

The 15-Second AI Product Ad Kit

Storyboard template + prompt formulas + credit-saving workflow

This kit is the exact process we use to make short vertical product ads (Reels, Shorts, TikTok) with AI video tools. It is tool-agnostic: the structure and prompt formulas work with any modern text/image-to-video model.

Inside

1. The 5-beat structure of a 15-second ad
2. A fill-in storyboard template
3. The 7-part prompt formula, with 5 worked examples
4. Credit savers: how to stop burning money on bad generations
5. Fixes for the most common "AI look" problems
6. Pre-delivery checklist

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1. The 5-beat structure (15 seconds)

People decide in the first 2 seconds whether to keep watching. Every beat below has one job only.

Time	Beat	Job	Tip
0-2s	Hook	Stop the scroll	Motion or contrast in frame 1. No logo yet. A question or a surprising close-up.
2-6s	Desire / problem	Make them feel it	Show the person, not the product: the dull skin, the tired feet, the messy desk.
6-11s	Product hero	Make the product the star	Slow push-in, clean light, product held still. Use your real product photo as the reference.
11-13s	Proof / benefit	One reason to believe	One benefit, written on screen in 5 words or less.
13-15s	CTA + logo	Tell them what to do	Logo, product name, one action ("Shop now", "Link in bio"). Hold for 2 full seconds.

Rule of one: one idea per beat, one action per shot, one benefit per ad. Ads that try to say three things say nothing.

Shot count

5 to 7 shots is the sweet spot. Fewer feels slow; more feels like a slideshow and multiplies generation cost.

That was the free sample.

The full kit (6 pages) adds:

- A fill-in 15-second storyboard template (5 beats)
- Prompt formulas + 5 worked examples
- A credit-saving workflow: still frame first, 2-second reference, low-res drafts
- How to remove the "AI look": hands, text, logos, skin, motion
- A pre-delivery checklist clients actually care about

Full kit (\$7, pay more if you like):

ko-fi.com/s/cc325df5bd

Rather have it done for you? A finished 15-second product ad, storyboard approved before generation, 2 revisions:

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