**Project Codename: Stock Market Mover Videos**

**Customer-Facing Name: Market Voices**

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# Goal

**Produce a daily video after market close with commentary on the top 5 winners and bottom 5 losers from the NASDAQ-100. Fully automated, no human involvement.**

## Rationale

This is a **great idea** because:  
✅ **Finance has high CPM rates** → More ad revenue per 1,000 views.  
✅ **Stock market updates are highly searched daily** → Consistent traffic.  
✅ **Automatable research & scriptwriting** → AI can generate insights quickly.  
✅ **Affiliate potential** → Can promote investing platforms (Robinhood, Webull, etc.).

# How:

Putting It All Together: The Fully Automated Workflow. Here’s a streamlined end-to-end automation pipeline (note, this is PROPOSED, and open to iteration):

1. Use python script to pull most recent NASDAQ-100 stock movers (top 5 winners and losers) → save in Google Spreadsheet
   1. Requirements
      1. Must run every weekday after market close
      2. Must have fallbacks when data is not available
      3. Must have timestamps to ensure information is fresh
2. Automatically generate a script using data in the Google Spreadsheet → Output is saved in Google Drive.
   1. Script requirements:
      1. The scripts contain lines for two “market analysts,” Marcus and Suzanne.
         1. Suzanne’s character is a 31-year-old former trader who has worked on Wall Street for the majority of her career. Marcus is a 25-year-old market analyst.
         2. Suzanne is very straightforward and businesslike, while Marcus is a bit more lighthearted and energetic. Both however would fit in well on a financial news cable TV channel.
         3. The pair alternate speaking about each stock. Suzanne goes first on Mondays, Tuesday and Thursdays. On days when Marcus goes first, he sometimes makes an appropriate joke or observation if the day is somehow noteworthy (e.g. first day of spring).
         4. The first speaker of the day has the additional duty of introducing the viewer to another fresh episode of Market Voices, which aims to bring you the latest and best summaries of the day’s most important stock movements.
         5. The last speaker of the day thanks the viewer for their time, encourages them to subscribe, and asks for feedback on how we’re doing.
      2. The script is generated daily once the Google Spreadsheet is updated with fresh market data
      3. The script is estimated to cover a 15-minute runtime on average, with Thursdays and Fridays being closer to 10 minutes. The script will never be shorter than 10 minutes.
3. ElevenLabs converts script to voiceover → File saved in Google Drive.
4. Pictory AI/InVideo selects & edits clips → Saves draft video.
5. Runway ML adds effects, transitions, and AI visuals.
6. VEED.io finalizes editing → Auto-generates captions & background music.
7. Canva (API) generates a thumbnail based on title & script.
8. VidIQ auto-generates title, tags, & description.
9. Zapier uploads & schedules video to YouTube.

🎯 Result: A fully automated YouTube video production system that runs with minimal manual effort.

## Investment & Time to Automation

💰 Estimated Cost Breakdown for Full Automation (First 3-6 months):

Expense Estimated Cost (Per Month)

AI Script Generator (ChatGPT/Jasper) $20-$50

AI Voiceover (ElevenLabs/Play.ht) $20-$50

AI Video Editor (Pictory/InVideo) $30-$70

Stock Video Subscription (Storyblocks, Artgrid) $20-$50

Music Subscription (Epidemic Sound) $15-$30

Thumbnail & SEO Tools (Canva Pro, VidIQ) $20-$50

Zapier (Automation Workflows) $20-$50

Freelance Editors (if outsourcing some work) $50-$200 per video

🏆 Expected ROI:

Break-even point: 4-6 months

Potential earnings: $500 - $5,000/month (once monetized & scaled)

Long-term scaling: Add more channels, hire virtual assistants

## **1. Monetization Strategy**

| **Revenue Stream** | **How It Works** | **Potential Earnings** |
| --- | --- | --- |
| **YouTube AdSense** | Ads on videos (~$15-$50 CPM for finance) | $1,500-$5,000/month with 100k+ views |
| **Affiliate Marketing** | Promote investing platforms (Robinhood, Webull, M1 Finance) | $5-$20 per sign-up |
| **Sponsorships** | Financial brands pay for mentions | $100-$5,000 per video (after channel growth) |
| **Digital Products (Later Option)** | Stock market guides, paid newsletters | $10-$50 per sale |

**Short-Term Focus:** AdSense & Affiliate Marketing  
**Long-Term Expansion:** Sponsorships & Digital Products

## **2. Automation Workflow for Daily Stock Videos**

### **Step 1: Automate Stock Market Data Collection**

#### **Proposed Tools (we may not use these ultimately):**

* **Yahoo Finance API** (for daily top movers)
* **Alpha Vantage API** (stock market data)
* **TradingView Web Scraper** (for trend analysis)

**Proposed Automation Strategy:**✅ Use **Zapier or Python script** to fetch **top daily gainers & losers**.  
✅ Store the **stock name, price change, volume, and news headlines** in Google Sheets.  
✅ Auto-send this data to **ChatGPT for script generation**.

## Step 2: Automate Scriptwriting

#### **Proposed Tools:**

* **ChatGPT API / Claude AI** (for generating scripts)
* **Zapier / Make (formerly Integromat)** (for automation workflows)

**Proposed Automation Strategy:**✅ **AI generates** a **1-2 minute summary** per stock.  
✅ Format example:

"**Today’s top stock gainer is [Company X] (Ticker: XYZ), up [X]% due to [Reason]. This stock surged after [brief explanation of news]. Analysts say [quote on stock future]. Let’s break down what this means…**"  
✅ **Zapier auto-saves** the script to Google Docs.

## Step 3: Automate Voiceover Generation

#### **Proposed Tools:**

* **ElevenLabs** (realistic AI voiceover)
* **Play.ht** (good alternative)

**Proposed Automation Strategy:**✅ Convert AI-generated script **into natural-sounding voiceovers**.  
✅ Auto-save MP3 file to **Google Drive** for video editing.

## Step 4: Automate Video Creation & Editing

#### **Proposed Tools:**

* **Pictory AI / InVideo** (automates video creation)
* **Runway ML** (AI video generation & stock market animations)
* **Canva (API)** (automates stock charts & thumbnails)

**Proposed Automation Strategy:**✅ Use **Pictory AI** to match voiceover with stock footage & AI-generated stock charts.  
✅ Use **Runway ML** to create **dynamic stock price movement animations**.  
✅ Add **auto-generated captions** & transitions.

## Step 5: Automate Thumbnail Creation

#### **Proposed Tools:**

* **Canva Pro (API-based)**
* **Thumbnail AI (predicts engagement rates)**

**Proposed Automation Strategy:**✅ Auto-generate thumbnails with:

* **Company Logo**
* **Stock price movement (+X% / -X%)**
* **Exciting titles (“Why Did This Stock Explode Today?”)**✅ **Canva API auto-saves the thumbnail** to a YouTube upload folder.

## Step 6: Automate Upload & YouTube SEO Optimization

#### **Proposed Tools:**

* **TubeBuddy / VidIQ (SEO-optimized tags & titles)**
* **Zapier (Automates video uploads to YouTube)**

**Proposed Automation Strategy:**✅ **Zapier auto-uploads the video** with the title:

**“Stock Market Today: Why [Company X] Skyrocketed [X]% 🚀”**✅ **VidIQ automatically suggests** best SEO tags & descriptions.  
✅ **Pinned comment auto-links** to affiliate programs (Webull, M1 Finance).

# 3. Daily Time Commitment & Scaling Plan

⏳ **Your Daily Effort:** **~10-15 minutes max** (to review scripts & upload).  
📈 **Scaling Plan:**

* **Month 1-3:** Test automation, optimize scripts & SEO.
* **Month 4-6:** Monetize through AdSense & affiliates.
* **Month 6+:** Hire VA/editors to scale (if needed).

4. Risks

### **Risks & Challenges of an Automated YouTube Channel**

While this business is **low-cost and scalable**, there are risks and challenges to be aware of. Here’s a breakdown of potential pitfalls and how to mitigate them.

### **1. YouTube Policy & Monetization Risks**

* **AdSense eligibility**: You must reach **1,000 subscribers & 4,000 watch hours** before earning from ads.
* **Demonetization risks**: YouTube can demonetize videos for reused content or low engagement.
* **Copyright strikes**: Using copyrighted footage, music, or voiceovers can result in strikes or takedowns.

**Mitigation:** ✅ Use 100% original or royalty-free stock footage and music.  
✅ Follow YouTube’s **Fair Use** guidelines (especially in list-based or commentary content).  
✅ Maintain **high viewer retention**—boring, clickbait, or low-effort videos get flagged.

### **2. AI-Generated Content Detection & Algorithm Changes**

* YouTube **discourages low-quality AI-generated content** that adds no value.
* **Algorithm updates** could deprioritize automation-heavy content.

**Mitigation:**✅ **Add human edits**: Even AI-generated content should have manual improvements.  
✅ **Ensure uniqueness**: AI tools can create generic content—make it engaging with **better storytelling**.  
✅ **Stay updated**: Follow YouTube’s official Creator Blog and adapt to new rules.

### **3. Competition & Niche Saturation**

* **Faceless automation channels** are growing fast, making it harder to stand out.
* Popular niches like **finance, tech, and gaming** are already filled with high-quality content.

**Mitigation:**✅ **Find a sub-niche**: Instead of “finance,” focus on **AI business ideas, side hustles, or frugal living**.  
✅ **Develop a unique style**: Use distinct **branding, voiceovers, and storytelling methods**.  
✅ **Use data**: VidIQ and TubeBuddy can identify **low-competition, high-search topics**.

### **4. Content Struggles: Burnout & Engagement Issues**

* AI-generated scripts can sound robotic or uninspiring.
* If videos aren’t **engaging**, watch time suffers → lower rankings & revenue.

**Mitigation:**✅ **Improve storytelling**: Use **hooks, cliffhangers, and better pacing**.  
✅ **Focus on viewer intent**: What problem does each video solve?  
✅ **Monitor analytics**: Track **drop-off rates** and improve weak points.

### **5. Revenue Instability & Scaling Challenges**

* Earnings fluctuate due to **ad rates, seasonality, and demonetization risks**.
* Even if you automate everything, scaling requires **hiring freelancers or managing multiple channels**.

**Mitigation:**✅ **Diversify income streams**: Don’t rely solely on AdSense. Add **affiliate marketing & sponsorships**.  
✅ **Reinvest profits**: Automate more by hiring scriptwriters & editors as revenue grows.  
✅ **Have a backup channel**: If YouTube bans your main channel, you have another revenue stream.

### **Bottom Line: Is It Worth It?**

✅ **Low startup costs** make it a great passive income idea.  
✅ **High profit potential** with **minimal ongoing effort** once automated.  
✅ **Risks are manageable** if you focus on **quality, originality, and multiple revenue streams**.

## 5. Additional Risk Mitigation tactics

1. Creativity in production
   1. Alter voices — multiple “market analysts”
      1. Susanne
      2. Marcus
   2. Alter tone – some days more jokey
   3. Vary lengths, e.g. shorter videos on Thurs and Friday
2. Add new videos – for consideration later
   1. like a market wrap on Friday after the week or a preview for the upcoming week
   2. Occasional commentary
   3. Videos on days when market not open – holidays