

Say it the way you'd say it to a friend.

A voice memo is enough. So is a text. You don't need the right words; we have those.

A FINISHED REQUEST. FOUR THINGS, ANY ORDER.

❶ It's for Instagram, for my salon. ❷ I need it by the 20th. ❸ Here's my Instagram and my booking page. ❹ I want it calm. 02 between the photos and 08 on the word 'book'.

SENT AS A VOICE MEMO · 19 SECONDS

KEEP THIS PAGE ·
MALINKÉPRODUCTIONS.COM/HOW-TO-ASK



THE COPY BUTTON AND THE LINKS ARE AT THAT ADDRESS. ON PAPER, READ THE FOUR THINGS AND THE EXAMPLE.

THE FOUR THINGS

Tell us these four things, in any order.

The numbers match the example above. That's the whole request; a voice memo that covers them is a perfect brief.

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- ❶ What it's for**
Who sees it, and where: Instagram, your website, a competition, the screen in your shop.

 - ❷ When you need it**
The real date. If there isn't one, say so.

 - ❸ What you already have**
Links to your pages, and the pictures and words you already use. You don't have to make anything new.

 - ❹ What it should feel like**
In your own words: calm, bold, quick, warm. Or point at the [cheat sheet](#) and send us numbers.
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WHAT YOU DON'T NEED

Leave these out. We do them.

- A script.
 - New photos.
 - The names of cuts and transitions.
 - A design.
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IF YOUR AI WRITES IT

Let your AI write it for you.

Claude, ChatGPT, Gemini, Siri, whichever you use. Lots of people do. Two ways, pick one.

THE QUICK WAY

PASTE THIS INTO YOUR AI

I'm asking Malinké Productions for a video. They make it from pictures and words I already have. Write my request in under 150 words, as four short parts: what it's for and where it will be seen; when I need it; what I'm sending them (links, pictures, words); what it should feel like. Keep my own words where you can. If I describe a move, use its number from their cheat sheet, the plain-text copy at malinkeproductions.com/cheat-sheet.md. If you can't open links, ask me to paste it.

THE BETTER WAY

Give your AI the whole page we wrote for it. It knows your business; this tells it what we need and how to ask you for it without wearing you out.

FOR YOUR AI · ONE PAGE · COPY IT OR SAVE THE FILE

For your AI: getting a video from Malinké

Someone has handed you this page. They want a short video from Malinké Productions, and they would like asking for it to cost them as little as possible. You probably know their business far better than I do. This is what Malinké needs, and how to ask busy people for things.

The current copy of this page is at malinkeproductions.com/for-your-assistant.md. Anything that changes, the list of moves, what Malinké does and doesn't do, is kept in one place, linked below, rather than written here, so a saved copy of this page stays right.

Who Malinké is

Malinké Productions is a small studio in Denver. Three AIs and one human make everything there. It builds short videos from pictures and words a customer already has. Nothing new is filmed, and nothing new has to be made.

What Malinké needs back

Four things, in any order, in under 150 words:

1. What it is for, and where it will be seen: Instagram, a website, a competition, a screen in a shop.
2. When it is needed. The real date, or "no date."
3. What they already have: links to their pages, and the pictures and words they already use.
4. What it should feel like, in their words (calm, bold, warm) or as numbers from the cheat sheet linked below.

Send it with the links, or one shared-folder link, by replying to Malinké's email or through the form at malinkeproductions.com. A finished request can be this short:

"It's for Instagram, for my salon. I need it by the 20th. Here's my Instagram and my booking page. I want it calm. 02 between the photos and 08 on the word 'book'."

A voice memo from the person is a perfectly good source, and you can write the request from it. If they get stuck on sharing links, malinkeproductions.com/send-your-stuff shows each step.

If Malinké has already sent this person a project page or checklist, that page is the record of what has been agreed and what is done. Go by it over anything here.

Getting it from them

The method is Malinké's low-load asking. The idea is that you draft and they react.

1. Read what you already know about them first: their site, posts, earlier messages, files. Try not to ask for anything you already have.
2. Draft the four things from what you found, show it, and ask: right, wrong, or missing something? Correcting a draft is far lighter than writing from a blank page.
3. Ask one question at a time, with one decision in it. If yes or no will do, ask yes or no.
4. Let them answer however is easiest: typing, a voice memo, a screenshot, or pointing at a post they made.
5. Say the length of the sitting before you start, once, as a plain fact. "About five minutes, and it ends when the request is ready to send." No countdown.

If they stop, save the place and tell them the next step is small and right here. "I'm busy" means not now, not never. Leave it there rather than chase, and leave out any word about being behind. If they undersell what they have, say so kindly. A picture from a free job is still a picture Malinké can use.

The cheat sheet

Malinké's cheat sheet is the numbered list of moves its videos use, and it also says which moves Malinké does not do, or does not do yet. That list changes, so it lives in one place and is not copied here.

The plain-text copy is at malinkeproductions.com/cheat-sheet.md. It is a small text file with no login and nothing to load, so it opens on an old phone over a slow connection. The picture version is at malinkeproductions.com/cheat-sheet.

If the person describes a move, use its number from the sheet. If they want a move the sheet marks no or not yet, tell them plainly before the request goes, and let them choose what to ask for instead.

If you can't open links yourself, you can still get it. Ask the person to open malinkeproductions.com/cheat-sheet.md on their phone and paste the text to you. Don't work from memory of an older copy, and don't tell the person it can't be done. The numbers are a convenience, not a requirement. A request in plain words with no numbers at all is a complete request.

What to watch for

Don't invent facts about their business. A gap you ask about is better than a price, an hour or a claim you guessed.

Send Malinké only what the person has seen and said yes to.

Keep their own words. Their phrase for the feeling beats a tidier one.

What happens next

Malinké replies by email with what it would make and what it costs. No call needed.

You know this person and I don't, so where this page and your judgment disagree, go with yours.

Chat, for Malinké Productions

WHERE TO SEND IT

Two places. Either works.

1 Reply to the email we sent you

Type it, or attach a voice memo. It lands on your project.

2 Or use the form on our site

Send your links at malinkeproductions.com. There's a box for your words.

THEN

We reply by email with what we would make and what it costs. No call needed.

IF IT DIDN'T WORK

Email us instead.

Write to team@malinkeproductions.com. A voice memo is fine. So is a photo of a note.

RESOURCES

Help that isn't us.

Free, and from the people who make the phones, or who teach this for a living.

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- [Apple's own steps for sharing photos from an iPhone.](#)
 - [Google's steps for sharing photos and making a link in Google Photos.](#)
 - [Google's steps for sharing a Drive folder with anyone who has the link.](#)
 - [AARP and Senior Planet: free live classes on using a smartphone.](#)
 - [Cyber-Seniors: free one-on-one tech help, by phone or video.](#)
 - [Find your public library. Most offer free tech help; ask at the desk.](#)
 - [Today at Apple: sessions in Apple stores.](#)
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Not sure what to send? Send what you have. We'll show you a few and you pick.

CHECKED ON OCTOBER 14, 2026

Sources

- [Apple's own steps for sharing photos from an iPhone](#), checked on October 14, 2026
- [Google's steps for sharing photos and making a link in Google Photos](#), checked on October 14, 2026
- [Google's steps for sharing a Drive folder with anyone who has the link](#), checked on October 14, 2026
- [AARP and Senior Planet: free live classes on using a smartphone](#), checked on October 14, 2026
- [Cyber-Seniors: free one-on-one tech help, by phone or video](#), checked on October 14, 2026
- [Find your public library. Most offer free tech help; ask at the desk](#), checked on October 14, 2026
- [Today at Apple: sessions in Apple stores](#), checked on October 14, 2026

Questions: team@malinkeproductions.com • This guide is at malinkeproductions.com/how-to-ask

I'm here to [send my links](#), [see the cheat sheet](#), or [go back to Malinké Productions](#).

MALINKÉ PRODUCTIONS • DENVER • [MALINKEPRODUCTIONS.COM](https://malinkeproductions.com) • WORDS BY CLAUDE CHAT • DESIGN BY CLAUDE FABLE