VEO 3 Prompts Cheatsheet

Unlock AI-Powered Video Content Creation in Minutes

Why VEO 3? Instant Impact

80%
Conversion Rate Increase with Video
Videos on landing pages boost conversions significantly.

Fast & Affordable
From Weeks/Months to Minutes
Eliminates traditional costs, time, and expertise barriers.

VEO 3 leverages advanced AI to transform your text prompts into professional, high-converting marketing videos, making powerful video content accessible to all marketers.

Phase 1: Strategic Essentials (Pre-Prompt Checklist)

Before you write your prompt, define your core strategy:

🎯 **Define Objective:** Leads, awareness, sales, engagement?

👥 **Identify Target Audience:** Demographics, psychographics, pain points, desires.

💬 **Craft Core Message:** What's the single, memorable takeaway you want to convey?

🖥️ **Choose Format & Platform:** TikTok (9:16, energetic), YouTube (16:9, storytelling), LinkedIn (square, professional)?

Phase 2: The VEO 3 Prompt Formula

Structure your prompts using these four powerful elements for maximum AI impact:

💡 1. HOOK
Clear command + video purpose (e.g. "Create a 15-second TikTok ad for a new coffee blend.")

📖 2. NARRATIVE
Problem → Solution → Benefit → Call to Action (CTA). Guide the AI through your story arc.

📷 3. VISUALS
Key moments + character details + scene descriptions (e.g. "Show a busy professional, then a seamless workflow with our app.")

🎨 4. SENSORY
Style + colours + music + effects (e.g. "Energetic, modern style with bright colours and upbeat electronic music.")

Prompt Engineering Best Practices

Avoid Pitfalls, Maximize Output

ℹ️ **Be Specific:**
Instead of "make a video," try "create a high-energy 30-second Instagram Reel showcasing our new product's key features and benefits."

📈 **Focus on Outcomes:**
Describe the desired feeling or action, not just micro-actions. "Inspire confidence and excitement" instead of "show someone smiling and nodding."

🔗 **Clear & Explicit CTA:**
Make your call-to-action unambiguous and visually emphasized. "Visit our website now! [website.com]" with clear on-screen text and a strong voiceover.

🎯 **Ensure Brand Consistency:**
Include detailed brand guidelines, specific colours (e.g. #3B82F6), and desired tone. "Use our brand's vibrant blue (#3B82F6) and a friendly, authoritative voiceover."

Advanced Prompt Elements

Deepen Emotional & Visual Control

❤️ Emotional Arcs

Struggle → Discovery → Success (Transformation)

Confusion → Clarity → Confidence (Education)

Isolation → Connection → Belonging (Community)

🎚️ Visual & Audio Controls

📷 Camera Work: close-ups, tracking shots, POV.

🎨 Visual Style: lighting, specific colours, aesthetic choices.

🎵 Audio: music selection, sound effects, voiceover tone.

✂️ Editing: transitions, pacing, text overlays.

Your VEO 3 Journey: Get Started!

Follow these simple steps to revolutionise your video marketing:

1 ▶️ Choose your video type & target platform.

2 ✏️ Craft your strategic prompt using the VEO 3 formula.

3 🎥 Generate your VEO 3 video with AI.

4 📊 Test, analyse and optimise performance.

5 🚀 Scale successful campaigns across channels.

[Start with Prompt Generator] [Read Full VEO 3 Prompts Guide]