

Gemini Omni Quick Start Guide

Make Your First AI Commercial... Longer Than 10 Seconds

No camera. No crew. No editing software. Describe your ad, and the AI films it... then learn the one skill that turns 10-second clips into a real commercial: **scenes**.

Two workflows inside... one with Google Flow, one with just the Gemini app.



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Powered by JourneyBuilder

What Gemini Omni Is

Gemini Omni is Google's AI video model, launched in May 2026. The first version is called Omni Flash. You feed it text, a photo, audio, or an existing video... and it makes or edits video for you.

Three things make it special:

- **It replaced Veo in the Gemini app.** If you used Veo before, this is the upgrade.
- **It edits by conversation.** You do not need editing software. You just tell it what to change... 'warmer light,' 'show the product from the side.'
- **It generates sound natively.** Voiceover, music, and effects are built into the video, not added later.

Every Omni video carries an invisible SynthID watermark that marks it as AI-made. Good to know for commercial work... it is a feature, not a problem.

What You Actually Need

You do **not** need the most expensive plan. Any paid Google AI plan unlocks video generation in the Gemini app, and the cheapest is \$7.99/mo. Verify current pricing in-app... Google changes it often.

Plan	Price	Makes video?	Best for
Free (Gemini app)	\$0	No	Everything except video
YouTube "Remix with Omni"	\$0	Remix only*	Free taste, if rolled out to you
Google AI Plus	\$7.99/mo	Yes	Budget-friendly start
Google AI Pro	\$19.99/mo	Yes	The small-business sweet spot
Google AI Ultra	from \$99.99/mo	Yes	Heavy creators

* The free YouTube route remixes an **existing** Short. It is rolling out gradually and is not a build-from-scratch tool. For making real commercials, use the Gemini app on a paid plan.

The 10-Second Rule (and Why Scenes Matter)

Each clip Omni makes is about 10 seconds. That is a deliberate choice by Google, not a flaw, and longer clips are coming... verify the current limit in-app. Until then, the trick is simple: stop thinking 'video,' start thinking 'scenes.' A 60-second commercial is roughly six 10-second scenes that match, placed in order. Your whole job is to make scenes that match, then line them up.

Workflow A: Scenes in Google Flow

Flow is Google's AI film studio with a built-in timeline. Find it at flow.google (use desktop Chrome). Credits come with your paid plan.

- 1. Lock your look first (Ingredients).** Save your hero asset... your avatar, product, or style... as an Ingredient. Reference it with @ so every scene matches. A sharp reference photo gives consistent results.
- 2. Generate your seed scene.** Write a director's prompt, or start from an image with Frames-to-Video. Pick your best take and add it to Scenebuilder.
- 3. Extend vs Jump To vs Add Scene.** Extend continues the same action. Jump To keeps your subject but moves them somewhere new. Add Scene is a hard cut. Mixing these up is the #1 beginner mistake.
- 4. Arrange.** Drag clips into order in Scenebuilder, trim, drop in audio.
- 5. Export.** Save the finished multi-scene video. Tip: clips that end on stillness extend more smoothly than clips that end mid-motion.

Free shortcut: New to Flow? Spend 20 minutes in **Flow TV** first. It shows the exact prompt and technique behind every featured clip, so you learn what actually works before you spend a single credit.

Workflow B: Scenes WITHOUT Flow (Gemini App Only)

No Flow, no problem. You can build a multi-scene commercial with just the Gemini app and one free editor.

- 1. Storyboard in text first.** Write your ad as a numbered scene list... Scene 1, Scene 2, Scene 3... each about 10 seconds, each with one director's prompt.
- 2. Lock your look with one reference.** Pick ONE thing that keeps it consistent: your avatar, a product photo, or a style image. Attach it to every scene.
- 3. Generate scene by scene.** Open video generation in the Gemini app, prompt Scene 1, attach your reference, generate. Refine in the same chat... it remembers the scene.
- 4. Connect the scenes (the secret sauce).** Either ask Omni to extend/continue in the same chat, or save the last frame of Scene 1 and use it as the start frame of Scene 2. Repeat down the line.
- 5. Download and stitch.** Save each clip as MP4, drop them into a free editor (like CapCut) in order, trim the seams, add music, export.

The Director's Prompt Formula

Subject + Action + Setting + Lighting + Camera + Mood

"A medium tracking shot of a barista sliding a latte across a marble counter, warm morning light, shallow focus, cozy and inviting."

Pro move: Do not cram your whole storyboard into one prompt. Build one or two scenes at a time, get each looking right on its own, then chain them. You get more control and Omni does not have to solve everything at once.

5 Commercial Ideas to Try This Week

- **Product hero.** Your product floating, spinning, glowing... the slick animation that usually costs thousands.
- **Founder welcome.** Your AI avatar greeting new customers by name of your business.
- **Before and after.** Show the problem in Scene 1, your solution in Scene 2.
- **Testimonial style.** A warm, human scene that captures one happy-customer moment.
- **Seasonal promo.** A 20-second spot for your next sale or event.

Do's and Don'ts

DO	DON'T
Lock your reference or avatar BEFORE generating scenes	Generate six scenes and hope they match
Match aspect ratio to the platform (vertical, square, wide)	Put real celebrities, competitor logos, or trademarks in your ad
Iterate in the same chat, one change at a time	Start a brand-new prompt for every little fix
Assume Plus or Pro is plenty	Assume you need Ultra... you don't

Your Next Step

Go make ONE 10-second scene this weekend. Just one. Then come show me in the Facebook Group.

Gemini app	gemini.google.com
Google Flow	flow.google
Facebook Group	facebook.com/groups/jaytheaiguy
Work with Jay	Book a discovery call (link in the workshop)