

Bringing Your Story to Life with AI

Day 2 Workshop • Claude + Freepik + CapCut

Day 1 Recap — What You Built

- You found YOUR story
- You learned how to tell it in a way that connects
- You know what makes content worth watching
- Today: we make it real using AI tools

Your Brain Processes This in 13 Milliseconds



EYES

13ms

Brain detects visual movement
faster than conscious thought



EARS

50ms

Sound triggers the amygdala —
the brain's emotional center —
almost instantly



NERVOUS SYSTEM

0.1s

Body enters alert state — heart
rate changes, pupils dilate,
attention locks

This all happens BEFORE the person decides to watch your content.

Same Hook. Completely Different Brain Response.

TEXT ONLY

"I went from broke to \$10k/month in 90 days. Here's what I did."

Brain Response:

👁️ Visual Cortex	Low
👂 Auditory Cortex	None
⚡ Amygdala (emotion)	Low
🧠 Attention Locked	Unlikely

VS

VISUAL + SOUND + MOTION

\$0 → \$10K
IN 90 DAYS



🎵 Music + voice + captions

Brain Response:

👁️ Visual Cortex	HIGH
👂 Auditory Cortex	ACTIVE
⚡ Amygdala (emotion)	TRIGGERED
🧠 Attention Locked	YES

The Sensory Stack — How AI Activates All 3

1

VISUAL

Trigger: Motion + Color + Contrast

Brain: Visual cortex fires → attention locks in 13ms

AI Tool:

Freepik AI images — bold, high contrast visuals that match your hook

2

AUDITORY

Trigger: Music + Rhythm + Voice

Brain: Amygdala triggers → emotion activates → dopamine releases

AI Tool:

CapCut music + your voice or AI voice over the script Claude wrote

3

COGNITIVE

Trigger: Words that create mental images

Brain: Mirror neurons fire → viewer mentally experiences your story

AI Tool:

Claude rewrites your story using sensory language — show don't tell

Stack all 3 together — and you don't just get views. You get a physical reaction.

Your Hook is Not Just Words.

It's a physical event happening inside your viewer's body.



Movement catches the eye before the brain can choose to ignore it



Music and voice bypass logic and go straight to emotion



The right hook puts the nervous system on alert — they **HAVE** to watch



AI gives you the visuals, sound, and language to trigger all three — in minutes

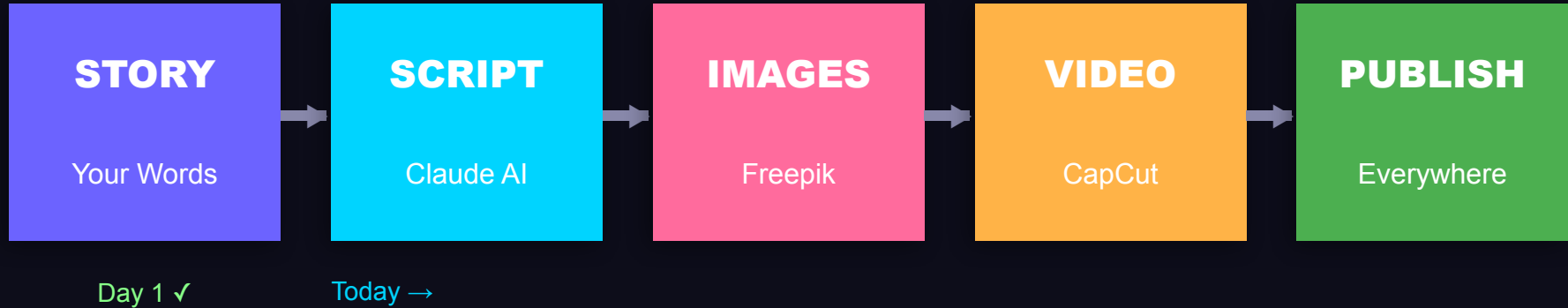
This is why text alone doesn't convert — and visual + sound + motion does.

3 Tools

One Complete Content System

Claude • Freepik • CapCut — that's it.

The Workflow You'll Use Every Time



Same workflow. Every piece of content. Forever.

01

Claude AI

Turn your story into a ready-to-use script

What is Claude?

What it IS

- Your AI writing partner
- Turns your rough idea into a clean script
- Speaks in a natural, human tone
- Works from YOUR story — not generic content
- Free to use at claude.ai

What it is NOT

- A magic content machine
- A replacement for your voice
- Something you need to be technical to use
- ChatGPT (but very similar — same idea)

Using Claude — Step by Step

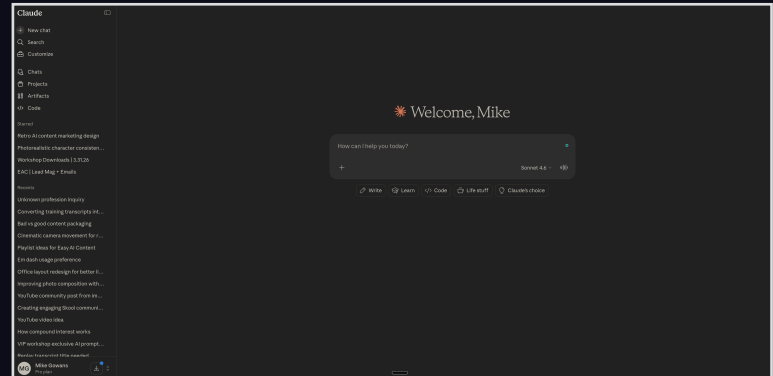
1 Go to claude.ai and create a free account

2 Open a new conversation

3 Paste your story from Day 1 into the chat

4 Use the prompt on the next slide

5 Copy the output — that's your script



Copy This Prompt Into Claude



Claude Prompt

Here is a personal story I want to turn into content:

[PASTE YOUR STORY HERE]

Please rewrite this as a short video script.
Keep my voice. Make it conversational.
Start with a strong hook.
End with a clear call to action.
Keep it under 90 seconds when spoken.

02

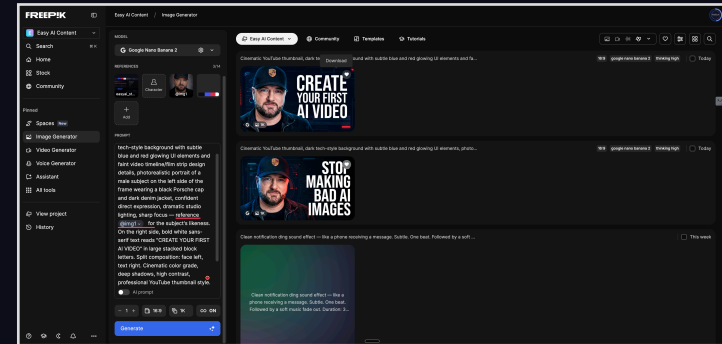
Freepik

Create AI images that match your content

Creating Images in Freepik

- 1 Go to [freepik.com](https://www.freepik.com) — create a free account
- 2 Click 'AI Image Generator'
- 3 Describe the image you want (keep it simple)
- 4 Pick your style: realistic, illustration, cinematic
- 5 Download your favorites — use in your video or posts

FREEP!K



Simple Freepik Prompt Examples



Claude Prompt

- ✓ "A confident 50-year-old entrepreneur at a desk, warm lighting, professional, cinematic"
- ✓ "Simple flat illustration of a person sharing a story on a phone screen, blue tones"
- ✓ "Motivational quote background, dark gradient, gold text, minimal design"

03

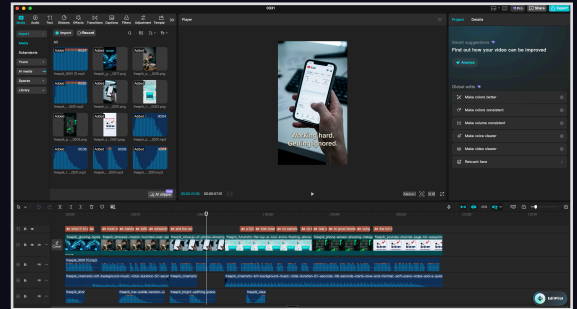
CapCut

Turn your script and images into a real video

Building Your Video in CapCut



- 1 Download CapCut free on phone or desktop
- 2 Create a new project — pick vertical (9:16) for short form
- 3 Upload your Freepik images as slides
- 4 Add your script as captions OR record voice over it
- 5 Add background music (CapCut has free tracks)
- 6 Export and post



CapCut Tips for Beginners







Do This

- Use auto-captions to add text fast
- Keep clips 3-5 seconds each
- Use the 'beat sync' feature with music
- Keep it under 60 seconds to start
- Use trending audio for more reach

Avoid This

- Overcrowding the screen with text
- Using music that covers your voice
- Making it too long (under 90 sec is best)
- Skipping captions (most watch on mute)
- Using low quality or blurry images

The System You Now Have

-  Story → Write it in YOUR words (Day 1)
-  Claude → Turn it into a polished script
-  Freepik → Generate matching visuals
-  CapCut → Assemble into a video
-  Post → YouTube Shorts, Reels, TikTok, LinkedIn
-  Repeat → Same system every single time

Your Homework

- Take ONE story from Day 1
- Run it through Claude using today's prompt
- Create 3 images in Freepik
- Build a short video in CapCut
- Post it — anywhere

Before We Wrap Up...

You now have a complete AI content system.

But most people leave workshops and never execute.

The ones who DO — get live help, go deeper, and leave with done-for-you templates.

That's what VIP is for ↓

★ VIP Upgrade — \$27

Starts at 12:30 • Immediately after this session



Live Q&A

Get your exact questions answered — nothing generic



Done-For-You

Templates

Claude prompts, Freepik prompts, CapCut workflow sheet



30-Day Content Plan

Exactly what to post for the next 30 days



Deeper Training

We go further than today — advanced techniques



Hot Seat Coaching

I'll review your content live if you want

Two Options Right Now

Option A

You're Done

- Leave with the workflow
- Figure it out on your own
- Come back when you get stuck
- Hope you remember everything

Option B

Join VIP — \$27

- Templates ready to use today
- Live Q&A — ask anything
- 30-day content roadmap
- Hot seat coaching available

Link is in the chat • \$27 • Starts in 15 minutes