

STANDARD OPERATING
PROCEDURE

Content Creation SOP

Non-negotiable standards for every video you create. If you get stuck after trying the fixes, just ask. We'll figure it out together.

1 Face & Facial Expressions

- The girl must look **attractive at all costs**. An ugly or unpleasant face at the start, middle, or end means **the video will not be used**.
- Fake, ugly, or unpleasant expressions: disregard the video and apply the fixes.
- Fix order: redo the video → redo the reference image → play with the Kling prompt → play with the TJP prompt → ask for help.

2 Colors & Clothing

- Dress and clothing colors must be **realistic and match real life**.
- **No random colors from Claude or other AI**. AI is for inspiration or testing only. True colors are always best.

3 Glitches & AI Artifacts **NON-NEGOTIABLE**

- **The most important part of the job**. You are not allowed to hand over videos with glitches. It is a 100% necessity, no exceptions.
- Watch every generated video from beginning to end, and double-check it at the end of your shift before it is edited and delivered.
- Glitches include: random background objects, a handbag switching hands mid-video, unnatural expressions, eyes not generating correctly, or anything that looks off on a second look.
- Editing is never a substitute for regenerating a broken video.

4 Backgrounds & Environments **NON-NEGOTIABLE**

- No random colored, shaped, or malformed: furniture, blocks, pathways, pavement, walls, paintings.

5 Outdoor Scenes & Lighting

- Everything must look realistic and true. No random lettering, no off-looking colors, nothing that deflects from reality **at all costs**.
- Outdoors, **the sun must look real**. No fake sun, no fake ashy weather. Keep the warm sun and warm vibe.

6 The Model's Body

- The body is **extremely important**. Without it, the video is meaningless.

- You've seen her references in Ivana's folder. The more familiar she feels, the better your results. Use the TJP prompts from your materials to get the body right.
- Don't let the provided prompts limit you. If an idea has a high chance of working, test it.

7 Creativity & Realism

- Add a bit of yourself to every video, something realistic that matches the vibe.
- **If your finished videos look 99% like the next one, something is wrong.** Every video should feel distinct.
- When changing places and backgrounds, don't just change colors. Add reality: move the knife on the kitchen counter, scatter the leaves on the ground.

8 Review & Feedback

- Your reels are checked at the end of each day and you'll get feedback. We will guide you to grow, never negativity! **We are here to help!**

9 Your First 2 Weeks

- As stated in your contract: if at any point in the first 2 weeks you feel this isn't for you, just DM the team. No hard feelings, you're free to move on.

Bottom line: keep it real, keep it beautiful, and put your personal touch on every video. When in doubt: redo it, test it, or just ask.