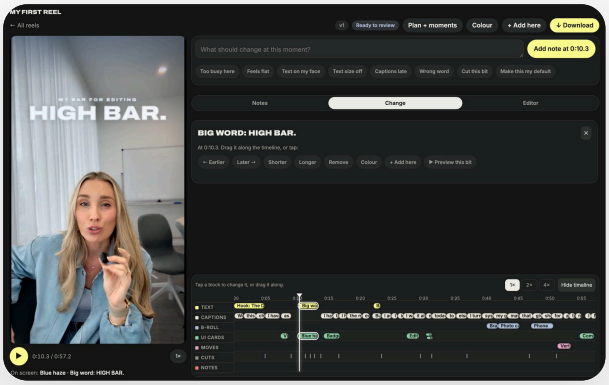
EVERYONE'S TEACHING YOU TO EDIT IN CLAUDE. NOBODY'S TEACHING CLAUDE TO EDIT.

Ask Claude to cut a reel and it will. Clean, captioned, and it looks nothing like you. That's where every guide on your feed stops. Then you spend an hour typing "move the caption up" and "no, the other word".

I built the rest: a full effects suite, captions that match your audio, your own branding suite, and an editing tool where changes are a click.



1
Get Claude Code
10 min

2
Make a folder, drop footage in
2 min

3
Brief it like an editor
5 min

4
Approve the plan, get the cut
10 min

5
Notes by timestamp
every time

WHAT THIS GETS YOU, FREE

- Claude transcribing every word and cutting the pauses
- A plan you approve before anything renders
- Captions laid for you
- A reel that's fine to post, in a font Claude picked

WANT TO UPGRADE TO

- [x] A full suite of custom video effects that would usually take hours
- [x] It offers you the effects that fit the lines you said, so you never have to guess
- [x] Captions matched to your actual audio, no lag, not covering your face
- [x] Every word on screen written the way you would write it
- [x] It checks the cut before you see it, so you open one worth watching
- [x] Changes with the click of a button instead of typing "no, move the caption up" ten times
- [x] Your own custom branding suite and an effects library that grows with you

PURCHASE NOW FOR $97

1 GET CLAUDE CODE

Claude Code is the part of the Claude app that can do things on your computer, not just talk. It lives under a tab called **Code** in the desktop app.

DO THIS

1. Download the Claude desktop app from **claude.com/download** and sign in. If you don't see a Code tab, your plan doesn't include it yet.
2. Claude will need two free tools the first time: one to cut video, one to turn speech into text. It installs them itself and asks permission first. Say yes.

2 MAKE A FOLDER, DROP FOOTAGE IN

DO THIS

1. Make a folder called **reels**, and inside it one folder per reel, named by topic.
2. AirDrop your raw takes in. Add any screenshot you want shown on screen as proof.
3. In the Claude app, Code tab, choose **Open folder** and pick the reel's folder.

Tip: say your notes out loud while filming. "Note for Claude, make this bit shorter." It reads the transcript and obeys.

3 BRIEF IT LIKE AN EDITOR

This is the step everyone skips. Claude edits as well as you brief it. Paste this, then change the parts in yellow.

PASTE INTO CLAUDE CODE

You are my video editor. This folder has raw clips for one Instagram reel for **founders who want a podcast**. Transcribe them with word timestamps. Then send me a plan before you cut anything: the hook (first 3 seconds), which lines you'd cut and why **(if every line earns its place, cut nothing)**, where captions sit so they never cover my face, and which names or numbers need a screenshot on screen. Once I approve, render a 1080 by 1920 MP4 with big captions a beat early, and save it to my Downloads.

TELL IT WHO IT'S FOR
One line. It changes what gets cut.

TELL IT THE HOOK
Which line opens, if you know. Otherwise let it pick and argue.

TELL IT THE ENDING
What you want them to do. Comment a word, follow, DM.

4 APPROVE THE PLAN, GET THE CUT

Claude comes back with a plan in plain words. Read it like you'd read an editor's email. Change anything. Then say yes.

WHAT A GOOD PLAN LOOKS LIKE

Hook: "I spent 25 hours on this" at 0:07, moved to the front.

Cuts: the intro ramble (0:00 to 0:06), the repeated sentence at 0:41, every pause over a third of a second. Raw 63 s, cut 44 s.

Captions: three words at a time, bottom third, white with a dark edge.

Proof needed: a screenshot for "Caleb Ralston" at 0:19. Do you have one?

THEN SAY

Yes. Go. Show me three stills before the full render.

The stills are your cheap check. If a caption sits on your face or a word is wrong, fix it there, not after a full render.

5 NOTES BY TIMESTAMP

Watch the first cut on your phone all the way through before you say anything. Then give notes the way you'd give them to a human: one line per fix, with the second it happens at.

NOTES LOOK LIKE THIS

0:04 hook is slow, start on "I spent 25 hours". 0:19 caption lags the audio. 0:31 lose this line. 0:48 put the screenshot here. Re-render and tell me what changed.

ROUND 2 IS NORMAL
Most of mine take two rounds. Three means the brief was vague.

KEEP VERSION 1
Ask Claude to keep every version. You'll want to compare.

REPEAT
Next reel, same folder structure, same brief. It gets faster every time.

MY FOUR RULES, WHATEVER TOOL YOU USE

01 Every line earns its place. If it can go without losing meaning, it goes. If every line earns it, nothing is cut.

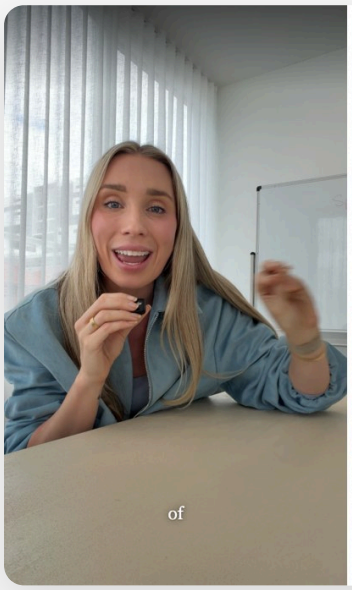
02 Every effect earns its place. A word you said triggers it, or it goes.

03 Captions big, and a beat early. Never on the face.

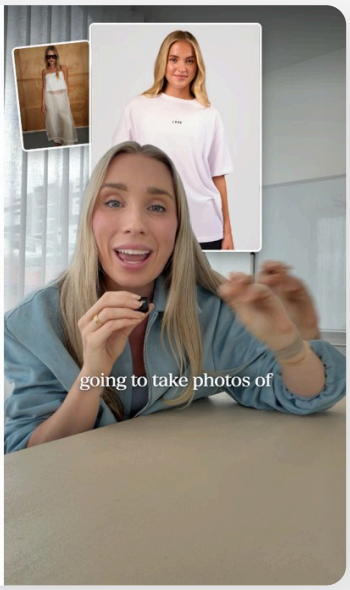
04 Proof for every name and number.

YOU NOW HAVE A CUT. HERE'S HOW YOU GET AN EDITOR.

First, the same seconds both ways: what Claude gives you on its own (what this guide teaches), then the same moment with Reel Studio. Then two more things the studio builds for you.

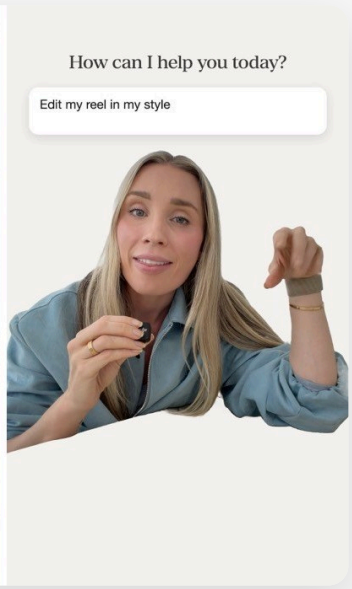


Free: one word, bottom of frame



Studio: your photos on screen

Studio: a big word behind your head



Studio: the chat built around you

Nothing on the right can be prompted into existence. It has to be built, and that's what you're buying.

1 · YOUR OWN REEL STUDIO
Mark up exactly where you want changes, see every effect on its own layer, flick between versions, and see all your edits in one place. Changes with a click, not ten messages.

2 · EFFECTS SUITE AND LIBRARY
92 custom video effects that would usually take hours, and a library that stores the effects from reels you love so you stop asking for "that zoom thing you did the other day".

3 · YOUR OWN CUSTOM BRANDING SUITE
Built with your fonts, your colours and your instructions for edits, or start from a ready-made look. Every reel comes out in your look, not a template.

4 · IT OFFERS, YOU CHOOSE
It reads your take and shows you what each line could be, writes the words on screen the way you would write them, and holds back a cut that breaks your rules before you ever see it.

REEL STUDIO · $97 AUD ONCE

Everything above, installed on your Mac or Windows PC and run by Claude, plus the step-by-step guide. Less than one reel from an editor, for every reel you'll ever post.

HOWDOIPODCAST.COM/REEL-STUDIO

STUCK?

Claude went quiet or looped? Tell it what happened and paste any error. Most things are a one-line fix.

Cut looks wrong? Ask for three stills first and fix it there, not after a full render.

Still stuck, or posted your first one? Message me **@alyciachapman_**. I want to see it.