

The Free Guide

Launch Your AI Video Freelance Business

Step by Step

3x

More reach
with video

\$300

Per client
per month

1 hr

To produce
a video

\$0

Experience
needed

CONTENTS

What's Inside

01	The Opportunity — Why AI Video, Why Now	3
02	The Tools You Need and What They Cost	4
03	Producing Your First Video	5
04	Finding Your First Client	6
05	The Walk-In Pitch — Word for Word	7
06	Your Services Menu and Pricing	8
07	Delivering Like a Professional	9
08	The Six Deliverables Every Client Gets	10
09	Converting to Monthly Recurring Revenue	11
10	The Path to \$3,000 Per Month	12

The Opportunity

Why AI Video. Why Right Now.

We are living through the most significant shift in small business marketing in a generation. Video has become the dominant form of content on every major platform — Instagram, TikTok, Facebook, YouTube, and even Google Search. The algorithms on all of these platforms heavily favor video over photos and text, giving it three to ten times more reach for the same content.

At the same time, AI tools have completely eliminated the traditional barriers to video production. What used to require a camera crew, a studio, professional editing software, and a \$5,000 budget can now be produced in under an hour with a laptop and a \$30 monthly tool subscription.

The gap between what businesses need and what they currently have is enormous — and almost nobody is filling it affordably at the local level. That gap is your entire business opportunity.

KEY FACTS

The average person spends 3+ hours per day on their phone

Video gets 3-10x more algorithmic reach than photos or text

Businesses with Google listing videos get significantly more clicks

People retain 95% of a video message vs 10% from text

Most local small businesses have zero professional video presence

Professional video used to cost \$1,000-\$5,000. AI changed everything.

The Tools

What You Need and What It Costs

The entire AI video freelance business can be run on less than \$100 per month in tool costs. Here is everything you need, in order of importance.

Tool	What It Does	Cost
HeyGen	AI avatar video production. Creates professional spokesperson videos without a camera or studio. Your primary production tool.	From \$29/mo
Claude AI	Script writing, pitch development, client proposals, and content planning. Your AI business partner for words and strategy.	Free tier available
YouTube	Host all client videos. Free, permanent, searchable, and embeddable everywhere. Essential for delivery and discovery.	Free
DaVinci Resolve	Professional video editing for creating vertical cuts for Instagram, adding logos, and final polish before delivery.	Free
Canva	Thumbnails, social post graphics, and client-facing documents like your services menu and proposal one-pager.	Free tier available
Google Drive	Deliver video files to clients professionally. Clean, simple, no file size limits. Clients can access instantly.	Free

Total monthly tool cost at full operation: approximately \$29-\$60/month depending on HeyGen plan. With 10 recurring clients at \$300/month, your tool costs represent less than 2% of revenue.

Producing Your First Video

From Blank Page to Professional Video in Under One Hour

Your first video should be a sample for a specific local business you already know. This removes the cold-start problem — you already know their name, what they sell, and what makes them worth visiting. That knowledge is the raw material for a compelling script.

- 1 Pick your target business**
A restaurant, gym, salon, or local contractor you actually visit. Familiarity beats research every time.
- 2 Research their basics**
Note their best-reviewed items, hours, address, and anything distinctive. Check their Google listing and Facebook page.
- 3 Write the script with Claude**
Open Claude and say: "Write a 60-second promotional video script for [Business Name], a [type] located in [city]. Their signature offering is [X]. Tone: warm and inviting." Done in minutes.
- 4 Build in HeyGen**
Create a new video, select an avatar that fits the business tone, paste the script, add the business name as a title card. Preview and adjust pacing.
- 5 Export and upload**
Export at 1080p horizontal. Upload to YouTube as unlisted. Now you have a shareable link ready to show.

The entire process — research, script, production, and upload — takes 45 to 60 minutes once you have done it once or twice. Your first video will take longer. Your tenth will take half the time.

Finding Your First Client

Start With Who You Already Know

The biggest mistake new freelancers make is trying to find clients before they have anything to show. Reverse that. Produce the sample video first. Then walk in. The video does the selling.

The Best First Client Types

Restaurants	High visual appeal, emotional connection to food, active on social media, always looking for new customers. Best for your first sample video.
Gyms and fitness studios	Motivational content performs extremely well on video. Strong before/after narrative. Monthly membership model means they understand recurring payments.
Salons and spas	Highly visual service. Transformation stories. Strong female clientele who share content. Good word of mouth multiplier.
Local contractors	Before/after project videos. Trust-building content. Often completely underserved digitally. Higher ticket clients who can afford your services easily.
Real estate agents	Video is already standard in real estate. Agents who do not have it feel behind. Easy upsell to property tour videos.
Dentists and chiropractors	Professional practices that need credibility content. Patients research online before booking. Video builds trust before first appointment.

The Walk-In Pitch

Word for Word — What to Say

This is not a sales call. You are not pitching a service. You are showing someone something you already made for them. That is a completely different conversation — and a much easier one.

OPENING — First 10 seconds

"Hey, I'm [Name]. I actually come in here pretty often. I do AI video and social media content for local businesses and I made a quick sample video for you specifically. Can I show you something on my phone? Takes about a minute."

SHOW THE VIDEO

Say nothing while it plays. Let it do the work. The video is your pitch — not your words.

AFTER THE VIDEO

"I made that this morning. Most businesses don't have anything like this — and the ones that do paid an agency thousands of dollars. I do this for a fraction of that because I use AI tools."

THE OFFER

"I can do one free video for you this week — no obligation. If you like it and want more, we can talk about a simple monthly package. If not, you keep the video anyway."

IF THEY ASK THE PRICE

"A single video is \$150. A monthly package — four social posts and one new promo video — is \$300 a month. No contracts, cancel anytime."

THE CLOSE

"Want me to do the free one and show you what it looks like with your actual menu and logo?"

The most powerful line in the entire pitch: "Want me to do the free one?" It removes every remaining objection. They have nothing to lose. Say it and stop talking.

Your Services Menu

What to Offer and What to Charge

Service	What's Included	Price
Starter Video	60-90 second promo video Logo and business details included Horizontal + vertical formats YouTube upload included	\$150 one time
Monthly Package	Everything in Starter Video Four social media posts per month One new promo video per month Posted to Facebook and Instagram for them Cancel anytime	\$300 per month
Google Business Video	30-second version optimized for Google listing Shows up in local search results One-time fee, works forever	\$75 add-on
Event / Seasonal Video	Grand openings, seasonal promotions, special events Professionally announced across all platforms 48-hour turnaround	\$200 one time

Pricing philosophy: Low enough that saying yes feels easy. High enough that you are profitable from your first client. The monthly package at \$300 is the goal — it creates predictable recurring income.

Delivering Like a Pro

What Happens After They Say Yes

Most freelancers hand over a file and call it done. You are going to deliver an experience that makes the client feel like they hired a professional agency. This is what creates referrals, renewals, and word of mouth.

The Six Deliverables

Every Client Video Becomes Six Assets

One video should never be delivered as one file. Break it into six distinct deliverables. This demonstrates professionalism, adds real value, and justifies your pricing.

1	YouTube Link Upload to YouTube (unlisted until approved, then public). Shareable everywhere. Permanent. Searchable.
2	MP4 File — Horizontal 1920x1080. For website embedding, Facebook, email newsletters, and TV displays in their lobby.
3	MP4 File — Vertical 1080x1920. For Instagram Reels and TikTok. Same content, different format. Takes 5 minutes in DaVinci Resolve.
4	Short Cut — 30 seconds Trimmed version for Google Business listing and Instagram Stories. Attention spans are short.
5	Google Business Upload Actually log in and upload it to their Google listing for them. This alone is worth \$75 and they will never do it themselves.

6

Posted to Social Media

If included in their package, post it to Facebook and Instagram. Include a caption. Tag their location. Done.

Recurring Revenue

Converting One-Time Clients Into Monthly Income

A single video sale is a transaction. A monthly package is a business. The goal of every first video is to earn the right to propose a monthly relationship.

The Conversion Conversation

"You've seen what one video does. Imagine having fresh content every single month — a new promo video plus four social posts — posted for you automatically. Your competitors are posting nothing. You'd be showing up in front of potential customers every week. The monthly package is \$300. That's one new customer from a single video paying for three months of content. Want to try it for one month and see what happens?"

The follow-up text — send 3 days after delivery:

"Hey [Name] — hope the video is getting some traction! I'd love to set up the monthly package for you before next week. Takes 5 minutes and you'll have fresh content going out every month without touching anything. Want to do it?"

The Path to \$3,000/Month

A Realistic 90-Day Timeline

Week 1-2	Produce 3 sample videos for businesses you already know. Learn the workflow. Get comfortable with the tools.
Week 3-4	Walk in to all 3 businesses with your sample video. Offer the free video. Close at least one paying client.
Month 2	Convert your first client to monthly. Add 3 more paying clients. You now have 4 clients. Monthly revenue: \$1,200.
Month 3	Add 3 more clients. Focus on referrals from existing clients. You now have 7 clients. Monthly revenue: \$2,100.
Month 4+	Reach 10 monthly clients. Revenue: \$3,000/month. Hire help if needed. Begin raising prices for new clients.

THE MATH AT 10 CLIENTS

10 clients × Monthly Content Package	\$3,000/month
One-time new client videos (avg 2/month)	\$300/month
Google Business add-ons	\$150/month
Tool costs (HeyGen + AI tools)	-\$60/month
Monthly take-home	\$3,390/month

Your next step is simple. Pick one business you already know. Open Claude. Ask it to write a 60-second promotional script for that business. Produce the video in HeyGen. Walk in tomorrow. That's the whole system. Start there.

More resources, templates, and the full course available at z1xy.com

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