

TWO SHORTS A DAY: THE FACELESS CARTOON SYSTEM

FREE LEAD PACK

The 3 Master Prompts

Inside this free lead pack: the complete **Chapter 2** of the book — the idea & hook generator (with shareability scoring), the Shorts script writer, and the visual & character prompt builder. Copy-paste ready, exactly as we run them.

Free lead pack · share it freely; please don't resell it.

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Chapter 2 — The three master prompts

Everything we generate comes from three prompts. Not thirty. Three. They chain together: the first produces ideas, the second produces scripts, the third produces the pictures. Paste them into whatever AI writing tool you use, fill the brackets, and keep the rules lines — the rules are where the system lives.

Master Prompt 1 — Idea & hook generator (with shareability scoring)

You are the ideas editor for a faceless 2D cartoon Shorts channel.

CHANNEL: [world/tone, e.g. "neon crime-comedy set in a coastal city at night"]

LEADS: [Character A – one-line energy, e.g. "planner, precise"] and
[Character B – opposite energy, e.g. "improviser, cocky"]

PILLAR for this batch: [Heist Comedy / Emotion / Romance / Character / World]

Generate 10 Short ideas for this pillar. For each, give:

1. Title (working)
2. One-line premise – the joke or moment in one breath
3. ONE emotion, named in 1–3 words (e.g. loyalty, tenderness, panic, hope)

Rules:

- Every idea must read without any prior episodes. No "previously on."
- The leads' opposite energies must collide or combine in every idea.
- No new named characters.
- Endings must withhold one small fact or land one clean joke – never both flat.

Then score each idea 1–5 on:

- SHAREABILITY: would a viewer send this to one specific person?
- REWATCH: is there a frame or line worth seeing twice?
- CLARITY: does the premise survive being described in 7 words or less?

Keep only ideas scoring 12+. List the survivors with their scores.

Why scoring matters: most idea lists die because every idea feels equal at midnight. The three scores force the only questions that matter — will someone *send* it, *rewatch* it, and *get it instantly*? On our bank, Emotion-pillar ideas (loyalty, sacrifice, tenderness) consistently out-share plot gags; the cheat sheet in Chapter 6 maps which bank items hit which feeling.

Master Prompt 2 — The Shorts script writer

Write a script for a [Lane A / Lane B] cartoon Short.

CHARACTERS: [paste your character token blocks from the bible – features verbatim]

PREMISE: [the surviving idea from Master Prompt 1]
EMOTION (one only): [name it]

LANE RULES:

- Lane A (13–20 seconds): ONE joke. The final frame must match the opening frame so the video loops seamlessly. No dialogue needed; one readable prop.
- Lane B (40–58 seconds): five beats – HOOK (strongest moment first), CONFLICT, ESCALATION, PAYOFF (this episode's joke lands), SECRET (withhold exactly one fact for next time).

HARD RULES:

- Frame 1 is already in motion. No introductions, no walking in, no title cards.
- One action per beat. The picture changes every 2–3 seconds.
- Dialogue: short lines, each line must pass the mute test – the scene must still make sense from captions alone.
- Output format: numbered shots. For each shot: action, camera, dialogue (if any), caption text (if any).

A note on lane length: you will see services and gurus script "30-second Shorts." We banned that length. 25–35 seconds is a dead zone — too long to loop, too short to carry a story (Chapter 4 goes deep on this).

Master Prompt 3 — Visual & character prompt builder

This is the prompt shape we actually paste into the generator, built from three blocks:

[MASTER STYLE BLOCK]

[CHARACTER TOKENS – verbatim from the bible]

[SCENE: one action verb + location + the one emotion]

Our master style block, copy-paste ready:

hand-drawn 2D cartoon, bold clean outlines, flat colour with soft cel shading, neon-noir palette (magenta, teal, deep purple night), cinematic night lighting, expressive faces, smooth character proportions, TV-animation quality, no text, no watermark

And the negative prompt that rides along on every generation:

3D render, photorealistic, CGI, plastic skin, extra fingers, morphing face, changing outfit, tattoo moving or disappearing, text, subtitles, logo, watermark, blurry, low-res, daytime, washed-out colours

Three working scene shapes:

Scene (Lane B beat):

[CHARACTER TOKENS], [ONE ACTION VERB] in [LOCATION], [THE ONE EMOTION],
[MASTER STYLE BLOCK]

One action verb per generation. Two verbs = two clips. Emotion is a prompt ingredient, not a post-production hope.

Loop gag (Lane A):

[CHARACTER TOKENS] starts [POSE A], [ONE SIMPLE ACTION], ends EXACTLY back at [POSE A], seamless loop, locked camera, [MASTER STYLE BLOCK]

Generate the start frame first. The end must match it — same pose, same framing — or the loop stutters and the replays die.

Dialogue close-up (for lip-sync):

tight close-up, [CHARACTER TOKEN] face three-quarter view, mouth clearly visible, neutral expression moving to [EMOTION], plain neon background, minimal head motion, [MASTER STYLE BLOCK]

Minimal head motion and a visible mouth are what make the lip-sync pass work. Generate the voice line first, animate to it, then lip-sync. Never lay dialogue over a silently-generated clip — mouths lying is the fastest way to look fake.

Thumbnail frame:

[CHARACTER TOKEN] face large in frame, [ONE BIG EMOTION], neon background, high contrast, empty space on one side for 3 words of text, [MASTER STYLE BLOCK]

Premise text is not a generation prompt — it's an edit step. ≤ 7 words, the premise as a dare ("She planned it. He winged it." / "HEIST #3: wrong mansion." / "He ditched the cash. For her."), shown for the first ~3 seconds, then the video runs clean. If old text ends up burned into a frame, regenerate — never cover it with bars. Viewers read bars as censorship and swipe.

Enjoying this? The full system

These three prompts are the engine. The full book is the machine around them: the character bible that stops drift, the two length lanes, the Quality Gate checklist, the 60+ premise content bank, the cost & time sheet, and the daily run that keeps two Shorts a day publishing without panic.

- **Chapter 1** — The model: a faceless cartoon channel with a strict gate
- **Chapter 2** — The three master prompts
- **Chapter 3** — The character consistency bible
- **Chapter 4** — The two length lanes
- **Chapter 5** — The Quality Gate
- **Chapter 6** — The content bank system
- **Chapter 7** — Cost & time sheet
- **Chapter 8** — The daily run
- **Chapter 9** — Selling your own system later, and what NOT to do

Get the full system

Two Shorts a Day: The Faceless Cartoon System — the complete book.

<https://the-one-person-automation-agency.vercel.app>

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