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Step-by-Step Guide: Kling AI Video Creation Worksheet

Part 1 – Finding/Creating Your Storefront Photo

Step 1 – Find, take, or create a photo of your storefront

- If you are creating a photo, or if you want to add details to an existing photo, using an AI like Chat GPT or Copilot works well
- You can also use Kling AI for this, though Chat GPT and Copilot can complete /this task for free, where Kling AI will require you to use credits

Step 2 – If creating or adding details to an already existing photo, you will need to create and insert prompt into the AI you want to use

- Your prompt should include details like subject matter, size, colors, props, lighting, angle, and anything else you want it to add
- If adding details to a photo, you will also need to upload the photo to the AI
- If you don't like your first outcome, try again, it may take a few tries to create what you want

Step 3 - After finding or creating a photo you like, download it to your computer

- Make sure the photo size is the same size you will want your video to be
- Video sizes include 16:9 for YouTube, 9:16 for Instagram reels, and 1:1 for Instagram posts

Part 2 – Create A Grand Opening Advertisement Flyer

Step 1 – Choose the AI you want to use

- Both Copilot and ChatGPT work very well
- You could also use Canva's AI, but it has less variety in design

Step 2 – Create a prompt to put in the AI of your choice

- Your prompt should include things like opening date and time, store name, address, socials, your logo, and other details you would like to add

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- Also, your prompt should include design element like colors, themes, styles, and other details you would like the AI to include
- If you don't like your first outcome, try again, it may take a couple tries to get a flyer you like

Step 3 – After creating a flyer you like, download it to your computer

- Make sure the photo size is the same size you will want your video to be
- Video sizes include 16:9 for YouTube, 9:16 for Instagram Reels, and 1:1 for Instagram posts

Part 3 – Create An Advertisement Video with Kling AI

Step 1 – Open Kling AI and Navigate to the *Video* tab on the side of the screen, then the *Image to Video* tab at the top of the screen

- You can also choose which version of Kling you want to use at the top of the screen
- Each version focuses on certain qualities and costs different amounts of credits
- You can use the same prompt in different versions to see the difference in outcomes

Step 2 – In the small rectangular *Start* box, add your storefront picture, and in the *End* box, add your advertisement flyer

- Reminder that these should be the same size as your video will be

Step 3 – Create a prompt, then add it to the *Prompt* box under the *Frames* box

- You can create your prompt using Chat GPT, Copilot, or DeepSeek, which is built into Kling AI and can format your prompt easily for Kling AI
- Your prompt can be something like this:

A handheld camera follows customers walking toward the store entrance, passing under red and blue balloon columns. As they walk into the store, the view dissolves into the final poster composition - the blue shirt gleaming under soft studio lights while animated golden sparkles dance around the shopping bag.

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- Make sure to include details that describe parts of your video including the scene, subjects, and atmosphere
- You can also add details describing the camera and its movement to help improve your prompt

Step 4 – Add and check your final details

- Scroll down to the *Sound Effects* box and describe what sound or music you would like, whether it is slow, fast, upbeat, happy, calm, etc.
- At the bottom, check your video is the length and size you want it to be
- Kling AI allows for 5 or 10 second videos and you can pick which of the three video sizes matches with your photo and flyer

Part 4 – Finishing Touches

Step 1 – Once everything is how you want you can generate your video using the green *Generate* button

- It may take a couple minutes for your video to generate

Step 2 – Watch your video and determine if you like the outcome

- If the video made is not what you are looking for, try again, it may take multiple tries to get the video you envisioned
- Once you like the video that was generated, you can download it using the download button under your video

Step 3 – You are all done and can use your video to advertise your business!

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