



FREE STARTER KIT

YOUR AI CONTENT EDITOR IN A WEEKEND

Turn your phone photos and videos into scroll-stopping posts using ChatGPT, Gemini or Claude — with the same editing rules and posting workflow a pro video studio uses. Start at \$0.

BY SUNDAY NIGHT YOU'LL HAVE

- Your own **AI editor** set up in ChatGPT, Gemini or Claude — trained on your brand
- A way to **send photos, videos and transcripts** and get back crops, fixes, cut lists, captions and hooks
- A **simple weekly posting system** — free in each app, or all in one place with Metricool
- A **QC checklist** so nothing sloppy goes out
- A **60-minute weekly routine** you can actually keep

START HERE

HOW THIS KIT WORKS

You don't need to be "techy." You need one AI chat app, your phone, and about one hour a week. This guide walks you through it in five steps. The templates folder has everything you copy and paste.

THE FIVE STEPS

1	Set up your AI editor	p.4
2	Teach it your brand	p.5
3	Send photos, videos + transcripts	p.6–8
4	Post on a simple weekly rhythm	p.9–10
5	QC before anything goes out	p.11
+	Your weekly 60-minute routine	p.12

IN THE TEMPLATES FOLDER

Open them in any text app (Notes, TextEdit, Word, Google Docs).

- **01 Editor Brain** — the master instructions you paste into your AI
- **02 Brand Voice Sheet** — fill-in-the-blanks about your business
- **03 Prompt Library** — 16 copy-paste requests
- **04 Short-Form Edit Rules**
- **05 Caption + Hook Formulas**
- **06 Posting Workflow + Weekly Routine**
- **07 QC Checklist**
- **08 Content Calendar** (.csv — opens in Google Sheets / Excel)
- **09 Metricool Setup**

THREE WORDS YOU'LL SEE

Word	What it means
Instructions	A box inside your AI app where you paste rules once, so you don't repeat yourself every chat.
Transcript	The words spoken in a video, typed out with times. Free apps make them for you automatically.
B-roll	Extra footage that shows what someone is talking about (the job, the product, the place). It also hides cuts.

The one promise this kit makes: your AI will never invent quotes, numbers or reviews. It edits what you give it. Real material in, better posts out.

BEFORE STEP 1

PICK YOUR PATH

Same templates, same rules. Start free. Upgrade only when the free limits slow you down. Edit in your phone's editor or the free CapCut / InShot apps on either path.

	\$0 PATH	BUDGET PATH
Monthly cost	\$0	~\$20-45 <small>one AI plan (~\$20) + Metricool (\$0-25)</small>
AI editor	Free ChatGPT, Gemini or Claude	One paid plan: ChatGPT Plus, Google AI Pro or Claude Pro
Where your rules live	Gemini Gem, ChatGPT Project or Claude Project (all have free versions) — or paste the Editor Brain as your first message	Same, plus ChatGPT Custom GPTs; bigger file uploads and memory
Daily use	Free limits on messages, uploads and long videos — fine for a few posts a week	Far higher limits; longer transcripts; image editing; faster
Scheduling	Free in each app: Meta Business Suite, TikTok, YouTube Studio	Metricool: one calendar for every platform + best-time hints
Analytics	Each app's insights, screenshot into your AI	All networks in one Metricool report
Best for	Solo owners posting 3-5 times a week	Busy owners, small teams, more than 20 posts a month

PRICES WE CHECKED (OCTOBER 2026)

Tool	Free plan	Cheapest useful paid plan
ChatGPT	Yes — can use Projects and other people's GPTs	Plus: about \$20/mo (lighter "Go" plan about \$8/mo). Making your own Custom GPT needs a paid plan.
Google Gemini	Yes — you can make Gems for free	Google AI Pro: about \$19.99/mo
Claude	Yes — includes up to 5 Projects	Pro: about \$20/mo (about \$17/mo billed yearly)
Metricool	Yes — 1 brand, 20 scheduled posts/mo, 30 days of analytics (no LinkedIn or X)	Starter: about \$25/mo monthly or about \$20/mo billed yearly

Prices change often and may not include tax. Check the current price on each company's pricing page before you pay. You only need **one** AI subscription — pick the app you like using.

STEP 1

SET UP YOUR AI EDITOR

Pick ONE app. Make a dedicated space for your content, then paste the **01 Editor Brain** file into its instructions box. That's what turns a general chatbot into *your* editor. (Menus move around — look for the words in bold.)

CHATGPT • CHATGPT.COM

PROJECT (FREE)

1. Left sidebar → **New project**. Name it "[Your Brand] Editor".
2. Open the project → ... / **settings** → **Instructions**.
3. Paste the whole Editor Brain. Save.
4. Click **Add files** → upload your filled-in Brand Voice Sheet.
5. Start every content chat **inside** this project.

CUSTOM GPT (PLUS)

1. Sidebar → **GPTs** → + **Create** → **Configure** tab.
2. Name + short description.
3. Paste the Editor Brain into **Instructions**.
4. **Knowledge** → upload the Brand Voice Sheet + Edit Rules.
5. Turn on image generation if you want edits. **Create** → share: **Only me**.

GEMINI • GEMINI.GOOGLE.COM

GEM (FREE)

1. Sign in with a Google account.
2. Left sidebar → **Explore Gems** (or **Gems**) → **New Gem**.
3. Name it "[Your Brand] Editor".
4. Paste the Editor Brain into **Instructions**.
5. **Knowledge** → add the Brand Voice Sheet (from your computer or Google Drive).
6. **Save**. Open the Gem from the sidebar whenever you make content.

Why Gemini on the \$0 path:

Gems are free and it handles photos and YouTube links well.

On a phone? Make the Gem on a computer first; it shows up in the Gemini app.

CLAUDE • CLAUDE.AI

PROJECT (FREE)

1. Left sidebar → **Projects** → + **New project**.
2. Name it "[Your Brand] Editor" → **Create**.
3. Click **Set project instructions** (or **Instructions**) → paste the Editor Brain → **Save**.
4. Under **Files / Project knowledge** → + → upload the Brand Voice Sheet, Edit Rules and Caption Formulas.
5. Start new chats **inside** the project.

Why Claude: great at long transcripts and writing in your voice.

Free accounts get up to 5 projects — plenty.

NO INSTRUCTIONS BOX? USE THE "FIRST MESSAGE" TRICK

Open a new chat, paste the whole Editor Brain, and add: *"Use these rules for this whole chat. Reply 'Ready' when you've read them."* Keep that chat and come back to it. This works on any free plan, any app.

Test it: type *"What are your rules for short videos? Answer in 5 bullets."* If it says "no pauses over half a second, cover every cut, end on a full sentence..." — it's working.

STEP 2

TEACH IT YOUR BRAND

A generic AI writes generic posts. Twenty minutes of filling in blanks is what makes it sound like you.

A. FILL IN THE BRAND VOICE SHEET

Open **02 Brand Voice Sheet**. Answer in plain words:

- What you do, in one sentence a 10-year-old gets
- Who your ideal customer is and their #1 worry
- 3 words for your voice, words you never use
- **Real** proof: years, jobs done, reviews, guarantees
- Your one call to action
- Your colours and privacy rules
- 3–5 topics you'll post about on repeat

Then upload it to your Project / Gem / GPT (or paste it under the Editor Brain).

B. TRAIN IT WITH 5–10 EXAMPLES

AI learns fastest from examples. Collect your best posts (or a competitor's you admire). For each:

- The caption
- What the video or photo showed
- How it did (views, saves, shares, leads — rough is fine)
- Why you think it worked

Paste them all in one message:

PASTE THIS

These are my best posts. Study the hooks, length and tone. Write like this from now on. Then tell me the 3 patterns you see.

C. CORRECT IT OUT LOUD (THIS IS THE REAL TRAINING)

Every time it gets something wrong, tell it the rule — and add that rule to your instructions box so it sticks in new chats too.

EXAMPLE

Too salesy. We never say "dream home" or "act now." Rewrite it like you're talking to a neighbour over the fence.

EXAMPLE

Remember for every future answer: we write as "we," not "I," and we never show customers' last names. Repeat that back in one line.

TWO HABITS THAT KEEP IT SHARP

- **One space, one brand.** If you run two businesses, make two Projects / Gems.
- **Monthly refresh:** add your newest 3 best posts to the examples, and delete rules that no longer apply.

STEP 3

SEND IT YOUR STUFF

Your AI can't press buttons in your editing app — but it can look, listen (through transcripts) and tell you exactly what to do. Here's what to send and what you get back.

You send	How	You get back
Photos	Attach 1–10 straight from your camera roll (paperclip / + button)	Keep / fix / skip · best crop for 9:16, 4:5, 1:1 · exact slider settings for your phone editor · what to crop out · caption + on-photo text
A video transcript	Paste the text (how to get it free, below)	Top 5 lines with times · 3 short edits (hook → body → close) · exact cut list · where to zoom or add b-roll
A short video file	Gemini and paid ChatGPT can watch short clips; Claude works best from a transcript + a few screenshots	Same as above, plus notes on framing, light and sound
Screenshots of your edit	Grab 3–6 frames from the edit timeline or the finished video	A QC pass: text in the safe zone, captions, cover, anything distracting
Your numbers	Screenshot your Insights / Metricool report	What worked, what didn't, what to post next week

GET A TRANSCRIPT FOR \$0

1. **CapCut** (free app): import video → **Captions** → **Auto captions**. Copy the text, or export captions as a text/SRT file.
2. **YouTube Studio**: upload as **Private**. After processing, **Subtitles** → open the auto track → copy.
3. **Your phone**: many phones can live-transcribe recordings in the voice recorder app.

Keep the times (00:12 → 00:18). They make the cut list exact.

BEFORE YOU FILM: GET BETTER RAW MATERIAL

- Shoot vertical (9:16) for shorts, steady, eye level, face lit from a window.
- Record 10 seconds of every b-roll shot: wide, medium, close detail, hands working, the finished result.
- Clip-on mic if you can (a cheap lav beats any camera upgrade).
- Ask open questions: "What almost stopped you?" not "Was it good?"
- Keep rolling before and after the "real" answer — the best lines are often there.

STEP 3 · PROMPTS

WHAT TO ASK

Copy, paste, fill in the [brackets]. 16 more in **03 Prompt Library**.

PHOTO COLOUR + CROP

Here are [8] photos from [the job / the event]. For each: keep, fix or skip? Give the best crop for 9:16 and 4:5, the exact light and colour slider changes for my phone's editor, and anything distracting to crop out. Then rank the top 3 to post.

CAPTIONS FOR EVERY PLATFORM

Write captions for this video: [describe it or paste the transcript]. Instagram Reel, TikTok, Facebook, YouTube Shorts (title + description). Line 1 must say what this video is about. Call to action lower down. 3–5 niche hashtags. No #fyp.

FIND THE BEST 30 SECONDS

Here's the transcript of a [6]-minute video of [who] talking about [topic]. Read all of it first. Give me the top 5 lines with timestamps, then build 3 edits of 20–45 seconds: HOOK → BODY → CLOSE, with an exact cut list (in, out, words). Remove fillers and pauses. Mark where each cut needs a zoom or b-roll.

SHOT LIST

I'm filming [what] at [place] tomorrow with [just my phone]. Give me a 15-shot list (5 wide, 5 detail, 5 people/action), 3 b-roll shots to cover cuts in a talking video about [topic], and 3 questions to ask on camera.

HOOK DOCTOR

My hook is: "[hook]". Give me 10 better ones — number drop, myth-buster, question that names a fear, story fragment, "nobody tells you...". Under 10 words each. Pick your top 2.

THUMBNAIL / COVER TEXT

Give me 10 cover-text options for this video: 2 lines max, 6 words max, payoff in big words, numbers and \$ win. Mark your top 3 and tell me what kind of frame to use as the cover.

INTERVIEW QUESTIONS

I'm interviewing [a customer / a team member] about [topic]. Give me 10 questions that get specific, emotional story answers — not "it was great." Include 2 warm-ups and an "anything else?" closer.

SCRIPT A 30-SECOND VIDEO

Write a 30-second talking-to-camera script about [topic] in my voice. Hook first, one idea, end on a full sentence, CTA last: [CTA]. Under 80 words. Then give me 3 b-roll shots to cover it.

Paid-plan bonus — "edit it for me": ChatGPT Plus and Gemini can retouch images (brighten, straighten, remove a trash can). Always compare to the original — never post an AI edit that changes what your actual work looks like.

THE EDIT RULES ON ONE PAGE

SHAPE OF EVERY SHORT

Part	Length	Job
Hook	2–5 s	One line that stops the thumb. Never "Hi, I'm..."
Body	10–45 s	2–4 clips. One idea only.
Close	2–5 s	A line that lands — a number, a laugh, a full stop.
CTA	2–3 s	One next step.

MAKE IT TIGHT

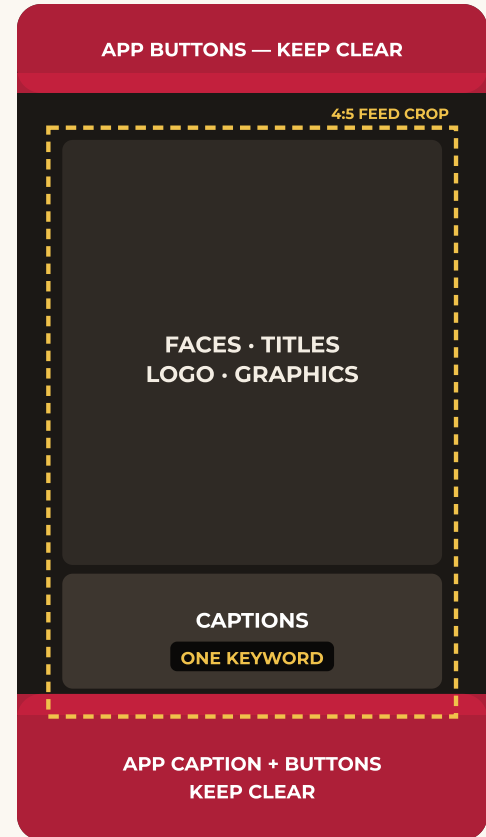
- Cut every pause of **half a second or more**.
- Cut um, uh, "you know," stutters, restarts, repeats.
- **Cover every cut:** zoom in 15%+, switch angle, or lay b-roll over it.
- Change the picture at least **every 5 seconds**.
- **End on a complete sentence** — never "and..."

B-ROLL, CAPTIONS, MUSIC

- B-roll matches the words, 2–5 s each, **never reused** in one video. Face on screen for the first ~2.5 s.
- Captions: 1 line, ≤3 words, bold, **one keyword highlighted** in your accent colour. Spell-check names.
- Music low under talking, no lyrics, louder only on the end card.

The line test: "Could a company have written this, or could only this person have said it?" Only-this-person stays in.

9:16 SAFE ZONES



1080 × 1920 frame. Top ~11% and bottom ~18% are covered by the app. Keep every word, face and logo inside the gold dashed box (the centre 4:5 area) because feeds crop to it. Fill the whole frame with picture — no black bars or blurry stretched backgrounds.

COVER / THUMBNAIL

- A real expression — laugh, point, reaction. Never a blink.
- 2 lines, few words; numbers and \$ win.
- Text centred in its box, face not covered.

STEP 4

THE POSTING WORKFLOW

Three good posts every week for a year beats twenty in one week and then nothing. Pick a rhythm you can keep.

WEEKLY RHYTHM

Time you have	Post
1 hr / week	3 posts: 2 short videos + 1 photo or carousel
2-3 hrs / week	5 posts
A team	1 a day

Post each short to Instagram Reels, TikTok, YouTube Shorts and Facebook — but give each its own caption. Export clean (no other app's watermark).

A/B TEST — ONE VARIABLE

- Never post the same video more than **twice** on one account.
- Post #2 changes **one thing only**: the cover OR the first line. Never both — or you won't know what worked.
- Wait 1-2 weeks. Compare views in the first 48 hours, then saves and shares.

BEST TIME TO POST

Start with weekdays **7-9 am, 12-1 pm or 6-9 pm** local time. After a month, use your real data: Instagram / Facebook **Insights** → **Audience** → **Most active times**, TikTok **Analytics** → **Followers**, or Metricool's shaded best hours.

THE CAPTION FORMULA

- 1. Hook** — what THIS post is about, under 10 words
- 2. Value** — 1-2 short sentences: the story, tip or surprise
- 3. One CTA** — save / send to a friend / visit your site
- 4. 3-5 niche hashtags**

Line 1 is never your call to action. If every post starts "Call us today...", nobody — including you, scrolling your analytics later — can tell them apart. Every first line different.

HASHTAGS

- 3-5 niche + local tags: **#[city][trade]**
#[trade]tips **#[niche]**
- Skip #fyp, #viral, #foryou — they do nothing.
- Facebook: 0-2 tags. Avoid "FREE," "buy now," "click here" — they cut reach.
- YouTube Shorts: the title is what people search. Keyword first, 40-70 characters.

All 12 hook formulas + platform lengths: **05 Caption + Hook Formulas**

STEP 4 · SCHEDULE

SCHEDULE IT: FREE OR METRICOOL

\$0 PATH · NATIVE APPS

SCHEDULE IN EACH APP

1. **Instagram + Facebook:** Meta Business Suite (free app or business.facebook.com) → **Create reel / Create post** → tick both accounts → **Schedule**.
2. **TikTok:** on a computer, tiktok.com → **Upload** → **Schedule** (up to 10 days ahead). Or post from the app.
3. **YouTube Shorts:** YouTube Studio → **Upload** → **Visibility** → **Schedule**.
4. Track it all in **08 Content Calendar** (open in Google Sheets).
5. **Analytics:** each app's Insights. Screenshot weekly → paste into your AI.

About 10 extra minutes a week vs one tool. Totally fine to start.

BUDGET PATH · METRICOOL.COM

ONE CALENDAR FOR EVERYTHING

1. **Prep:** Instagram must be a **Professional** account linked to a Facebook **Page**.
2. **Sign up** free at metricool.com → name your brand.
3. **Connect** Instagram + Facebook (one Facebook login), then TikTok, YouTube.
4. Set your **time zone** in Settings.
5. **Planner** → **Create post** → tick networks → upload → paste caption → **Customize per network** → choose Reel + cover → **Schedule**.
6. Shaded hours in the planner = when your audience is online. Use them.
7. **Analytics** → last 7 days → sort by views, saves, shares.

Free plan: 20 scheduled posts/mo. Upgrade to Starter only when you outgrow it.

READ YOUR NUMBERS IN 10 MINUTES

Number	What it tells you	If it's low...
Views / reach	Did the cover + hook work?	Test a new first line or cover (one at a time)
Watch time / retention	Did the body hold them?	Cut tighter, get to the point faster
Saves	Was it useful enough to keep?	Teach one clear thing per post
Shares / sends	Did they want someone else to see it? (strongest signal)	More feeling, more specifics, real stories
Profile visits / link clicks	Did the CTA work?	One clear next step, near the end

WEEKLY REVIEW PROMPT

Here are my last [10] posts with views, saves, shares and comments [screenshot]. What do the top 3 have in common? The bottom 3? Give me 3 things to do more of and 1 thing to stop.

STEP 5

QC BEFORE ANYTHING GOES OUT

Two minutes per post. Or paste your caption + 3–6 screenshots into your AI and say "QC this — tell me only what fails."

STORY

- ☐ One idea only
- ☐ Hook lands in the first 2 seconds — no intro
- ☐ Ends on a complete sentence
- ☐ Every fact, number and quote is real

EDIT

- ☐ No pause of 0.5 s or longer
- ☐ Fillers and repeats cut
- ☐ Every cut covered (zoom, angle or b-roll)
- ☐ Picture changes at least every 5 seconds
- ☐ B-roll matches the words; no clip used twice
- ☐ No black or flash frames between clips
- ☐ Whole frame filled — no black bars

SOUND

- ☐ Voice clear and even; no pops or volume jumps at cuts
- ☐ Music low, no lyrics under talking, licensed

TEXT + COVER

- ☐ Captions: 1 line, ≤ 3 words, one keyword highlighted
- ☐ Names and brand words spelled right
- ☐ Text and faces inside the safe zone
- ☐ Text centred in its box
- ☐ Cover is a real expression, 2 lines max

POST

- ☐ Line 1 = what this post is about; CTA near the end
- ☐ Right length per platform; 3–5 niche hashtags
- ☐ Link works
- ☐ Max 2nd post of this video — and only ONE thing changed

PRIVACY

- ☐ No customer last names, house numbers, plates, invoice numbers
- ☐ People and kids shown only with permission
- ☐ Town name instead of customer name on graphics

FINAL WATCH

- ☐ Watched once with sound on, once muted, on a phone

YOUR WEEKLY 60-MINUTE ROUTINE

Same day, same time, every week. Put it in your calendar now.

Minutes	Step	Do this
0–10	Review	Screenshot last week's numbers → paste into your AI → "What worked?"
10–20	Pick	Choose 3–5 pieces from your camera roll. Send photos and transcripts to your AI editor.
20–40	Edit	Cut videos from the AI's cut lists. Fix photos with its slider settings. Add captions.
40–50	Write + QC	Captions for each platform, cover text, then run the QC checklist.
50–60	Schedule	Load the week into the native apps or Metricool. Fill in the content calendar.

MID-WEEK • 10 MIN

Reply to every comment. Ask your team or friends to like and share new posts on day one.

BEFORE A SHOOT • 5 MIN

Ask your AI for a shot list and 3 interview questions. Film b-roll on purpose.

ONCE A MONTH • 15 MIN

Add your 3 newest best posts to your AI's examples. Update rules that changed.

THE WHOLE PIPELINE, IN ORDER

1 Capture → 2 Transcribe → 3 Pick the best lines → 4 Cut + cover every cut → 5 Captions →
6 QC → 7 Cover → 8 Write the post → 9 Schedule → 10 Learn

YOUR FIRST WEEKEND

Saturday (2 hrs): pick your app, set up the Project / Gem, paste the Editor Brain, fill in the Brand Voice Sheet, add 5 example posts. Set up Meta Business Suite or Metricool.

Sunday (2 hrs): film one 2-minute talking video + 10 b-roll shots. Get the transcript, ask for the best 30 seconds, edit it, QC it, and schedule your first 3 posts.



TOO BUSY TO DO IT YOURSELF?

WANT US TO DO IT FOR YOU?

This kit is the same playbook we run for our clients — just simplified so you can start for \$0. If you'd rather spend your hour running your business, we'll handle the filming, editing, captions, posting and reporting.

- Short-form video, shot and edited to these exact rules
- Custom AI editor set up and trained on your brand
- Posting calendar, scheduling and monthly numbers

BOGCITYMEDIA.COM/TALK

No pressure. Grab a quick call and we'll tell you honestly whether you need us or this kit is enough.