Turn your website into a *launch video.*

One sentence in Claude Code. The **/brag** skill writes the story, scores the music and renders the video.

Claude Code skill | Free · MIT license | 5-minute setup

You commented **MOTION**, so here's everything you need: what the skill does, how to install it, and how I'd use it. The link is on page 3.

WHAT IT IS

/brag in *three steps.*

A free Claude Code skill by **latent-spaces**. You point it at something you built and it makes a short, shareable launch video from it.

01

It reads what you built

Your project folder or a live website: the copy, exact colours and fonts, logo, and the real UI of your product.

02

It plans and builds the video

A hook, 2–3 highlights and an outro, written into a storyboard. Then it builds the motion and its own soundtrack.

03

It hands you the files

Everything lands in a `brag-output/` folder:

`brag.mp4` `brag.jpg · poster` `share-copy.txt`

/brag-slim is the version rebuilt for Claude Opus 5.5. On Opus 5.5, **/brag** switches to it automatically.

GET THE SKILL

Install it in *one command.*

THE SKILL · TAP TO OPEN

github.com/latent-spaces/brag ↗

OPTION A · CLAUDE CODE PLUGIN (RECOMMENDED)

inside Claude Code

```
> /plugin marketplace add latent-spaces/brag
> /plugin install brag@brag
```

OPTION B · JUST /BRAG-SLIM, WITH THE SKILLS CLI

terminal

```
$ npx skills add https://github.com/latent-spaces/brag
--skill brag-slim
```

Already have the plugin? Update it with `claude plugin update brag`. If the command doesn't appear, restart Claude Code.

USE IT

Your first video in *3 moves.*

1 Open your project in Claude Code

Or skip the project and use a live website URL instead.

2 Say the magic words

```
> let's /brag about this
```

```
> /brag-slim yoursite.com --format vertical
```

3 Open brag-output/

Watch the video, grab the poster, post it with the share copy.

`--format`	**landscape** 1920×1080 (default) · **vertical** 1080×1920 · **square** 1080×1080, all 30 fps
`--tone`	A preset or anything you describe. It picks one if you don't.
`--duration`	Length in seconds. About 20 s by default.

HOW I'D USE IT

AI MOGGER *tips.*

01 · FORMAT

Go vertical

Use `--format vertical` for Reels, Shorts and TikTok.

02 · FOCUS

One real feature

Tell it which feature to show. entry → action → result beats a tour.

03 · CHECK

Review every scene

Read every claim and every line of text before you post it.

04 · RE-ROLL

Try another tone

Don't love it? Ask for a different tone or a new version of one scene.

The classic `/brag --full` workflow also needs Node.js 22+, FFmpeg and the Hyperframes CLI. `/brag-slim` builds with the tools already on your machine.

Made something with it? *Tag @ai.mogger,*
I'd love to see it. More free tools at aimogger.com