

PORT JACKSON WORKSHOP · FREE COURSE · DO IT YOURSELF SERIES

Make It Yourself

Produce ad creative — short video and product images — for small businesses with a free-first AI stack, sold as an honest outcome package, with the rights and claims layer the prompt lists leave out

WHO THIS IS FOR

Anyone who has saved a 'ten prompts to edit video with AI' post, tried it, and found the tool in step 4 does not exist. Especially people who already make things — photos, posts, videos for a shop or a club — and want to turn that into paid work without buying a course, a tool stack or a mastermind.

WHAT YOU WILL HAVE AT THE END

A working free-first production stack you have tested on your own footage; a swipe file of 20 real ads reverse-engineered; the angle-and-hook method; three sample campaigns honestly labelled as samples; a rights-and-claims checklist that keeps you and the client legal; a priced package; and the buyer-side test for any 'AI can now...' post.

Christine de Vries · Port Jackson Group · v1.0 · 3 September 2026 · Free to read, copy and share unchanged with this notice. This course names no company, coach or product. Every figure is an estimate to check against your own numbers. It is general information, not financial, legal or tax advice. Nothing is sold inside it.

How to use this course

Six modules. Modules 1–2 are learning to see; 3–4 are producing; 5 is the legal layer that turns a hobby into a service; 6 is selling and buying. Every lesson ends with a 'Do this now' box. Worksheets are in the appendix. Tool facts are September 2026 and will move — the method will not. Nothing sold inside.

Course map

Module	Lessons	You finish with
Learn to see ads	The structure · The two libraries · Angles	A swipe file of 20 ads in one industry, each broken into its parts.
The free-first stack	One tool per job · What each tool cannot do · The client's footage first	A stack sheet with one tool per job, tested, with the limits written down.
Produce	Concepts with a substantiation column · The cut list you verify · Captions, sound, thumbnails · Nine from one	One complete campaign: nine short variations from one product.
Proof, honestly	Three sample campaigns · The labelling rule	Three sample campaigns, labelled as samples, with the full brief-to-ad trail visible.
The layer the prompt lists leave out — rights and claims	Rights · Claims · Disclosure	A rights register per job and a claims check per ad.
Sell it, and buy it wisely	The package · Hours and credits · The ten-minute test for any 'AI can now' post	A priced package on a page; the ten-minute test for any AI-capability post.

Module 1 — Learn to see ads

Before you generate anything, study what runs. The two libraries are free, public and updated daily; they are the best marketing course on the internet and nobody charges for them.

Lesson 1.1 — The structure

Almost every working direct-response video ad follows: Hook (0–3s) → Problem → Product → Benefit → Proof → Offer → Call to action. Fifteen to thirty seconds. Learn to name each part on sight. Pretty visuals do not sell; the structure sells and the visuals carry it.

DO THIS NOW

Watch five ads in any category and write the seven parts with timestamps on W1.

Worksheet: W1 Swipe file (Appendix)

Lesson 1.2 — The two libraries

Meta Ads Library (facebook.com/ads/library) shows every active ad on Facebook and Instagram, searchable by advertiser or keyword. TikTok Creative Center shows top-performing ads by region and industry with engagement data. Both free, no account needed for most of it. Pick one industry. Save twenty ads. For each: first three seconds, hook, problem attacked, how the product enters, benefit, length, scene count, offer, ending, CTA.

DO THIS NOW

Complete twenty rows on W1. This is the module; do not skip it.

Check: Can you predict the next part of an ad before it plays? Then you have the pattern.

Worksheet: W1 Swipe file (Appendix)

Lesson 1.3 — Angles

One product, many reasons to buy: save money, save time, avoid pain, get a better result, before/after, demonstration, customer story, old way vs new, the mistake people make, 'nobody tells you', step-by-step. Same product, different reason. Advertisers test angles, not adjectives.

DO THIS NOW

For one product in your swipe file, write which angle each of the twenty ads uses. Count them.

Worksheet: W1 Swipe file (Appendix)

MODULE 1 — YOU ARE DONE WHEN

A swipe file of 20 ads in one industry, each broken into its parts.

Module 2 — The free-first stack

You do not need fifteen tools. You need one per job, tested on your own footage before a client's, and you need to know what each one cannot do.

Lesson 2.1 — One tool per job

Writing: any chat assistant (free tier is enough). Editing: CapCut (free) or DaVinci Resolve (free, deeper). Silence and filler removal: Descript (paid) or ChatCut (a ChatGPT/Codex desktop plugin, beta-free at time of writing, needs its own account and the desktop app) — or CapCut's own silence tool. Cutouts: rembg (open source, free) or Canva's remover. Images/backgrounds: a free image-model tier; Google Pics if you have a paid Workspace or AI plan. Video generation: only when a shot cannot be filmed — Runway from about US\$15/month for 625 credits, Kling or Veo on credits; budget it per job. Stock: Pexels, Pixabay (free, check the licence line). Music: Pixabay, Uppbeat (free tiers with attribution rules).

DO THIS NOW

Fill W2 with one tool per job and its cost.

Worksheet: W2 Stack (Appendix)

Lesson 2.2 — What each tool cannot do

A chat assistant can watch a video and list moments; it cannot edit the file, and its timestamps are approximate — scrub to check. An image model regenerates rather than cuts; product labels drift — never pass the real product through a generator for a listing. Video generators make short clips (around eight seconds) of things that do not exist; they cannot show the client's actual product accurately. Text in generated images must be checked letter by letter. Output resolution is roughly 1–1.5K pixels — web, not print.

DO THIS NOW

Test each limit once on your own material and write what happened on W2.

Check: Did you scrub to three AI-suggested timestamps? Were they within three seconds?

Worksheet: W2 Stack (Appendix)

Lesson 2.3 — The client's footage first

The cheapest, most accurate, most legally safe source is the client's phone. A ten-minute walkthrough of the product, the workshop, the team, shot in vertical, gives you more usable B-roll than any generator. Generation fills gaps; it does not replace the product.

DO THIS NOW

Write a one-page shot list a client can film on a phone (W3) and test it on your own product.

Worksheet: W3 Shot list (Appendix)

MODULE 2 — YOU ARE DONE WHEN

A stack sheet with one tool per job, tested, with the limits written down.

Module 3 — Produce

A system, not a session. Product → customer → problem → three angles → three hooks each → scripts → shot lists → visuals → edit → captions, sound, branding, CTA → vertical export.

Lesson 3.1 — Concepts with a substantiation column

Prompt: 'Product: []. Customer: []. Main problem: []. Offer: [price and terms]. Write three 15-second ad concepts using different angles. For each: visual hook for the first three seconds, spoken or on-screen text, scene-by-scene shot list, main benefit, CTA. Beside every factual claim, list the evidence I would need to substantiate it. No results claims, no "clinically proven", no invented numbers.' The last sentence is what makes the output usable in an ad.

DO THIS NOW

Run it for one product. Strike any claim you cannot evidence. Fill W4.

Worksheet: W4 Concept sheet (Appendix)

Lesson 3.2 — The cut list you verify

Upload the raw footage to a chat assistant: 'List as a table: timestamp (mm:ss, ±3s), what happens, keep/cut, reason. Flag pauses and repeats.' Then scrub to every timestamp before cutting. The table is a map; you are the editor. For silence removal use the tool with word timings, and review its list before applying.

DO THIS NOW

Produce a verified cut list for one piece of footage; log how many timestamps were off by more than three seconds.

Worksheet: W4 Concept sheet (Appendix)

Lesson 3.3 — Captions, sound, thumbnails

Captions: auto-generate in the editor, then proofread every line — a wrong caption is a wrong claim. Sound: one track per video, licence noted on W5. Thumbnails: ask the assistant for five frame timestamps with a reason, pick one, add under-four-word text yourself. 'Captions boost watch time by 40%' is a number nobody can source; captions are simply required for sound-off viewing.

DO THIS NOW

Finish one variation end to end; record every asset's source and licence on W5.

Worksheet: W5 Rights register (Appendix)

Lesson 3.4 — Nine from one

Three angles × three hooks = nine variations from one shoot and one shot list. Export vertical 9:16 for Reels, TikTok, Shorts; 1:1 or 4:5 for feed. Same product, different first three seconds. This is what a client is buying: a testing set, not a film.

DO THIS NOW

Export nine variations of one campaign. Name them angle-hook-format.

Worksheet: W4 Concept sheet (Appendix)

MODULE 3 — YOU ARE DONE WHEN

One complete campaign: nine short variations from one product.

Module 4 — Proof, honestly

Build the portfolio before the client, and label it. The page this course corrects got this part right.

Lesson 4.1 — Three sample campaigns

One physical product, one local business, one digital service. For each, show the whole trail: brief → audience → angles → hooks → scripts → shot lists → finished ads. Make it obvious you understand advertising, not just generation.

DO THIS NOW

Complete all three using W4/W5; publish them on a free page (Notion, Carrd, a Google Site).

Worksheet: W4 Concept sheet (Appendix)

Lesson 4.2 — The labelling rule

If it is sample work, it says 'sample'. Never a fake client. Never an invented result. Never 'this ad generated A\$X in sales' without the data and the client's permission. A portfolio that says 'samples — no client results yet' is more credible than one that implies clients it does not have, and it is the one that survives a client's first question.

DO THIS NOW

Add the sample label and a one-line 'no client results yet' note to your portfolio page.

Worksheet: W5 Rights register (Appendix)

MODULE 4 — YOU ARE DONE WHEN

Three sample campaigns, labelled as samples, with the full brief-to-ad trail visible.

Module 5 — The layer the prompt lists leave out — rights and claims

This module is the difference between a hobby and a service you can invoice for without a letter from a lawyer.

Lesson 5.1 — Rights

Every asset in every ad has an owner: the client's footage (theirs — get it in writing), stock (read the licence line — some free stock excludes commercial or requires attribution), music (free tiers have attribution and platform rules), generated media (the tool's terms say what you may do with it commercially; some restrict), people (anyone recognisable needs consent; generated faces avoid that but must not resemble real people), fonts and logos (the client's brand assets are the client's).

DO THIS NOW

Fill W5 for one finished campaign: every asset, its source, its licence, its permission.

Worksheet: W5 Rights register (Appendix)

Lesson 5.2 — Claims

An ad's claims are the advertiser's legal representations under the Australian Consumer Law; misleading conduct (s 18) and false representations (s 29) apply, and the ACCC pursues ads. 'Before and after' images generated by AI for a real product are fabricated evidence. 'Clinically proven', 'guaranteed', '#1', percentages — each needs substantiation the client holds. Your job as the creator: put the substantiation column beside every claim and refuse the ones with an empty cell. From 1 July 2027 the unfair-trading-practices prohibition adds manipulation and false urgency to the list.

DO THIS NOW

Run W6 on your three sample campaigns; strike or fix every claim with an empty evidence cell.

Worksheet: W6 Claims check (Appendix)

Lesson 5.3 — Disclosure

Tell the client which shots are generated and which are real; put it in the delivery note. Tell viewers where a platform requires it (Meta, TikTok and YouTube have AI-content disclosure settings). Never present a generated demonstration as the product working.

DO THIS NOW

Add a 'generated / real' column to W5 and a disclosure line to your delivery template.

Worksheet: W5 Rights register (Appendix)

MODULE 5 — YOU ARE DONE WHEN

A rights register per job and a claims check per ad.

Module 6 — Sell it, and buy it wisely

Sell the outcome, price it on the page, and keep the buyer-side test for the next 'AI can now...' post.

Lesson 6.1 — The package

Do not sell 'AI videos'. Sell: 3 concepts, 3 hooks each, scripts, shot lists, 9 short-form variations, captions, branding, vertical exports, rights register and claims check included. Price it (a realistic first package for a small business is in the A\$600–1,500 range for nine variations; adjust to your hours), state what generation credits cost extra and when they are needed, put it on the page with a sample. Sell It Yourself covers the page and the call.

DO THIS NOW

Write the package and price on W7. Publish it beside the three samples.

Worksheet: W7 Package (Appendix)

Lesson 6.2 — Hours and credits

Log the hours for your first three campaigns; most people find 8–15 hours per nine-variation set at the start, halving by the third. Log credits spent on generation. Price from the log, not from the prompt list's 'in minutes'.

DO THIS NOW

Fill the hours and credits columns on W7 for all three samples.

Worksheet: W7 Package (Appendix)

Lesson 6.3 — The ten-minute test for any 'AI can now' post

1 Does the tool in the steps exist? Open it and look for the button. 2 Is it free? Find the plan page. 3 Are the numbers sourced? (70%, 40%, 10x — no source, no weight.) 4 Is the copy the vendor's own install text? Search a sentence. 5 Does any prompt tell you what to verify? If none does, add the verification yourself. 6 Is there a safety gate where one is needed (health, money, legal)? 7 Where are the prompts — in the body, or in a comment ladder built for engagement? The answers tell you whether you are reading a lesson or a farm.

DO THIS NOW

Run W8 on the last three prompt posts you saved.

Worksheet: W8 Post test (Appendix)

MODULE 6 — YOU ARE DONE WHEN

A priced package on a page; the ten-minute test for any AI-capability post.

Appendix — Worksheets

W1 Swipe file (20 rows)

Ad / advertiser	First 3s	Hook	Problem	Product entry	Benefit	Length / scenes	Offer	CTA	Angle

W2 Stack

Job	Tool	Cost	Tested on my own material (date)	What it cannot do
Writing				
Editing				
Silence / filler removal				
Cutouts				
Images / backgrounds				
Video generation (gap-fill only)				
Stock / music				

W3 Shot list for a client phone

Shot	Framing	Seconds	Why
Product in hand, turning	Vertical, close	10	
Product in use	Vertical, mid	15	
The place / the person	Vertical, wide	10	
The problem it fixes (before)		10	
Detail / label	Macro	5	
Owner says one sentence to camera		10	

W4 Concept sheet

Angle	Hook (0–3s)	Script / on-screen text	Shot list	Claim	Evidence needed	Kept ?
1						
2						
3						

W5 Rights register

Asset	Source	Licence / permission	Generated or real	Disclosed to client

W6 Claims check

Claim in the ad	Type (fact / result / comparison / superlative)	Evidence held by client	Fixed wording or struck

W7 Package

Item	Included	Hours (log)	Credits (log)	Price incl. GST
3 concepts × 3 hooks, scripts, shot lists				
9 short-form variations, captions, branding, exports				
Rights register + claims check				
Generation credits (extra, when needed)				
Package price				

W8 Post test

Check	Answer	Lesson or farm?
1 Does the tool/button exist?		
2 Is it free? (plan page)		
3 Numbers sourced?		
4 Vendor's own copy? (search a sentence)		
5 Any verification step in the prompts?		
6 Safety gate where needed?		
7 Body or comment ladder?		

Honest limits

- Tool names, tiers and prices are September 2026 facts and change monthly; the one-tool-per-job method and the limits list do not.
- Generated media licences vary by tool and change; read the current terms before commercial use.

- Advertising law is the advertiser's and the creator's problem together; this course is not legal advice. When a claim's evidence cell is empty, the answer is no.
- Hours and prices are starting estimates; log your own from the first job.
- Companion free courses: Sell It Yourself (the page and the call), Prompts Are Not Agents (what a chat can and cannot run), Build It Yourself (the business around it).