LaptopStudios
live production bootcamp

DAY 01 · FIELD ASSIGNMENT

Tonight's 20-Minute AI Video Magic Kit

Do not study for four hours tonight. Pick **one cash register**, paste the director prompt below into ChatGPT or Claude, and run **one 20-minute rep** so you experience the magic before **Russell & Francis** take the wheel tomorrow morning — **we're playing 5 student creations LIVE at kickoff!**

STEP 01 · CHOOSE YOUR FOCUS

Circle Your #1 Closest Cash Register

Remember our **One-Rabbit Rule**: do not chase all three lanes at once. Pick the single check-writer standing closest to your current skills and sprint on it first.

Register 01

Your Own Customers

Point the studio at a product, service, consulting offer, or affiliate link you already promote—daily social, **20-hook ad packs**, VSLs, and your Digital Twin.

Register 02

Platforms & Audiences

Operate a tiny digital TV network—long-form faceless YouTube channels, **vertical micro-dramas** ending on cliffhangers, and original AI characters.

Register 03

Other Businesses

Fastest path to cash—sell accessible **$500, $1,000, and $2,500** video & jingle packages to local businesses and small operators across YT, FB, IG & X.

STEP 02 · RUN YOUR CHATBOT BRAIN

The Copy-Paste "Magic Director" Prompt

Paste this into **Claude** or **ChatGPT**, fill in the two bracketed lines at the top, and watch it write 10 pattern-interrupt hooks, a kitchen-table script, and 3 camera-ready video prompts.

LaptopStudios™ · 3-Second Hook & Shot Generator

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Act as a veteran direct-response creative director and AI video producer.
I am building a short AI video concept for: [BUSINESS, PRODUCT, OR SHOW IDEA IN 1 SENTENCE]
Target viewer: [WHO WATCHES THIS]

Step 1: Write 10 completely different "First-3-Second" hooks that open on a strange true fact, a costly mistake, or a vivid visual surprise. Zero throat-clearing ("Hey guys").
Step 2: Take the strongest 2 hooks and write a tight 20-second spoken script at a 5th-grade reading level that sounds natural read out loud across a kitchen table.
Step 3: Break the winning script into 3 timed shots (5 to 7 seconds each) and write a camera-ready visual generation prompt for each shot (subject, action, setting, lighting, camera movement, and sound cues) ready for Higgsfield.
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STEP 03 · PICK JUST ONE TONIGHT

Three 20-Minute Ways to Feel the Magic Before Bed

You only need to complete **one** of these three options tonight. Log in **10 minutes early tomorrow** — we are showcasing 5 overnight student clips/jingles live before **Russell & Francis** walk you through every tool!

Option A · 15 Min

The 10-Minute Tamale Play

Run the prompt above, take **Shot #1** into Shelf 1 (**Higgsfield** — Kling 4.0, Seedance 2.5, or Cinema Studio 4.0), generate 2–3 takes, and save your favorite clip.

Option B · 15 Min

The Olive Branch Jingle Play

Write **6 original human lines** around a real local business name and town, paste into **Suno**, and play the 15-second broadcast jingle for someone at home.

Option C · 10 Min

Day 2 Build-Along Folder

Create a desktop folder named **My Laptop Studio** containing 1 product photo or 1 show/client idea so you are ready to build live with our tech crew tomorrow.

FTC Testimonial Rule

AI actors can demo, educate, and pitch—never pose as a real customer giving a fake review (up to $53,088 fine per violation).

Voice Consent Law

In ElevenLabs or HeyGen, clone only your own voice/likeness or someone who gave you explicit written permission.

Suno Paid-Tier Rule

Free-tier Suno tracks carry zero commercial rights (upgrading later is not retroactive). Use a paid plan before selling a track.

Hollywood needed a crew, a truck, and a seven-figure budget. You need a laptop and a good script.

Log in 10 minutes early tomorrow for our **Morning Student Showcase + Russell & Francis Technical Walkthrough** — then Perry returns Day 3 for **Copywriting for AI Film Creators!**