One-session shoot plan

One hour a week, 5 to 7 videos. Date: _____ Filmed by: _____

Example: a pilates studio in Chelsea, London

Before filming

- [ ] This week's 5 to 7 questions are picked, each with a four-line script.
- [ ] Phone charged with free space; screen bright, notifications off.
- [ ] Lavalier mic on; a short test recording played back.
- [ ] Filming corner: facing a window, plain background, phone on a tripod at eye level.
- [ ] Real team, real place on camera. No AI actors or voices.

Shot order (example: a pilates studio in Chelsea, London)

#	Question (first 2 seconds)	Who	Call to action	Done
1	What should you wear to your first reformer class?	Instructor Zoe	Trial class link in bio	☐
2	How many classes a week is enough?	Instructor Zoe	DM for prices	☐
3	Can you do pilates with a slipped disc?	Physio Sam	Book an assessment first	☐
4	Mat or reformer?	Instructor Zoe	Trial class link in bio	☐
5	What will you feel in month one?	Member (with consent)	Follow	☐
6				☐
7				☐

Before publishing

- [ ] The question is on screen and spoken in the first two seconds.
- [ ] Captions read line by line; brand and service names correct.
- [ ] Cover frame: face and question, large enough to read.
- [ ] Caption: the answer in one sentence, one call to action.
- [ ] Scheduled in Meta Business Suite at the suggested active time.

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Build checklist

One hour of filming a week, a week of content. AI works in the background; real people are on camera.

Question bank

Tools: Claude or ChatGPT, a shared document · Time: 30 minutes a week

- [ ] Collect last month's questions in one document: DMs, comments, call notes, Google reviews.
- [ ] Delete personal data such as names, phone numbers and health details; never paste personal data into an AI tool.
- [ ] Ask Claude or ChatGPT to group the questions into topics and rank them by how often they come up.
- [ ] Make a weekly list of 10 questions; each question becomes one video.

Hook and script

Tools: Claude or ChatGPT, a notes app · Time: 45 minutes a week

- [ ] For each question, ask AI for three different opening lines; pick the one that sounds most natural.
- [ ] Rewrite the answer in your own words, saying it out loud.
- [ ] End with one call to action: "DM for prices", "Booking link in bio".
- [ ] Write the on-screen text now too: separate from captions, six words at most.

One filming session

Tools: Phone, lavalier mic, tripod (one light if needed) · Time: 1 hour a week

- [ ] Fix a filming corner: facing a window, a plain background, the phone on a tripod at eye level.
- [ ] Use a lavalier mic; people skip bad sound faster than bad picture.
- [ ] Film vertically in 4K with the phone's rear camera.
- [ ] Film every video twice; the second take is almost always more natural.
- [ ] Real team, real place, real work. No AI-generated actors or voices.

Edit and captions

Tools: Edits or CapCut · Time: 10 to 15 minutes per video

- [ ] Cut pauses and repeats in Edits or CapCut.
- [ ] Add automatic captions, then read and fix every line, especially brand and service names.
- [ ] Choose a cover frame: your face and the question, large enough to read.
- [ ] Keep music low under the voice.

Scheduling

bemacci.com/blueprints/

Tools: Meta Business Suite planner (free) · Time: 30 minutes a week

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- [ ] Upload the week's videos to the Meta Business Suite planner.
- [ ] Pick posting times from its "active times" suggestion.
- [ ] In the caption, answer the question in one sentence and add the one call to action.
- [ ] Answer comments yourself in the first hour after posting.

Build order

DAY 1
Collect last month's questions, remove personal data, pick the first 10.

DAY 2
Set up the filming corner; test the mic and tripod.

WEEK 1
Write the first scripts, run the first session, edit and schedule the videos.

WEEK 2
Look at week one's numbers; film the best topic again from three angles.

MONTH 1
After four weeks, find which kind of topic brings messages; build the calendar around it.