

UGC Script Generation

Feed the product image and get short influencer-style scripts whose word count is tuned to the exact video length you are generating.

01 When to use this

Use this before you generate a single frame of video. The script decides the duration, and the duration decides whether the finished clip sounds natural or breaks. Getting the word count wrong here is the most visible failure in the whole video pipeline.

02 The prompt

Here is the product: **<PRODUCT_IMAGE_PATH>**

About it:

- What it is: **<ONE_LINE_DESCRIPTION>**
- Who it is for: **<AUDIENCE>**
- The specific problem it solves: **<PROBLEM>**
- The specific result: **<RESULT>**

Write **<COUNT>** short scripts for an influencer-style video ad, spoken to camera.

HARD RULE on length, this decides the video duration and it is not flexible:

- Under 22 words maps to an 8 second video
- 22 to 30 words maps to a 10 second video

Never go over 30 words. Never go under 15.

Output the word count next to each script so I can check it.

Style:

- First person, casual, the way a real person talks
- Name one specific problem, then one specific result. No vague claims
- No hard sell, no ad voice, no exclamation marks

Structure that works:

1. Hook, something like you need to try this
2. Name the product
3. The specific benefit
4. A short verdict

Give me the scripts as a numbered list with word counts. I will pick and tighten before we generate anything.

03 What it is actually doing

The script is not the creative part of this step. The word count is.

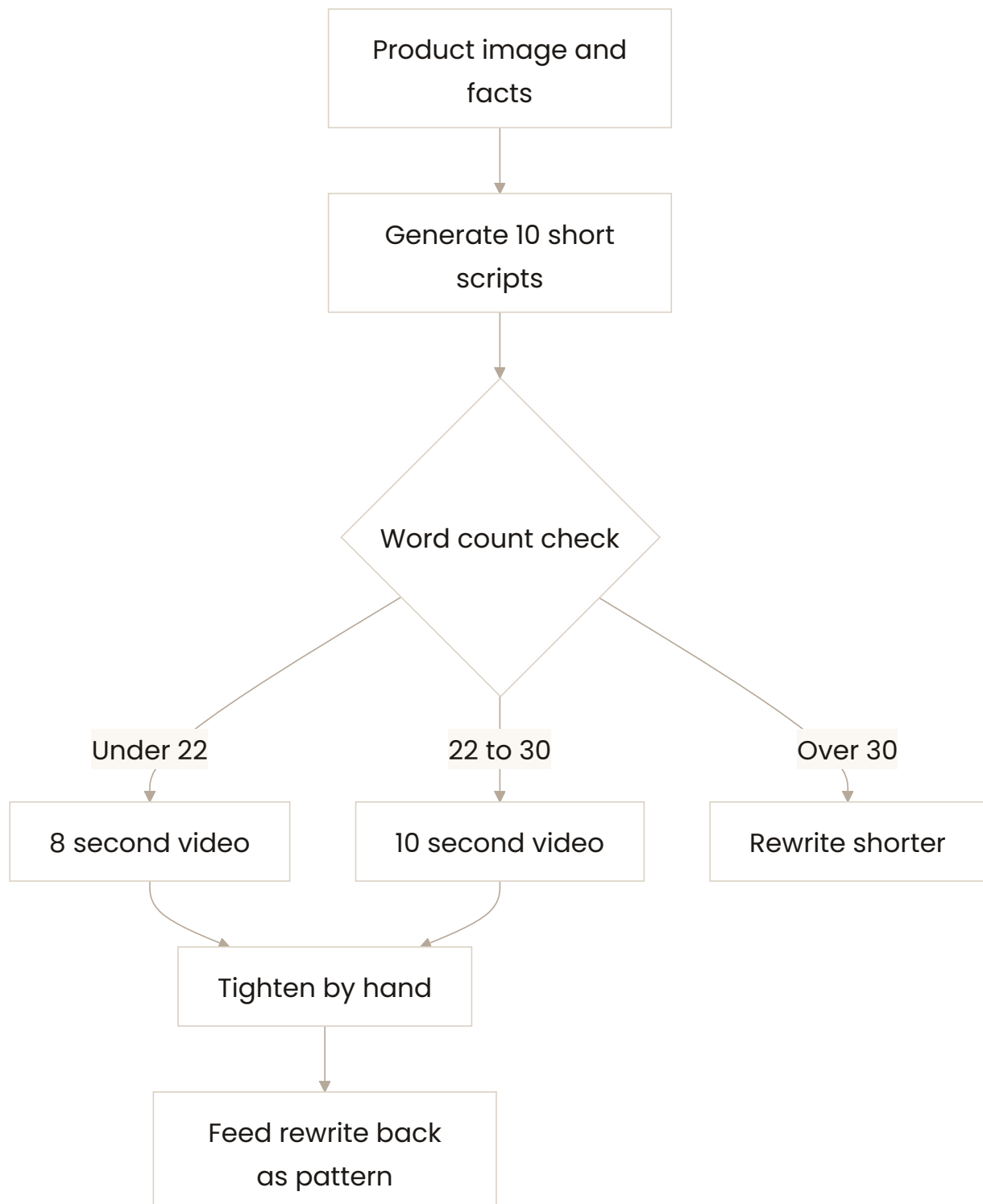
Video models generate a fixed duration. The voice has to fill exactly that much time. If your script is too short, the model pads. Nick's actual failure was the actor saying ten out of ten, would recommend twice, to fill the dead air at the end. If your script is too long, it truncates and cuts off mid sentence.

So he measured. He timed a script that worked cleanly. About 146 characters, roughly 27 words, in a 10 second clip. From that he set the rule: under 22 words means generate an 8 second video, 22 to 30 words means generate a 10 second video. That threshold is the useful thing in this note. Put it in the prompt as a hard rule and ask for the word count printed next to each script so you can check it yourself.

The writing style is simpler than people expect. First person. Casual. One specific problem, one specific result. No hard sell. The structure that worked was a hook like you need to try this, then the product name, then the benefit, then a short verdict.

One move worth copying: Nick took the model's first draft and rewrote it by hand to tighten it, then fed the tightened version back as the pattern to match. Your edit is a better instruction than any adjective you could have written.

04 How it flows



05 Step by step

01 Feed the product image

Give the model the actual product photo along with the facts. It writes more specific copy when it can see what it is describing.

02 State the word count rule as hard

Under 22 words for 8 seconds, 22 to 30 for 10 seconds. Call it a hard rule in the prompt or it drifts long.

03 Ask for word counts in the output

Make the model print the count beside each script. Now you can check the rule at a glance instead of counting by hand.

04 Ask for many candidates

Ten short scripts cost almost nothing. You are buying shots on net, and picking a winner is fast.

05 Demand specifics over adjectives

One specific problem and one specific result. Vague benefit language is what makes AI ads sound like AI ads.

06 Tighten the best one by hand

Rewrite the strongest draft yourself. You will cut words the model would not have cut.

07 Feed your rewrite back as the pattern

Show the model your tightened version and tell it to match that. This teaches tone far better than describing the tone.

08

Lock the script before generating

Do not generate video against a script you are still unsure about. Each generation costs real money and you will want three per script.

06 Words explained

UGC

User generated content. Ads shot to look like a normal person filming themselves, not like a studio commercial.

Script

The exact words spoken in the clip. Here it also sets the duration, because the model has to fit the speech into the time.

Hook

The first line, whose only job is to stop the scroll. You need one to try this is a hook.

Truncation

The clip ends before the sentence does, because the script was too long for the duration.

Padding

The model repeating a line to fill leftover time, because the script was too short for the duration.

Verdict

The short closing judgement, like worth it or I am buying another. It gives the clip an ending instead of a stop.

07 Watch out for

- Too short and the model pads by repeating the last line. Nick's actor said ten out of ten, would recommend twice to fill dead air.
 - Too long and the clip truncates mid sentence, which is unusable no matter how good the writing was.
 - Without word counts printed in the output you will not notice the rule slipping until you have already paid for the video.
 - Vague benefit language reads as an ad instantly. Name the problem and the result in concrete terms.
 - Accepting the model's first draft without a manual tightening pass leaves obvious slack in the script.
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08 How it connects

Hero Frame and Video Generation

The locked script pairs with the hero frame at generation time, and its word count is what sets the duration you request.

Cross-Multiply Autonomous Video Spec

The word count rule gets encoded as an explicit threshold in the spec, so the fleet self-selects 8 or 10 seconds per script with nobody watching.

UGC Video Ad Pipeline

This is step three of that chain, and the word count table in that note is the tuning that came out of this prompt.

Compounding Failure in AI Pipelines

You write the rules and you judge the scripts. The model only drafts, which keeps the copy step from becoming a coin flip.

Credit. Framework and approach by Nick Saraev, from the UGC script generation segment of the video ad build in his Zero to One course on Claude Code for marketing. Written up for the Kape vault by BrewedOps.