visuals that accurately illustrate each spoken point, in the same order as the narration. Remove clips that contradict or do not support what I say. Keep music under my voice, add subtitles matching my script exactly, and end with **[final frame and exact CTA]** .

Photos and screen captures to recap video

Turn the supplied photos and screenshots from [period or project, such as this quarter of building in public] into a **[duration]** recap video for **[platform]**. Arrange them in this chronological order: **[sequence]**. Use subtle motion on each image without warping or distorting content, and keep every screenshot's numbers exactly as captured. Add my supplied text overlays exactly as written: **[exact text]**. Add **[music direction]** and end with "**[exact CTA]** ."

Multi-platform adaptation

Adapt my supplied master video into three versions: a 9:16 Reel, a 1:1 feed video and a 16:9 YouTube version. Reframe each shot so I stay well composed and no captions, labels or CTAs fall outside each platform's safe area. Preserve the message, all factual details and the end card in every version. Label each export by platform and ratio.

FOUNDER AND CREATOR VIDEO-EDITING TIPS

- Editing may tighten and reorder, but never change what you or a guest actually said or meant. Splice discipline is a trust issue, not a style issue.
- Always request burned-in captions. Most short-form video is watched on mute, and captions are an accessibility baseline.
- Hooks come from your real footage. Ask the editor prompt to find your strongest actual moment rather than scripting a fake one.
- One long recording per week can feed your entire short-form calendar. Prompt for clips plus one-line descriptions so scheduling is fast.
- Keep a consistent caption style, name label and end card in your BrandKit and reference them in every editing prompt.
- Get a guest's consent before publishing clips of them, and cut clips they can proudly reshare.
- Keep raw footage. If a clip is ever challenged as out of context, the full recording is your answer.

Founders & Creators Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The objective: grow the audience, launch, teach, invite or update
- ✓ Your audience and why they follow you
- ✓ The specific subject: the story, idea, episode, product or milestone
- ✓ Verified facts, real numbers, exact dates, names and prices, written exactly
- ✓ The publishing platform
- ✓ Your first-person voice and tone, as defined in your BrandKit
- ✓ The format: caption length, slide count, video duration
- ✓ The aspect ratio for the platform
- ✓ The call to action: follow, subscribe, reply, join or try
- ✓ Any exact wording that must appear verbatim: quotes, dates, prices, CTAs
- ✓ Restrictions: no corporate language, no hype claims, no generated text in visuals
- ✓ What Chirpy must not invent or change: metrics, milestones, lessons, testimonials, quotes and your likeness

Suggested Chirpy Interface

Each Founders & Creators template in the Prompt Academy should have:

Prompt title

Example: Build-in-Public Weekly Update

Best for

LinkedIn, X, Instagram, TikTok and YouTube

Editable fields

- Your name and project (from your BrandKit)
- Post type (update, launch, story, lesson, promotion, question)
- Platform(s)
- Audience
- The specific subject or story
- Verified facts and real numbers
- Voice and tone notes
- Call to action
- Newsletter, podcast or product name
- Length or duration
- Aspect ratio
- Restrictions and things not to invent

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video
- Save to BrandKit
- Add to content calendar

Example interactive template

Using my BrandKit, write a **[post type]** for **[platform]** in my first-person voice about **[specific story, update or launch]**. My audience is **[audience]**. Include these real details exactly: **[verified facts and numbers]**. Keep the tone **[voice traits]** and avoid anything that sounds like corporate advertising. End by asking readers to **[call to action]**. Keep it under **[word count]** words and do not invent any facts, metrics or stories.