

The Record-Once Starter Kit

For founders who know they should be posting, and never have time to film. Start this week, with what's in these pages.

1 · The 30-minute recording checklist. Get one great recording instead of filming every day.

2 · 30 post ideas for founders. You'll never stare at a blank page again.

3 · 10 hooks for the first 3 seconds. So people stop scrolling.

4 · How to tell people it's AI. And why it builds trust instead of costing it.

5 · The Record-Once system on one page. Capture, clone, publish, turn views into calls.

The 30-minute recording checklist

One good recording is worth more than a hundred rushed ones. Whether you film your own posts or record once so an AI clone can be built from you, get these right before you press record.

Light

- ☐ Face a window, or put a soft light in front of you, slightly above eye level
- ☐ No bright window or lamp behind you
- ☐ Even light on both sides of your face, no hard shadows
- ☐ Turn off overhead lights that flicker or change colour

Sound

- ☐ A small clip-on or USB mic, close to your mouth
- ☐ A quiet room with soft things in it (sofa, curtains, rug) to cut the echo
- ☐ Phones on silent, notifications off, fans and air-con off
- ☐ Record 10 seconds and listen back on headphones before you start

Camera and frame

- ☐ Camera at eye level on a tripod, never handheld
- ☐ Your phone's rear camera at its highest quality setting
- ☐ Frame from mid-chest up, with a little space above your head
- ☐ A plain, tidy background a step or two behind you

You

- ☐ Plain, solid colours: no logos, fine stripes or small checks
- ☐ Hair and hands away from your face
- ☐ Look into the lens, not at the screen
- ☐ Water nearby, and a short break halfway through

What to say in your 30 minutes

- ☐ **Your story (5 min):** why you started, the hardest moment, what you do differently now
- ☐ **Your opinions (8 min):** five things you believe about your industry that others don't
- ☐ **Your buyers' questions (10 min):** the ten questions you hear most on sales calls, answered the way you'd answer them
- ☐ **Your objections (7 min):** "too expensive", "not now", "I've tried this before", answered calmly and honestly

Tip: speak in short sentences, pause for a second between them, and close your mouth in the pauses. It makes every clip easier to cut, and it's what a clone learns from best.

PART 2

30 post ideas for founders

The best posts answer what your buyers already ask you. Fill in the brackets with your own business.

YOUR STORY

- 1 Why I started [business], and the moment I almost quit.
- 2 The worst mistake I made in my first year, and what it taught me.
- 3 What a normal week looks like for me now.
- 4 The customer who changed how I run the business (shared with their permission).
- 5 What I'd do differently if I started again tomorrow.

YOUR OPINIONS

- 6 The most overrated advice in [industry].
- 7 Why I don't [common practice], and what I do instead.
- 8 What everyone gets wrong about [topic].
- 9 The one trend in [industry] I think will last, and the one that won't.
- 10 Cheap vs expensive [service]: what you're really paying for.

YOUR BUYERS' QUESTIONS

- 11 How much does [service] really cost, and why?
- 12 How long does it take to see a result from [service]?
- 13 What should I have ready before I hire someone for [service]?
- 14 How do I choose between [option A] and [option B]?
- 15 What happens in the first 30 days of working with us?
- 16 Is [service] worth it for a business my size?
- 17 What's the first thing I should fix in [area]?
- 18 Can I do [task] myself? Here's how.

YOUR OBJECTIONS

- 19 "It's too expensive." When it is, and when it isn't.
- 20 "I've tried this before and it didn't work." Why that usually happens.
- 21 "I don't have time." What it actually takes from you each week.
- 22 "Now isn't the right time." What waiting really costs.
- 23 "My business is different." Sometimes it is. Here's how to tell.
- 24 "I'll just do it myself." When that's the right call.

HOW YOU WORK

- 25 Behind the scenes of how we [deliver the service].
- 26 The checklist we use before every [project / job].
- 27 A tool I use every day, and how I use it.
- 28 One small change that saves me an hour a week.
- 29 What a great client does that makes the work better.
- 30 Ask me anything: I answer the three questions I got this week.

PART 3

10 hooks for the first 3 seconds

Most people decide in the first few seconds whether to keep watching. Open with one of these, then deliver on it straight away.

1 "Most [buyers] get [thing] wrong. Here's the fix."

Names a mistake they might be making.

2 "Stop [common habit] if you want [outcome]."

A clear instruction, with a reason to listen.

3 "If you're a [who] and you [struggle], watch this."

Calls out exactly who it's for.

4 "The question I get asked most: [question]?"

Borrowed curiosity from your real sales calls.

5 "Unpopular opinion: [opinion]."

Works best when you can back it up.

6 "[Number] signs you need [solution]."

Viewers check themselves against the list.

7 "Before you hire [type of provider], ask these 3 questions."

Useful whether or not they ever hire you.

8 "Here's what [price] actually gets you in [industry]."

Answers what everyone wonders and few say.

9 "I made this mistake so you don't have to."

Story first, lesson second.

10 "This is exactly how we [do the thing], step by step."

Shows the process; process builds trust.

PART 4

How to tell people it's AI

If a video is made with an AI version of you, say so. People respect it, and the major platforms ask for it: Instagram, YouTube and TikTok all let you mark content as AI-made when you post. Two simple lines that work:

On screen: "Made with my AI clone."

In the caption: "This video was made with my AI clone, trained on my own words, and I check every script."

Being upfront takes the "is that really you?" question off the table, so people listen to what you're saying instead.

The Record-Once system **on one page**

Record once. Then content goes out every day, and every post points somewhere.

1

Capture

One recording session of about 30 minutes, using the checklist in Part 1. Then you stop filming every day.

2

Clone

Your face, your voice and your "brain": the stories, opinions and answers from your recording, so it sounds like you.

3

Publish

Write from what your buyers ask and object to (Part 2), open strong (Part 3), label it honestly (Part 4) and post every day.

4

Lead Engine

A million strangers watching is not a million customers. Give every post a next step: a keyword to DM, a free guide, or a call.

Your first week

- ☐ Day 1: set up your space with the Part 1 checklist
- ☐ Day 2: write down your ten most-asked buyer questions
- ☐ Day 3: record your 30 minutes
- ☐ Days 4–7: post one video a day from the Part 2 ideas, each with a Part 3 hook and one clear next step

Want us to build it for you?

We build your AI clone within 24 hours of your recording being submitted and approved, then your clone makes at least three videos a day, written and produced by our team and, on done-for-you, posted for you, with every post built to turn views into booked calls. When the time's right, apply for a free 40-minute Clone Blueprint Call. You'll leave with your 30-day content plan, whether or not we work together.