

THE \$2.50 VIDEO PIPELINE KIT

The 5 parts, my real cost sheet, the exact prompts and the fact-check rule

Every talking-head video I post is made the same way: Claude writes the script from checked facts, a clone of my voice reads it, HeyGen animates my photo, Claude's code adds the cards and captions, and one upload goes to 11 accounts. It costs me about \$2.50 per video in tool costs. My own numbers, October 2026. Tool prices change. Educational only. No income promised.

THE 5 PARTS

- 1. Script: Claude gets the topic plus the verified facts and writes a 60-second, 5-step script in spoken form (numbers as words).
- 2. Voice: a clone of my voice (made once from my own recording) reads each version, about 25 cents per version.
- 3. Avatar: HeyGen turns one photo of me plus that audio into the talking video, about \$1 per minute on my plan.
- 4. Cards and captions: Claude writes the code, free software (ffmpeg, Python) adds the on-screen cards, word-by-word captions and real screenshots.
- 5. Posting: a scheduler (I use Blotato) sends one upload to 11 accounts.

MY REAL COST SHEET (ONE VIDEO, TWO VERSIONS)

Part	What	My cost
Script	Claude writes it	my subscription
Voice	2 takes (comment + free version)	about \$0.50
Avatar	about 110 seconds of video	about \$1.85
Cards, captions, screenshots	code + free software	\$0
Posting	scheduler, 11 accounts	subscription, from \$29/mo
TOTAL per video		about \$2.35 to \$2.50

THE SCRIPT PROMPT (COPY AND PASTE)

Paste this into Claude, then fill in the brackets

Write a 60-second talking-head script for a vertical video. Topic: [TOPIC]. Use ONLY these verified facts: [PASTE FACTS WITH SOURCES]. Structure: one hook sentence that names the pain or the payoff, then exactly five steps that each start with "Step one." "Step two." and so on, then one honest catch sentence, then this closing line: "I put [THE FREEBIE] in a free kit." Spoken form: numbers as words, no symbols, no abbreviations, short sentences, a real pause after every sentence. About 150 words. Do not invent facts, numbers or results.

THE FACT-CHECK RULE

- Every number, price and quote in the script gets checked against the source page on the day it is written.
- The screenshots in the video are the real source pages, not mock-ups.
- If a claim can't be verified, it is cut.
- No income claims, no "guaranteed", and a disclosure whenever a link pays me.

THE CAPTION PROMPT

Paste this into Claude after the script is final

Write the caption for this video for Facebook. Start with the hook, then the five steps as a numbered emoji list, then one honest line, then: Comment [KEYWORD] and I'll DM you the free kit. Add 5 hashtags including #keithrainville. No income claims.

THE 60-SECOND LAYOUT

- 0-5 s: the hook on screen under the chin (never over the face).
- 5-45 s: one card or real screenshot per step.
- 45-52 s: the catch.
- 52-60 s: the call to action.
- Captions word by word at the bottom the whole time.
- A natural pause and a held frame at the end instead of a hard cut.

WHAT I CHECK BEFORE IT POSTS (QC)

- The face is clear in the first two seconds and the eyes are open on the cover frame.
- Every card sits inside the frame.
- The highlighted caption word matches the spoken word.
- The mouth moves with the voice (an automatic check plus a human look).
- No clipped audio, no silence in the middle of a sentence.
- The kit delivers exactly what the video promised.

IF YOU WANT TO COPY THIS

- Record 2 minutes of your own voice to clone (quiet room, your normal speaking pace).
- One good photo, waist up, plain background.
- Write for the ear.
- Keep every video to one idea and five steps.
- Post the same video everywhere, change only the ending.

THE COST SHEET YOU CAN FILL IN

Part	Tool	Cost per video	Notes
Script			
Voice			
Avatar			
Cards and captions			
Posting			
Total			

TOOLS I ACTUALLY USE

- Claude (the script, the captions, the code).
- HeyGen (voice clone + avatar; prices on their site).
- ffmpeg + Python (free).
- Blotato (scheduler). Disclosure: I'm a Blotato affiliate and may earn a commission if you sign up through my link; the link is in my DM, not here.

My own costs, October 8, 2026, from my receipts. Tool prices change. Educational only. No income or results promised.

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- Email your first prospects: EmailClik.com finds + verifies addresses (free version)