

Turn any project you build into a launch video with one command

Setting up /brag — a free tool that reads your project, writes the story, and renders a short video you can post. No video editing involved.

WHAT IT IS

A free add-on that makes a launch video out of a project you already built

/brag is a free add-on for Claude Code — the version of Claude that runs in your computer's terminal and can read the files in a project folder. You type one command inside your project and it produces a finished 15–25 second video with music, motion and captions. You get an MP4 you can post straight to Instagram, LinkedIn or X.

WHAT IT DOES

Reads the project, then builds the video around it

- Looks through your project files to work out what the thing actually is
- Writes a plan and a scene-by-scene storyboard before rendering anything
- Renders a finished MP4 with music, motion and sound effects
- Writes the caption copy to post alongside it
- Takes direction on tone, length and format — vertical for Reels, landscape for X

WHAT IT REPLACES

The two hours you spend in an editor after shipping something

The normal version is screen-recording the project, cutting it in CapCut or Premiere, finding a track that isn't copyright-flagged, timing captions, exporting — a couple of hours per post, or a monthly subscription to a template tool. /brag does it in one command and costs nothing to install.

BEFORE YOU START

A Mac on macOS 13 or newer, and a Claude account

Written for Mac. It works on Windows too, but the commands differ. You also need a project folder on your computer that you want a video of.

- **To check your macOS version:** click the Apple logo at the very top-left of your screen → **About This Mac**. The version number is near the top. If it is below 13, go to **System Settings → General → Software Update** and update first.
- **To check your Claude account:** you need a paid Claude plan or API credits to use Claude Code. Sign in at claude.com and check under **Settings → Billing**. The free tier will not run it.

STEP 1

Open Terminal

1 Press ⌘ + Space, type "Terminal", press Enter

A plain window full of text appears. This is normal — it is just a place to paste commands. Keep it open for the whole guide.

2 Paste each command below with ⌘ + V, then press Enter

Wait for the scrolling to stop and a fresh line to appear before pasting the next one.

STEP 2

Install Homebrew

A free, widely used tool that lets your Mac install software with one line of text instead of clicking through download pages. The next step needs it. **If you already have Homebrew, skip to Step 3.**

1 Paste this in and press Enter

```
/bin/bash -c "$(curl -fsSL https://raw.githubusercontent.com/Homebrew/install/HEAD/install.sh)"
```

It will ask for your Mac password. As you type it, nothing appears on screen — no dots, no stars. That is normal and it is still registering. Type it and press Enter. The install then takes 5–10 minutes.

2 When it finishes, close Terminal and open it again

The install prints a few lines about "Next steps". Reopening the window is what makes Homebrew usable.

STEP 3

Install Node and FFmpeg

Two free background tools: Node runs the video engine, FFmpeg assembles the file.

Neither has a window you open — they just sit there and work.

1 Paste this in and press Enter

```
brew install node ffmpeg
```

Takes a few minutes. Lots of text scrolls past — you do not need to read any of it.

2 Check it worked

```
node --version
```

It should print something starting with v22 or higher, e.g. v22.14.0. If it prints a lower number, run **brew upgrade node** and check again.

STEP 4

Install Claude Code

This is the part that actually reads your project and runs /brag.

1 Paste this in and press Enter

```
curl -fsSL https://claude.ai/install.sh | bash
```

Nothing appears for a minute or two while it downloads. It is not frozen — leave it alone.

2 Close Terminal, open it again, then start Claude Code

```
claude
```

The first run opens your browser to sign in to your Claude account. Approve it, come back to Terminal, and you are in.

STEP 5

Install /brag

These two lines go **inside** Claude Code, not the plain Terminal — you should see Claude's prompt, not your normal one.

1 Add the source, press Enter

```
/plugin marketplace add latent-spaces/brag
```

2 Install it, press Enter

```
/plugin install brag@brag
```

Restart Claude Code afterwards: type /exit, press Enter, then type claude again.

STEP 6

Make your first video

1 Go to your project folder

```
cd ~/Desktop/my-project
```

Replace my-project with your actual folder name. Easier route: type **cd** and a space, then drag the folder from Finder into the Terminal window — the path fills itself in.

2 Start Claude Code and ask for it

```
let's /brag
```

It reads the project, writes a plan, then renders. Expect a few minutes.

3 Open the brag-output folder that appears inside your project

brag.mp4 is your video. The share copy sits in the same folder. That's it.

GOOD TO KNOW

Steer the tone: /brag --tone "fake Series A launch from 2016" — anything in quotes works.

For Reels or TikTok: add --format vertical. Landscape is the default.

Voiceover is off unless you ask: add --voice to turn it on.

If nothing renders: run npx hyperframes doctor in Terminal — it reports which piece is missing.

Don't like the result: nothing is permanent. Delete brag-output and run it again with different direction.