

# Make your app's **videos** with Claude

The AI Influencer Video Guide to Claude. One character who stays the same, one connector, the exact prompts.

- MCP server
- Character studio
- Clip generator
- Video director
- Persona account
- Story series

10 pages. Works with Claude Code, Claude Desktop and Cursor. Every still in here is real ClipUGC output.



Ida, made with ClipUGC in about 4 minutes

## Section 1

# Connect Claude to ClipUGC

Two ways in. Both talk to the same account and the same characters.

## The MCP server, one line

Claude Code:

```
claude mcp add clipugc -- npx -y  
clipugc mcp
```

Claude Desktop and Cursor: add the same command under MCP servers. Listed on the official MCP Registry as [io.github.clipugc/clipugc](https://github.com/clipugc/clipugc).

## The Claude Code plugin

Adds the skills that know how to direct a video, not only how to call the tools:

```
/plugin marketplace add  
clipugc/ClipUGC-CLI  
/plugin install clipugc@ClipUGC-CLI
```

## Your API key

Sign up at [clipugc.com](https://clipugc.com), free credits, no card. Then Dashboard, API Keys. The key is shown once. Log in from the terminal with `clipugc auth login`.

## What Claude can now do

- ✓ Create a character and her looks
- ✓ Generate 5 or 10 second talking clips
- ✓ Put your app recording inside the finished video
- ✓ Suggest hooks, check your credits

**Check it works:** ask Claude "Show my ClipUGC credits and list my characters." If it answers with numbers, you are connected.

## Section 2

# The brief Claude reads every time

Write it once. Every video after that starts from the same place, and you never re-explain your app.

## Your app

- ✓ Name and what it does, one line
- ✓ Store link
- ✓ The one thing users say they love

## Your character

- ✓ Who she is, in a sentence
- ✓ Where she films: kitchen, car, desk
- ✓ Tone: calm, excited, deadpan

## Your goal

- ✓ Installs, trial starts, or sales
- ✓ TikTok, Reels, Shorts
- ✓ How many videos a week

"Remember my video context: my app is [name], it does [one line] for [audience]. My character is [description], filming in [place]. Goal is [installs or trials], posting [N] videos a week on [platform]."

Put it in your project's CLAUDE.md and the plugin's skills pick it up on every task.

## Section 3

# The five things Claude can make

Trigger any of them in plain language. "Make a video for my app" is enough.

## Video director

Turns an app idea into a full TikTok-style plan: hook formulas, reaction style, casting, shot list, prompts.

## Character studio

Describe a person once. Every look and every video after that keeps the same face.

## Clip generator

5 or 10 second talking clips from a look. 7 or 13 credits, about 70 cents to \$1.30.

## App recording, built in

Your screen recording inside the finished vertical video, with a hook line and captions. Costs nothing.

## Persona account

An ongoing AI creator account: content pillars, the next post on demand, same person every time.

## Story series

A continuing story in short episodes, each one picking up where the last ended.

## Section 4

# Ten hooks, one character, one prompt

The cheapest test in marketing. You approve the list before a credit is spent.

## 1. Writes the hooks

Ten first lines for one app, from the director's formulas: POV, cost contrast, "wait, what", confession.

## 2. Makes the clips

Same character, one clip per hook, only after you say go.

## 3. Hands back the batch

Ten finished vertical videos with your app recording in them. Post them, keep the winner.

"Write 10 hooks for [app] using my main character, show me the list, then make a 5 second clip for each and put my screen recording in."

"Which of these would you keep, and why? Rank them."

**What ten cost:** ten 5-second clips are 70 credits, under half the \$14.99 plan. Adding your app recording is free.

## Section 5

# Copy the structure, not the video

Paste a TikTok link. Claude breaks down why the first two seconds worked and rebuilds the shape around your app.

## What you get back

- ✓ What is on screen at 0.0 seconds
- ✓ The first spoken line, word for word
- ✓ The retention devices: cuts, open loops, reveals

## And then

- ✓ The same structure with your character and your app
- ✓ A shot list, second by second
- ✓ The hook line and caption, ready to make

"Tear down this TikTok: [URL]. Tell me why the hook works, then write our version with my character and my app in it."

Honest limit: Claude reads frames and captions, not motion. When pacing or sound is doing the work, it says so and points you at the clip.

## Section 6

# A week of posts, made for you

Five videos for your character's account from one prompt. Same face in every one.

## One prompt, one week

One demo, one cost contrast, one how-to, one claim worth arguing with, one reply video. The mix that grows accounts in this niche.

## How it is built

Persona account picks the pillar, the director writes the hook, the clip generator makes it, your app recording finishes it. One chat.

"Plan this week's five posts for my character's account, show me the list, then make them."

**Reality check:** Claude makes the videos. It does not post them. You do, about two minutes a day, from your own account.

## Section 7, part 1

# The exact prompts

Copy, paste, replace the brackets.

## Your first video

"Make a UGC video for [app]. Create a character who would plausibly use it, generate her talking clip, and put my screen recording at [path] into it."

## A hook batch

"Write 10 hooks for [app] and make a 5 second clip for the best 5, same character."

## A character from a photo

"Make a character from this photo [path], then a clip of her saying [line]."

## Only the app recording step

"Take clip [id], add my app recording at [path] with the hook '[text]', and give me the finished video."

## Section 7, part 2

# The exact prompts, continued

Every one of these maps to a real tool on the MCP server or a real CLI command.

## The next post

"What is my character's next post? Plan it from her pillars, then make it."

## A story episode

"Draft the next episode of [character]'s story, picking up from the last frame. Show me the plot before generating."

## A teardown

"Tear down this TikTok [URL] and write our version with my app in it."

## Credits and cost

"How many credits do I have, and what will 5 clips cost with my app recording added?"

MCP tools behind them: `create_character`, `generate_image`, `create_clip`, `create_motion_clip`, `merge_ad`, `list_hooks`, `get_credits`, `list_characters`, `list_images`, `get_video`, `download_video`.

# Give your agent a **video team**

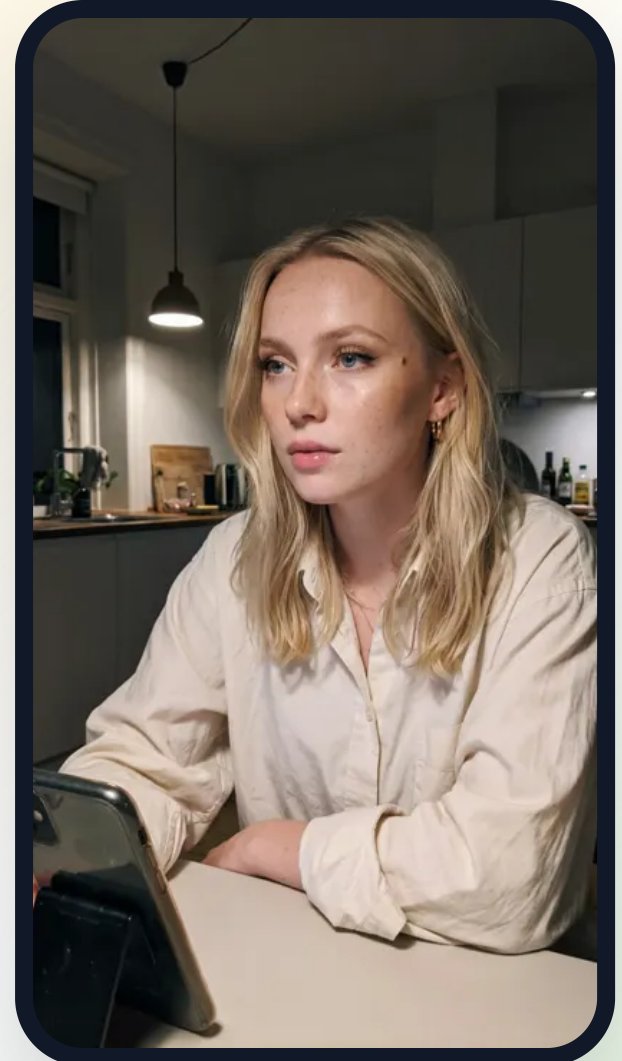
- 1 Sign up at [clipugc.com](https://clipugc.com). Free credits, no card.
- 2 Connect the MCP server, or install the plugin (Section 1).
- 3 Write your brief (Section 2).
- 4 Run your first video prompt (Section 7).
- 5 Post the winner. Keep the character. Make the next one.

## Your first video is a few minutes away

Describe a character. Watch her first video. Free credits cover it, no card needed.

[Create my first video →](#)

[github.com/clipugc/ClipUGC-CLI](https://github.com/clipugc/ClipUGC-CLI) · [npm: clipugc](https://npm.com/clipugc) · MCP Registry:  
[io.github.clipugc/clipugc](https://io.github.clipugc/clipugc)



Same character, different room