

AI Growth Workshop

Complete Notes & Deep Study Guide

Topics: Generative AI • Prompting • Image & Video Creation • AI Avatars • Monetization

These notes are a complete, detailed summary of every concept, Framework, tool, workflow, and strategy taught in the workshop.

Chapter 1: Introduction & The AI Mindset

1.1 What Is the EAG AI Growth Workshop?

The EAG AI Growth Workshop is a 3-hour intensive live session designed to take participants — regardless of their background — from absolute beginner to someone who understands and can use Generative AI to create real-world assets and earn money. The workshop covers the full journey: how AI works, how to create images and videos using AI tools, how to build AI-powered websites, how to set up AI avatars, and how to convert all these skills into a monetizable freelance or business income.

The workshop instructor is Jayesh Ranjan, a software engineer-turned-entrepreneur, agency owner, and AI educator who runs Virality School — a platform dedicated to making India the AI capital of the world.

1.2 The AI Disruption: Why You Cannot Ignore AI

AI is no longer a future concept — it is actively reshaping the job market and business world right now. The key message from the instructor is stark and urgent:

- Companies are replacing human roles with AI-powered systems at an accelerating pace.
- Even the ATS (Applicant Tracking Systems) that screen resumes now have one mandatory keyword: AI. If your resume does not mention AI, you will not get shortlisted for interviews in many companies.
- The division is now binary: people who know AI vs. people who do not. Those who don't are at serious risk of replacement.
- As the instructor puts it: 'If you don't learn AI today, the next person to be replaced could be you.'

This is not meant to be fearful — it is a call to action. AI is a tool, and like any tool, it becomes your friend when you master it and your enemy when you ignore it.

Key Insight: AI is not replacing people — AI-skilled people are replacing AI-unskilled people. The skill gap is the real danger.

1.3 Who Can Learn AI? (Busting the Myths)

One of the most important themes of the workshop is dismantling the belief that AI requires technical expertise. The instructor directly addresses and debunks three major myths:

1. Myth 1 — You need technical knowledge: FALSE. You do not need to know programming, coding, machine learning, or data science to use AI productively.
2. Myth 2 — You need creativity: FALSE. AI itself is the creative engine. You guide it with direction; the creativity is generated by the tool.
3. Myth 3 — You need prior experience: FALSE. The workshop is designed from scratch, and the tools are accessible to anyone who can type.

Instead, the instructor identifies three genuine prerequisites that you DO need:

- Patience — AI tools produce outputs that may need iteration. You must be willing to try, refine, and try again.
- Common Sense — Understanding context, recognizing when output is good or bad, and knowing what to ask for.
- Problem-Solving Ability — The capacity to break down what you want, understand what AI can do, and adapt when something doesn't work.

TIP: These three qualities — patience, common sense, and problem-solving — are the real gatekeepers to AI success. No degree or technical background required.

1.4 What You Will Learn in This Workshop

The workshop covers the following areas in a live, hands-on format:

- A clear, non-technical understanding of how Generative AI actually works.
- How to turn a simple idea into high-quality images and videos using AI.
- Multiple types of AI videos created live — cinematic ads, UGC-style content, CGI, cartoon/Pixar-style, and more.
- How to build a complete AI website in under 5 minutes for a real business.
- How to use AI avatars to create content without ever being on camera.
- A 4-step framework to turn AI skills into a sustainable income-generating machine.

Chapter 2: Understanding Generative AI

2.1 What Is Generative AI?

Generative AI (Gen AI) is a category of artificial intelligence that does not just analyze or classify information — it actually generates new content based on your input. In simple terms:

Definition: Generative AI is technology that can create — not just process — new content including text, images, video, audio, code, websites, apps, games, and tools, based on instructions you give it.

Unlike traditional software where you select from predefined options, Generative AI responds to natural language prompts and produces unique, original outputs each time. It's like having a supremely capable assistant who understands your intent and executes it.

2.2 What Can Generative AI Create?

The scope of Generative AI is vast. According to the workshop, Gen AI can produce:

- Text and written content — articles, emails, scripts, captions, stories, code
- Images — product photos, posters, cinematic stills, illustrations, concept art
- Videos — advertisements, short reels, CGI clips, Pixar-style animations, AI avatar content
- Music and Audio — background scores, voiceovers, sound effects
- Websites and Apps — fully functional web pages, landing pages, tools, and games
- Presentations — slide decks with AI narration

The instructor summarizes it memorably: 'Except babies, AI can create almost anything.'

2.3 The AI Tool Landscape

The market is flooded with thousands of AI tools. The instructor organizes them into categories so you can understand the ecosystem:

Text-Based AI (Large Language Models / LLMs)

- ChatGPT (OpenAI) — Most widely used; excellent for writing, prompting, research, and planning.
- Google Gemini — Google's AI with deep web integration.
- Claude (Anthropic) — Known for nuanced reasoning and long-context understanding.
- Perplexity — AI-powered search and research assistant.
- DeepSeek — Emerging AI model with strong capabilities.

Image Generation Tools

- DALL-E (OpenAI) — Integrated with ChatGPT for image creation.
- Nano Banana Pro (Google / Imagine) — Extremely high-quality photorealistic images; used extensively in this workshop.
- Midjourney — Popular among designers for artistic, stylized outputs.
- Leonardo.ai — Versatile image platform with fine control.
- Meta AI — Accessible image creation through WhatsApp and Instagram.
- Google Whisk — Experimental image blending tool.

Video Generation Tools

- Google Flow (VO3 model) — Google's video generation engine; used in this workshop.
- Sora 2 (OpenAI) — Advanced video generation (limited access).
- RunwayML — Professional-grade AI video platform.
- Kling — Fast, high-quality AI video generation.
- HeyGen — Specialized in AI avatars and talking head videos.
- Grok (xAI) — Elon Musk's AI with multimodal capabilities.
- Sea Dream — AI video tool for creative storytelling.

Music and Audio Tools

- Suno.ai — AI music generation from text descriptions.
- 11 Labs (ElevenLabs) — Industry-leading voice cloning and text-to-speech.
- Murf.ai — Professional voiceover generation.
- Sarvam.ai — India-specific voice AI; supports regional languages. Free for Indians.
- Play.ht — Text-to-speech and voice cloning platform.

Website, App, and Tool Builders

- Lovable — AI-powered website builder used extensively in this workshop.
- Replit — Online coding environment with AI assistance.
- Bolt — AI app builder for rapid prototyping.
- Blackbox.ai — AI coding assistant.
- Google AI Studio — Google's developer playground for Gemini.
- Emergent — AI-powered app creation platform.

IMPORTANT: Don't try to learn all tools. The instructor's key lesson: learn the **WORKFLOW** (how to create any image, video, or website with AI), not the specific tool. Tools change; workflows are timeless.

2.4 Bonus Tool: Arena.ai

For those who cannot access paid ChatGPT plans, the instructor introduces Arena.ai (also called LM Arena) as a completely free tool that gives access to multiple top AI models simultaneously — ChatGPT, Claude, Gemini, Perplexity, and DeepSeek — all in one interface.

TIP: Arena.ai is the best free alternative for accessing multiple premium AI models. Use it to start without any financial investment.

Chapter 3: The 3 Secrets of AI Success

Secret #1 — Prompting Is the Only Skill You Need

What Is Prompting?

Prompting is the act of giving written instructions to an AI tool. The AI reads your instructions (the 'prompt'), understands what you want, and generates an output. The quality of the output is directly proportional to the quality of the prompt.

Core Principle: Prompting is the bridge between your intention and AI's output. Better prompting = better results. Period.

The Gadha Prasad Analogy

The instructor uses a brilliant analogy to explain good prompting. Imagine you have a helper named Gadha Prasad — someone who does exactly what you tell them, nothing more, nothing less. If you give vague instructions, you get vague results. If you give extremely detailed, step-by-step instructions, you get perfect results.

Example: Instead of saying 'get me some flour,' you say: 'Go to the shop on the right side of the road, ask for Ashirvad brand wheat flour, get the 2kg pack, come back the same way, and put it in the kitchen cabinet in the corner.'

That level of specificity and context is what makes a great prompt. Treat every AI tool like your Gadha Prasad — give it complete, clear, specific instructions and it will deliver exactly what you want.

Types of Prompting

There are many technical types of prompting, but the instructor focuses on what matters most for beginners and intermediates:

Conversational Prompting: The most accessible type. You simply have a natural conversation with the AI — ask questions, give context, provide feedback, and iterate. No special syntax needed. Best for beginners.

Structural Prompting: Prompts organized with clear sections, labels, or formats. Used when you need consistent, organized outputs.

Markup / Markdown Prompting: Using formatting syntax (like headers, bullet points) within your prompt to structure the request.

JSON Prompting: Asking the AI to respond in JSON format — the structured data language that AI models understand most efficiently. Used especially in video generation.

RCR / RCPT Prompting: Role, Context, Request — techniques that assign the AI a specific persona and provide context before making a request.

Negative Prompting: Explicitly telling the AI what NOT to do. Used in image and video generation to prevent unwanted elements.

Primary Prompt vs. Negative Prompt

This distinction is critical for image and video generation:

- Primary Prompt: Everything you WANT the AI to include, create, or consider. Your core instruction set.
- Negative Prompt: Everything you DO NOT want — things to exclude, avoid, or prevent. Examples: 'do not morph the product,' 'do not change the color,' 'no distortion of text.'

TIP: Using negative prompts dramatically improves the accuracy and usability of AI-generated images and videos by preventing common errors.

Conversational Prompting Master Strategy

Since most people struggle with crafting perfect prompts from scratch, the instructor teaches a meta-strategy: instead of writing prompts yourself, have the AI write the prompt for you through a conversation.

4. Start a conversation with ChatGPT or your AI of choice.
5. Describe what you want to create in plain, natural language (like talking to a friend).
6. Ask the AI to analyze your request and generate a detailed, professional prompt.
7. Use that AI-generated prompt in your image/video/website creation tool.

This is 'smart work' — you use conversational prompting to generate the expert-level prompt that the tool needs. You don't need to be a prompt engineer; you teach the AI to be your prompt engineer.

Secret #2 — It Is Not About the Tools, It Is About AI Frameworks and Workflows

The Tool Trap

One of the most common mistakes people make when learning AI is tool-hopping — trying to learn every new tool that appears. Social media is full of 'Top 10 free AI tools' lists that change every week. The instructor identifies this as a trap:

- There are currently millions of active AI tools globally, and new ones launch every day.
- It is humanly impossible to learn 20 lakh (2 million) tools.
- Learning a specific tool is less valuable than learning the underlying principle that makes any tool work.

The Right Approach: Don't learn which tool makes videos. Learn HOW to make a video using AI. Then any video tool becomes learnable in minutes.

Secret #3 — Every Industry Needs AI (The Monetization Opportunity)

The third and most practically important secret is that every single industry is now adopting AI. This means the demand for AI-skilled professionals is enormous and cross-sectoral:

- BPO and call center jobs are being replaced by AI.
- Chat support roles are disappearing due to AI chatbots.
- Graphic design, video editing, photography, and content creation are being transformed.

- Brands are shifting 80% of their creative production to AI.

The instructor presents a real-world example: Exigo (a travel booking platform) used AI to create an advertisement at 0.1% of the cost of a traditional agency campaign — and that AI video was their best-performing ad.

Business Reality: Big brands now work on an 80/20 rule: 80% of creatives (images, videos, ads) are AI-generated, only 20% are real. This is where the opportunity lies.

Chapter 4: The ICIV Workflow — The Core Framework

4.1 What Is the ICIV Workflow?

The ICIV Workflow is the foundational framework for creating any image or video using AI. It is a 4-step system that provides a structured approach from raw idea to finished video. According to the instructor, this single workflow covers 75% of all image and video creation work in the field.

I → C → I → V

Idea → Concept → Image → Video

4.2 Step-by-Step Breakdown

Step 1: I — Idea

Before touching any AI tool, you need a clear idea in your head. The idea phase answers the fundamental planning questions:

- What are you creating? (product image, ad video, social media reel, portfolio piece)
- For whom is it? (brand, client, personal portfolio, social media)
- What is the objective? (sell a product, build brand awareness, go viral)
- Where will it be used? (website, social media, ad campaigns, presentations)
- How long should it be? (10-second reel, 30-second ad, 1-minute brand film)

This step does not require AI yet. It is pure human thinking and strategic clarity. If you don't have an idea, the instructor shows you can ask ChatGPT or any LLM to generate creative ideas based on your product or service.

TIP: When stuck for ideas, share your product image and brand details with ChatGPT and ask: 'Give me 2-3 ideas to generate amazing cinematic images/videos for this product that I can pitch to the brand.'

Step 2: C — Concept

Once you have an idea, you transform it into a detailed, structured text concept. This is the equivalent of a screenplay or shot list in traditional filmmaking. A good concept document specifies:

- Visual style and mood (luxurious, dark, energetic, minimal)
- Scene-by-scene breakdown (what happens in each scene)
- Camera angles (eye-level, bird's eye, close-up, wide shot)
- Lighting direction (soft ambient, dramatic spotlight, neon glow)
- Character presence and behavior (if any human or avatar elements)
- Sound design and emotion (what the viewer should feel)

- Brand messaging and visual identity
- Specific elements, textures, and materials to feature

The instructor emphasizes: 'Just as a movie has a script, an AI video has a concept. Everything flows from this document.'

TIP: Ask ChatGPT to act as 'an experienced cinematographer' and give you an ultra-detailed text concept for your idea. Specify the number of scenes, the visual style, the brand's identity, and any constraints.

Step 3: I — Image

With your concept ready, you now generate the images — one for each scene in your concept. This step uses a two-stage prompting approach:

8. Ask ChatGPT to generate an ultra-detailed image generation prompt based on your concept, scene by scene. Specify: 8K quality, ultra-realistic style, exact aspect ratio (usually 9:16 for vertical, 16:9 for horizontal), and negative prompt instructions.
9. Take that prompt into your image generation tool (the workshop uses Google Flow with Nano Banana Pro model) and generate the image. Upload reference product images to maintain product consistency.

Critical rule: Always provide reference images of your product when generating images. This prevents 'morphing' — AI changing the look of your product. As a negative prompt, always state: 'Do not morph the product, do not change the shape, color, design, text, or structure of the product.'

Step 4: V — Video

Each generated image is now transformed into a short video clip (typically 4-8 seconds). This also uses a two-stage approach:

10. Ask ChatGPT to generate an ultra-detailed video generation prompt, based on your scene concept and the generated image. Ask for JSON format for better AI processing accuracy.
11. Use Google Flow (VO3 model) to generate the video from your image using the JSON prompt.

Important: Generate videos one at a time, never overlapping — wait for each to complete before starting the next. Overlapping generations can cause morphing or failed outputs.

4.3 Iteration Count

A key insight about ICIV is understanding how many times each step is executed:

- Step 1 (Idea): Executed ONCE at the start.
- Step 2 (Concept): Executed ONCE — but the concept has multiple scenes.
- Step 3 (Image): Executed once PER SCENE. (4 scenes = 4 image generation rounds)
- Step 4 (Video): Executed once PER SCENE. (4 scenes = 4 video generation rounds)

Example: If your concept has 100 scenes, you run Step 3 and Step 4 each 100 times. This is exactly how large AI film productions (like India's first AI film released in theaters) are created — just at a much larger scale.

4.4 Live Demonstration: Blah Blee Blue Perfume Brand

The instructor demonstrates the entire ICIV workflow live using a real perfume brand called 'Blah Blee Blue' (a Gen Z perfume brand suggested by a workshop participant). Here is the full step-by-step execution:

Phase 1: Idea Generation

The instructor uploads the product images and the product page to ChatGPT and asks it to analyze the brand — its positioning, USP, target audience, visual identity — and suggest 2-3 cinematic image ideas.

ChatGPT output: Three ideas — (1) Liquid Desire, (2) Red Room Luxury, (3) Power Object.

Phase 2: Image Prompt Generation and Execution

For each idea, the instructor asks ChatGPT (acting as 'the world's most experienced image generation prompt engineer and cinematographer') to produce an ultra-detailed image prompt. Specifications include:

- Tool: Nano Banana Pro (Google Flow)
- Quality: 8K, ultra-realistic, luxurious, cinematic
- Aspect ratio: 9:16
- Negative prompt: No product morphing, no design changes

The generated prompts are extremely detailed — specifying lighting direction, texture, focal depth, color palette, and compositional elements — far beyond what most people could write themselves.

Three images were generated live and all showed professional-grade product photography quality, comparable to shoots that traditional agencies charge 5,000 to 20,000 rupees per product for.

Phase 3: Video Concept and Generation

The instructor asks ChatGPT to analyze the brand and suggest 3-4 ideas for a 4-scene cinematic AI ad video. The selected idea: 'Enter the Red World' — a Gen Z-oriented narrative with dark, neon-red aesthetic.

The concept is then expanded into a structured, scene-by-scene text document including visual direction, camera movements, lighting, sound, and emotional intent for each of the 4 scenes.

Image prompts are then generated for each scene, images are created, and then video prompts (in JSON format) are generated for each image to produce the final video clips.

4.5 Final Video Assembly

Once all scene videos are generated, the instructor assembles the final video in a simple editing tool (CapCut or equivalent). The assembly process:

12. Import all 4 scene videos into the timeline.
13. Mute the AI-generated audio from each clip (to replace with custom voiceover and music).
14. Generate background music using Suno.ai or ElevenLabs (using a ChatGPT-generated music prompt describing the vibe: 'luxury, dark, cinematic, Gen Z').

15. Generate a voiceover script via ChatGPT, then produce the voice using ElevenLabs or Sarvam.ai (India's free voice AI supporting regional languages).
16. Arrange clips, lay in background music, add voiceover, adjust timing.
17. Export the final video.

The result: a professional, cinematic 30-second AI-generated ad for a perfume brand — created in approximately 30 minutes, from zero to a finished video with voiceover and music.

End Result: The video featured professional product visuals, cinematic lighting, Gen Z aesthetics, a full voiceover ('You don't wear this. You become it. Sweet. Dark. Addictive. Every room remembers you.'), and background music — entirely AI-generated.

Chapter 5: Types of AI Videos You Can Create & Their Market Value

5.1 Cinematic Product Ad Videos

The style demonstrated in the Blah Blee Blue example. Features high-quality product visuals, dramatic lighting, cinematic colour grading, and minimal human intervention. Best suited for:

- Perfume, fashion, cosmetic brands
- Lifestyle and luxury products
- Premium food and beverage

Market rate as a freelancer (beginner): Rs. 5,000 – Rs. 7,000 per video.

5.2 Product-Centric Realistic / UGC-Style Videos

Looks like user-generated content (UGC) — authentic, conversational, shot as if by a real person. Uses AI-generated human models, realistic environments, and product demonstrations. Features like protein bars, matcha, skincare are commonly done this way.

Example from the workshop: 'If your matcha tastes like grass, you're probably not using Avatar matcha.' — a UGC-style AI video where the AI model and location are entirely artificial, indistinguishable from real footage.

Market rate: Rs. 7,000 – Rs. 10,000 per video.

5.3 CGI-Style Videos

Photo-realistic computer-generated imagery that in traditional production requires Blender software and weeks of work. Using ICIV, a single-scene CGI video (8 seconds) can be created in a fraction of the time. Excellent for:

- Tech and electronics brands
- Automobile and product reveal videos
- Architecture and real estate

5.4 Cartoon / Pixar Style / Cocomelon Style

Animated, storytelling-based videos in the style of Pixar, Disney, or children's YouTube channels. Ideal for:

- Local businesses wanting friendly, approachable advertising
- Educational content
- Children's brands and events
- Street vendors and small shops (pixel/cartoon style ads)

Market rate: Rs. 1,500 – Rs. 4,000 per video (local market pricing).

5.5 AI Avatar Content Videos

Videos where an AI-generated clone of a real person (you or your client) presents content — without the real person ever going on camera. Covered in depth in Chapter 6.

Chapter 6: AI Avatars — Creating Your Digital Clone

6.1 What Is an AI Avatar?

An AI avatar is a hyper-realistic virtual clone of a real person that looks like them, sounds like them, and speaks like them — but is entirely AI-generated. The avatar can be used to create any content without the real person ever needing to be on camera, speak into a microphone, or be physically present.

Power Statement: An AI avatar is your virtual AI twin. It creates content on your behalf, in your language, with your voice, and nobody can tell the difference.

6.2 Why AI Avatars Are a Massive Opportunity

The instructor identifies several high-value use cases:

- Content creators who are camera-shy or time-poor can publish consistently without shooting.
- Businesses and founders can have their own 'face' delivering content at scale.
- Professionals can present training modules, SOPs, and onboarding videos without repeated recording.
- Teachers can create courses with their likeness, speaking in multiple languages.
- Salespeople and freelancers can automate their pitch presentations.

6.3 The AI Avatar Creation Process

Creating an AI avatar involves two key steps:

Step 1: Visual Clone

Record a brief video of yourself looking at the camera, moving naturally — eye movements, facial expressions, hand gestures. This video trains the AI to replicate your visual appearance and natural movements. The best tool for this: HeyGen.

Step 2: Voice Clone

Record your voice reading a sample script. The AI clones your voice, capturing your tone, pitch, rhythm, and accent. Combined with the visual clone, the AI avatar can now speak any script in your voice and with your face.

6.4 Key Tool: HeyGen

HeyGen is the industry-leading platform for AI avatar creation. Key features:

- Create multiple trained avatars of yourself or for clients.

- PDF/Presentation to Video feature: Upload a presentation, and your avatar automatically presents each slide with narrated content.
- Real-time script rendering: Type any script, and your avatar speaks it in your voice.

Use case highlighted: The instructor uses HeyGen avatars at the top of his sales funnels, increasing conversion rates from 18% to 21% by having his avatar present proposals to clients automatically.

6.5 Free Alternative: Sarvam.ai

Sarvam.ai is described as 'India's ElevenLabs' — completely free for Indian users. It supports regional languages and offers the same interface as ElevenLabs. Ideal for creating regional-language AI voiceovers.

6.6 The Presentation Revolution with AI Avatars

The instructor demonstrates a game-changing application: using AI avatars in business presentations. Instead of sending a static PDF presentation, you can:

18. Create your presentation (using any tool — Canva, PowerPoint, Google Slides).
19. Upload it to HeyGen's PDF-to-Video feature.
20. Your AI avatar automatically appears on each slide, speaking the relevant content in your voice.
21. Send this personalized, talking presentation to clients or management.

The result: Your client receives a fully narrated, personalized presentation where 'you' are explaining every slide — without you recording anything or being physically present.

TIP: This feature alone can dramatically increase proposal acceptance rates and professional credibility. It works for weekly reports, client pitches, course content, and more.

6.7 AI Avatar Monetization Rates

The market for AI avatar services is strong and growing:

- India: Retainer services start from Rs. 25,000/month and can reach Rs. 1.5 lakh/month per client, depending on the client's needs and scale.
- International: \$2,000 to \$5,000 per consultation project (US, Canada, Australia, UAE/Dubai).

The instructor notes that in international markets, especially in the UAE, AI avatar payments come in dollars, making the ROI extremely high for Indian service providers.

Chapter 7: Magical AI Flows — The Automation Layer

7.1 What Are AI Flows?

AI Flows are automated pipelines where multiple AI steps are chained together and executed automatically with a single trigger — no manual intervention needed. Instead of running each step of the ICIV workflow manually, an AI flow does everything automatically:

- Generates ideas based on your product
- Creates a structured concept
- Generates all scene images automatically
- Converts all images to videos automatically
- Assembles and exports the final video

The Power: You provide one input (your product and brief). The AI flow handles everything else. If you want to change something, change it once — and everything updates automatically.

7.2 Live Demonstration: Indie Pop Drink

The instructor demonstrates an AI flow using a drink brand and a Sardar character in a specific outfit:

- The character photo and outfit are fed into the flow.
- The flow automatically generates the character wearing the outfit with the product.
- Multiple angles of the character with the product are generated.
- Videos are created from each angle automatically.
- All clips are compiled with automatic voiceover and music.

The entire process runs with one click — producing a complete ad video without any manual step-by-step execution.

7.3 Why This Matters

AI flows represent the difference between a freelancer who manually produces videos one by one and an agency-level operation that runs multiple video productions simultaneously at scale.

Premium agencies, large studios, and production houses are already using AI flows to produce ad films at a fraction of traditional costs and timescales. Learning manual ICIV first is essential — the flows are built on top of that knowledge.

IMPORTANT: You cannot learn AI flows without first mastering manual ICIV. Flows are the advanced layer built on top of the foundational workflow.

Chapter 8: Building AI Websites in 5 Minutes

8.1 The ISPG Framework for Website Creation

Just as ICIV governs image and video creation, the ISPG Framework governs website creation using AI. It stands for:

22. I — Idea: What website do you want to create? Who is it for? What problem does it solve?
23. S — Skeleton: Define the structure of the website — what sections go where.
24. P — Prompt: Generate a detailed prompt from your skeleton using ChatGPT.
25. G — Generate: Paste the prompt into a website builder tool (Lovable) to generate the site.

8.2 The Skeleton Concept Explained

The skeleton is the structural blueprint of your website before any design is applied. It answers:

- What sections will the website have? (hero, features, gallery, testimonials, contact form, footer, etc.)
- What order do these sections appear in?
- What functionality is needed? (lead forms, interactive quizzes, Google Maps embed, etc.)

You don't need to know web design. You simply tell ChatGPT what you want, describing the skeleton in plain language, and it generates a complete, professional prompt for Lovable.

8.3 Live Demo: Dream Makers Wedding Planner (Indore)

The instructor demonstrates creating a complete wedding planner website from scratch for a fictional business 'Dream Makers Wedding Planner, Indore.' The skeleton defined includes:

- Full-screen hero with slider showing 4-5 different wedding themes.
- Types of events planned (destination weddings, adventurous, religious ceremonies, etc.).
- Gallery section of past wedding themes.
- Interactive quiz (Do you want national or international? What's your budget? What theme do you like? etc.) that outputs personalized wedding destination recommendations.
- Client testimonials section.
- Why choose us section.
- Google Maps embed for office location.
- Lead capture form.
- Footer.

Visual specifications: Royal, aesthetic theme — white, golden, cream color palette; dynamic animations (parallax, fade effects, animated elements); AI-generated floral imagery throughout.

ChatGPT generates an ultra-detailed prompt for Lovable. Lovable builds the complete, functional, animated website in under 5 minutes — no coding required.

8.4 Lovable — The AI Website Builder

Lovable is the primary website creation tool used in this workshop:

- Free plan: Create 2 websites per day, shareable for client previews.
- Paid plan: \$25/month, gives access to deployment (hosting + custom domain) and allows up to 7 websites.
- Any changes can be made via prompt: Type a change request in the left sidebar, and the website updates instantly.
- Supports full export and custom domain connection.

TIP: For the free plan, create the website and share the preview link with clients. Once they approve and pay (50% advance), invest in the paid plan to deploy their site.

8.5 The SOSTC Client Acquisition Framework

To monetize website creation, the instructor introduces the SOSTC framework for finding and converting clients:

26. S — Spot: Find potential leads using Google Maps, Instagram, Facebook, LinkedIn, directories, or data scraping tools.
27. O — Observe: Look at their current digital presence. Do they have a website? Is it outdated? What problem do they have?
28. S — Suggest: Identify their problem and the solution your website provides.
29. T — Transform: Create a sample website specifically for them, solving their identified problem.
30. C — Close: Send them the website, explain the value, and offer it at your price.

8.6 Finding Leads at Scale: Instant Data Scraper

Google Maps is the best free source for leads. The instructor demonstrates using a Chrome extension called 'Instant Data Scraper' to extract business data en masse:

31. Search for any business category on Google Maps (e.g., 'wedding planners near me,' 'dental clinics Indore,' 'salons Bhopal').
32. Launch Instant Data Scraper extension.
33. It extracts all listed businesses into an Excel sheet, including: name, address, phone number, website URL, reviews, rating, category.
34. Download the sheet as XLSX.
35. Apply ascending filter — businesses with no website or blank website URL appear at the top.
36. These are your direct potential buyers.

TIP: Filter for businesses with no website (or a bad one). Create a sample site for them, reach out via WhatsApp with your SOSTC pitch, and offer it for Rs. 2,000-3,000. Even a 5% conversion rate generates significant income.

8.7 Website Pricing and Income Potential

A conservative website monetization model:

- Time to create one AI website: 5 minutes.
- Time to create 10 AI websites + 10 outreach messages: A few hours.
- Outreach volume target: 300 messages/day.
- Conservative conversion rate: 5-10% (15-30 clients from 300 outreaches).
- Price per website: Rs. 3,000 basic / Rs. 5,000-10,000 with domain and hosting.
- Additional revenue: Maintenance fees, update charges.

The instructor shares a real example: A student earned Rs. 65,000 in a single day from website sales to dental clinics — by doing nothing more than creating and pitching AI websites.

Chapter 9: Full Monetization Strategy — AI Skills to Real Income

9.1 Why Brands Pay for AI Content

The instructor addresses the elephant in the room: 'If AI can create content for free, why would brands pay someone to create it for them?' The answer is multi-layered:

Cost Efficiency

Traditional video shoots cost brands lakhs of rupees — location, crew, equipment, models, editing. An AI-powered agency can produce the same (or better) output for a fraction of the cost. For brands, the ROI is obvious.

Speed

A traditional shoot takes days or weeks to plan, shoot, and edit. An AI production takes hours. For brands running campaigns that need rapid content updates, speed is critical.

Scale

Meta's updated advertising algorithm no longer targets based on audience demographics alone — it now evaluates creative quality. Brands need multiple creative variants to test and optimize. AI can produce 10, 20, 50 variants where a traditional shoot produces 1-2.

The 80/20 Rule in Practice

Brands are now allocating budgets as: 80% of creative content = AI-generated; 20% = traditional/real. This 80% represents the opportunity for AI content creators. The instructor confirms this from direct experience working with brands.

9.2 The Meta Advertising Insight

Meta (Facebook/Instagram) has officially declared itself a creative-based platform, not a targeting-based one. Their new system:

- Analyzes the quality of your creative (ad video/image) rather than relying purely on audience targeting.
- Distributes your ad based on creative performance signals.
- Requires multiple creatives for testing and optimization — not just 1 video, but 10-20 variations.

This means every brand running meta ads now needs significantly more creative content — creating massive, sustained demand for AI content producers.

9.3 Revenue Streams Available to AI Practitioners

The workshop identifies multiple concrete ways to earn using the skills taught:

Freelance Video Production

- Cinematic ads: Rs. 5,000 – Rs. 7,000/video
- UGC/realistic style ads: Rs. 7,000 – Rs. 10,000/video
- CGI-style clips: Rs. 10,000 – Rs. 25,000+
- Cartoon/Pixar-style videos: Rs. 1,500 – Rs. 4,000/video

AI Website Development

- Basic website: Rs. 2,000 – Rs. 5,000
- Full website with domain + hosting: Rs. 5,000 – Rs. 15,000
- Monthly maintenance: Rs. 500 – Rs. 2,000/month

AI Avatar Services

- India retainer: Rs. 25,000 – Rs. 1.5 lakh/month per client
- International consultation: \$2,000 – \$5,000 per project

Agency Owner (House of Virality model)

Running your own AI-powered agency offering 360-degree services: video, images, ads, websites, and avatar content to brands on retainer. The instructor's own agency (House of Virality) works with brands like Amul Macho, Tata Motors, Marco Polo, ISL (Indian Super League), and Citron on this model.

Paid Collaboration Projects

Once you build skills and portfolio, agencies and studios can bring you in as a freelance collaborator on paid brand projects — 5-figure projects from large brands.

9.4 Student & Community Success Stories from the Workshop

The instructor shares real results from students who have applied these skills:

- A 5th-standard student (10 years old) earning Rs. 25,000/month by selling AI videos to local restaurants.
- A housewife earning Rs. 40,000-50,000/month running her own AI agency.
- Shakib: Over Rs. 1 lakh/month from AI content creation.
- Abhishekh (farmer from Agra): Generating side income from AI skills alongside farming.
- Rohit: Closed a Rs. 2.5 lakh deal within 1 month of starting the challenge.
- Himesh: Over Rs. 1 lakh/month as a freelance AI agency owner.
- A retiree (64 years old) from Vishakhapatnam making AI videos for Domino's through an agency.
- Dr. Minukare (57-year-old former All India Radio Director): Creating monetized AI videos and pursuing filmmaking.

Chapter 10: Master Tool Reference Guide

10.1 The Complete Tool Stack Used in This Workshop

For Idea, Concept, and Prompt Generation

- ChatGPT (paid plan Rs. 399/month) or Arena.ai (FREE alternative supporting ChatGPT, Claude, Gemini, DeepSeek, Perplexity) — your primary AI thinking partner.

For Image Generation

- Google Flow (flows.google.com) — uses Nano Banana Pro model for images and VO3 model for video. Available in India via Jio SIM plan (Rs. 349+) which gives Gemini Pro access including Google Flow.

For Video Generation

- Google Flow (VO3.1 model) — same platform, different model. Generates 8-second video clips from images.

For Background Music

- Suno.ai (FREE plan: a few credits per day; paid: more credits) — paste your music description prompt and get full tracks.
- ElevenLabs (11labs) — also has a music generation feature.

For Voiceover / Text-to-Speech

- ElevenLabs (11labs.io) — industry leader; paid but has limited free tier. Best voice quality globally.
- Sarvam.ai — 100% FREE for Indians; supports regional Indian languages; same interface as ElevenLabs.

For Video Editing and Assembly

- CapCut — free, mobile-friendly, easy drag-and-drop editing for assembling clips, adding music and voiceover.
- Adobe Premiere, DaVinci Resolve, Canva — other options for more advanced editing.

For AI Avatar Creation

- HeyGen (heygen.com) — best-in-class for avatar cloning, voice cloning, and presentation-to-video conversion.

For Website Creation

- Lovable (lovable.dev) — FREE for 2 websites/day. Paid plan (\$25/month) for deployment, unlimited sites.

For Lead Generation / Data Scraping

- Instant Data Scraper (Chrome extension) — free tool to extract business data from Google Maps into Excel.
- Google Maps — best free source for local business leads.

For AI Flow Automation

- Google Flow's workflow feature — visual node-based automation for chaining AI steps.

Chapter 11: Advanced Tips, Hacks, and Key Concepts

11.1 JSON Prompting for Video Generation

When generating videos with Google Flow, always request your video prompt in JSON format from ChatGPT. JSON (JavaScript Object Notation) is a structured data format that AI systems parse more efficiently than plain English. By prompting in JSON, you:

- Reduce the AI's internal processing load (it doesn't need to convert your English to machine-readable format first).
- Get more precise, better-structured outputs.
- Eliminate ambiguity that causes visual artifacts or distortions.

TIP: Ask ChatGPT: 'Give me an ultra-detailed video generation prompt in JSON format for [your scene description].'

11.2 Product Consistency in AI Generation

The biggest challenge when using AI for product-based images and videos is 'morphing' — the AI subtly changing the product's design, color, text, or shape. To prevent this:

- ALWAYS upload reference images of the actual product when generating images.
- Include a strong negative prompt: 'I do not want to morph the product. Do not change its shape, design, color, messaging, text, structure, or theme. Keep it exactly as in the reference image.'
- Test the first image carefully before proceeding — check product label, color, and shape accuracy.

11.3 The Filmmaking Concept for AI Videos

AI video tools can only generate clips of 4-10 seconds. To create longer videos, you use the filmmaking concept: break the narrative into individual scenes (as movies do), generate each scene separately, then assemble them in sequence. A 5-minute video = approximately 30-75 individual 4-8 second clips.

India's first AI film shown in theaters had 4,000+ scenes generated using this exact approach.

11.4 Never Overlap Video Generations

When generating videos in Google Flow, always wait for one video to finish generating before starting the next. Overlapping requests can cause:

- Failed generations
- Product morphing (the product shape changes between clips)
- Inconsistent visual styles across scenes

11.5 The 'Act As' Prompting Technique

To get professional-grade outputs from ChatGPT, always assign it an expert role before making your request. Examples:

- 'Act as the world's most experienced image generation prompt engineer...'
- 'Act as an expert UI/UX designer with 15 years of experience...'
- 'Act as a seasoned cinematographer who has directed luxury brand commercials...'

This 'role priming' dramatically improves the quality, specificity, and professionalism of the output. It activates the model's knowledge of that domain before it responds.

11.6 Custom GPT — ChatGPT's Hidden Superpower

Custom GPT is a feature that allows you to train a private, customized version of ChatGPT for a specific purpose. It is far more powerful than most users realize:

- Train it on your business's data (SOPs, pricing, product specs, FAQs) so it acts as your automated support agent.
- Clone the thinking style of any persona — business leaders, mentors, creative directors.
- Create a dedicated prompt-generating GPT that writes perfect prompts for any task you give it.
- Automate business operations — proposal generation, client onboarding, content drafting.

The instructor has created Custom GPTs modeled after Alex Hormozi, Osho, Ratan Tata, and Elon Musk to get business, life, and strategic insights from AI trained on their philosophies.

11.7 The 80-20 AI Adoption Rule

Based on direct work with brands, the instructor confirms that major companies now operate on the 80-20 rule:

- 80% of all creative assets (images, videos, ad creatives, websites) are AI-generated.
- 20% remain traditionally produced (for hero campaigns, major brand moments).

This rule applies broadly across sectors. Understanding this helps you position your AI services correctly — brands are not asking 'should we use AI?' — they are asking 'who can help us use AI better?'

Chapter 12: Quick Reference — All Frameworks

ICIV Workflow

- I — Idea: What, for whom, why, where, how long
- C — Concept: Detailed scene-by-scene text document (like a screenplay)
- I — Image: Generate one image per scene using AI
- V — Video: Generate one video clip per image/scene

ISPG Website Framework

- I — Idea: What website, who it's for, what problem it solves
- S — Skeleton: Define all sections and their order
- P — Prompt: Generate detailed website prompt via ChatGPT
- G — Generate: Create the website using Lovable

SOSTC Client Acquisition Framework

- S — Spot: Find a potential lead (Google Maps, Instagram, LinkedIn, etc.)
- O — Observe: Understand their problem (no website? bad website? no content?)
- S — Suggest: Define the solution you will provide
- T — Transform: Create a sample for them
- C — Close: Pitch, handle objections, convert

Gadha Prasad Prompting Principle

Treat every AI tool like Gadha Prasad: give ultra-specific, step-by-step instructions with full context, no assumptions. The more detail you provide, the better the output.

The 3 Qualities You Actually Need for AI

- Patience — AI output needs iteration
- Common Sense — Knowing good from bad, relevant from irrelevant
- Problem-Solving Ability — Breaking down what you want and adapting

Primary Prompt vs. Negative Prompt

- Primary Prompt: Everything you WANT — the full instruction of what to create
- Negative Prompt: Everything you DO NOT WANT — explicit exclusions to prevent errors

Final Message from the Instructor

AI is not a future skill — it is a present necessity. Every industry, every business, every professional domain is already integrating AI. The question is not whether to learn it, but when. The earlier you start, the bigger your lead over the 1.4 billion people who haven't.

The skills in this workshop — prompting, image creation, video creation, website building, and AI avatars — are not just academic. They translate directly into income: through freelancing, agencies, jobs, or your own business.

Quote from the workshop: By 2027, you will need to be an AI expert — by choice or by force. If you start today, you are already ahead of more than a billion people.

The path is simple: Learn → Execute → Earn → Scale.

AI is easy. People have made it sound difficult. With the right structure, the right frameworks, and consistent action, anyone — from a 5th-standard student to a 64-year-old retiree — can learn it, apply it, and profit from it.

— *End of Workshop Notes* —