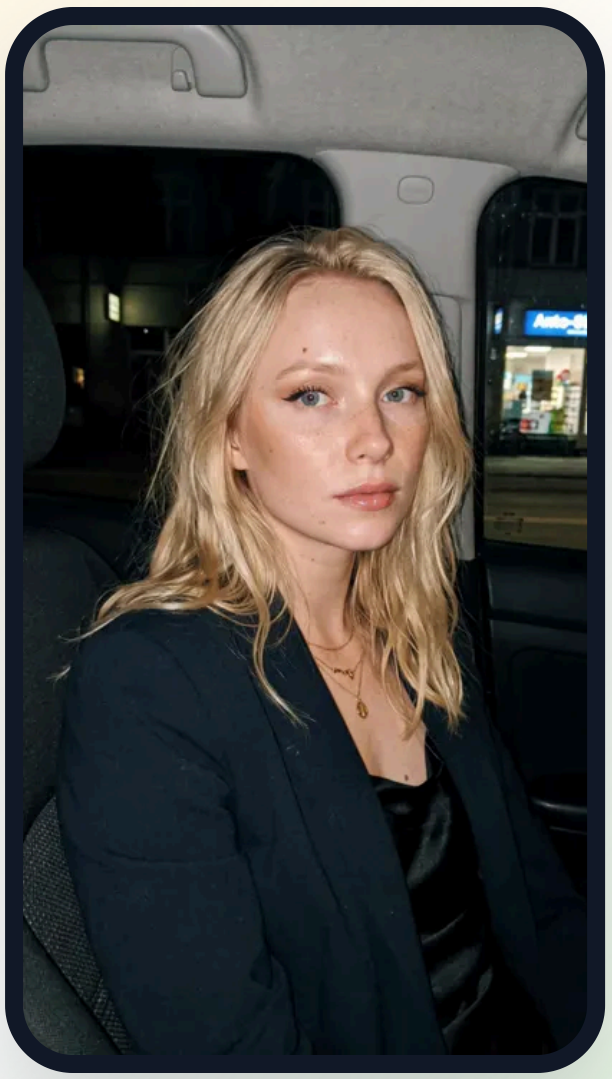
Make your app's videos with Claude

The AI Influencer Video Guide to Claude. One connector, three free videos from your store link, one face that stays the same, the exact prompts.

- Claude connector
- Character studio
- Clip generator
- Video director
- Persona account
- Story series

11 pages. Works in Claude.ai, the Claude desktop app, Claude Code and Cursor. Every still in here is real ClipUGC output.



Ida, made with ClipUGC in about 4 minutes

Section 1

Connect Claude in two minutes

One address, no API key. Sign in once and Claude uses your own account and credits.

Claude.ai and the desktop app

Settings, Connectors, Add custom connector. Name it ClipUGC, paste the URL, sign in when asked.

```
https://clipugc.com/mcp
```

Then turn it on in a chat from the tools menu.

Claude Code

```
claude mcp add --transport http clipugc
https://clipugc.com/mcp
```

Then `/mcp` inside Claude Code to sign in. The browser opens once.

Plus the director skills

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

What it can and cannot do

- Acts as you and spends your own credits
- Cannot change your password, email, plan or payment
- Tokens renew on their own; disconnect any time from your account

Check it works

> "Where am I with ClipUGC?"

That calls `get_workspace`: credits, what exists, and three next steps. If it answers with a number, you are connected.

Prefer a local server, or on Cursor? `npx -y clipugc@latest mcp` still works with an API key from Dashboard, API Keys.

Section 2

Your first three videos, free

Paste your App Store or Google Play link. ClipUGC reads the listing, builds footage from your app's own screenshots, writes hooks for it, and makes three videos with three faces.

> "Here is my app: [App Store or Google Play link]. Make my first videos."

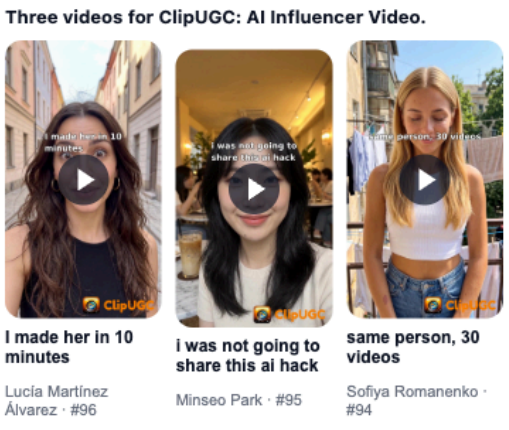
What comes back

- Three vertical videos, three public influencers
- Hooks written for your app, your own screens in the video
- No credits spent, one batch a day per app

Day two

> "Make three more with different faces."

Same hooks, other faces. Behind it: `first_videos`.



Three videos from one real store link.

Section 3

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]."

In Claude.ai, put it in a Project's instructions. In Claude Code, put it in CLAUDE.md and the plugin's skills read it on every task.

Section 4

The five things Claude can make

Trigger any of them in plain language. "Make a video for my app" is enough. The director and persona skills come with the Claude Code plugin; the connector alone covers the rest.

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

Short clips from a look, 5 or 10 seconds. 7 or 13 credits.

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 5

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] with my main character, show me the list, then make a 5 second clip for each and turn them into videos with my app in them."

> "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 6

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 7

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 8, part 1

The exact prompts

Copy, paste, replace the brackets.

Your first videos

> "Here is my app: [store link]. Make my first videos."

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

> "Give me a link to upload a photo, then build her face from it and make a clip of her reacting."

Your own screen recording

> "Give me an upload link for my screen recording, then make a video from clip [id] with it and the hook '[text]'."

Section 8, part 2

The exact prompts, continued

Every one of these maps to a real tool on the connector.

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?"

Tools behind them: `first_videos`, `list_characters`, `create_character`, `generate_image`, `create_clips`, `make_videos`, `suggest_hooks`, `plan_content`, `create_story`, `request_upload`, `get_credits`.

Give your agent a video team

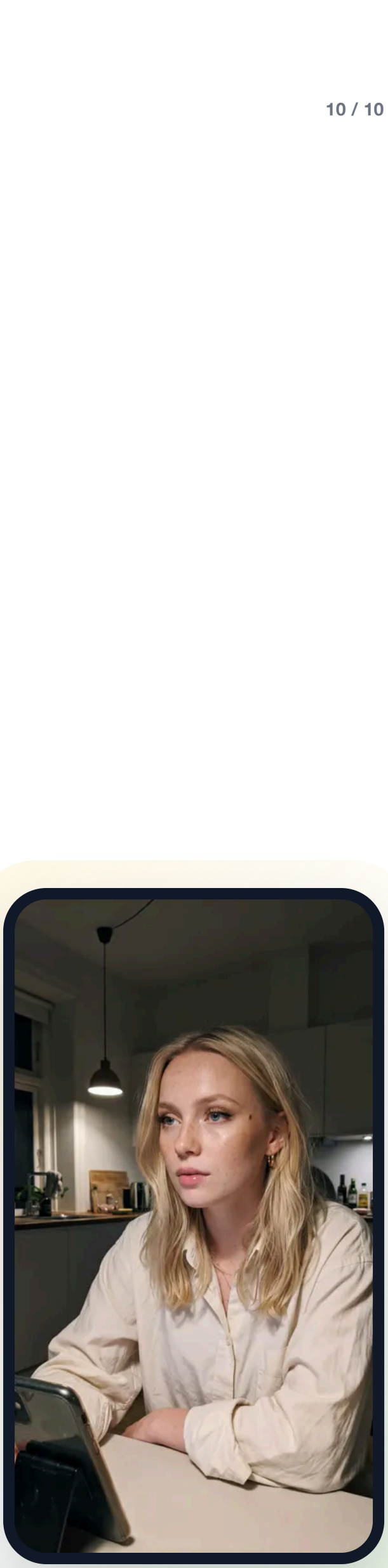
1. Sign up at clipugc.com. Free credits, no card.
2. Add the connector, https://clipugc.com/mcp (Section 1).
3. Paste your store link. Three videos, free (Section 2).
4. Write your brief, then run the hook test (Sections 3 and 5).
5. Post the winner. Keep the character. Make the next one.

Your first video is a few minutes away

Paste your store link into Claude. Three videos come back, free, no card needed.

Create my first video →

Connector: https://clipugc.com/mcp · github.com/clipugc/ClipUGC-CLI · MCP Registry: io.github.clipugc/clipugc



Same character, different room