🎬 Maru AI Academy - Master Recording Scripts

Total Videos: 22 Explainer Videos
Target Length: 2-5 minutes each
Recording Date: January 2026
Presenter: Jimmy
Format: Face to Camera Intro + Screen Recording

📚 Table of Contents

BEGINNER STREAM (16 Videos)

INTERMEDIATE STREAM (6 Videos)

Module 1: From Ad-Hoc to Repeatable

Module 2: Knowledge Base & RAG

Module 3: No-Code Automations

📋 Recording Checklist

Equipment Setup

- [ ] Good lighting (face a window or use ring light)
- [ ] External microphone connected (USB lapel mic minimum)
- [ ] Quiet room, close windows
- [ ] Background is tidy or use virtual background

Software Ready

- [ ] Screen Studio / OBS / Loom ready
- [ ] Browser at 125% zoom minimum
- [ ] Demo tabs pre-loaded (ChatGPT/Claude/Gemini)
- [ ] Slides/diagrams open and ready

Before Each Take

- [ ] Review script 2-3 times
- [ ] Do a 10-second audio test
- [ ] 3 deep breaths
- [ ] Remember: Warmth > Perfection

🟢 BEGINNER STREAM SCRIPTS

M1-L1: What AI Actually Is

Target Length: 2-3 minutes
Tone: Professional, demystifying, encouraging

🎬 1. Intro (Face to Camera) - 0:00 to 0:20

Visual: Jimmy, Full Screen. Friendly & Direct.

Script:

> "Hi, I'm Jimmy. Welcome to the Maru AI Academy.
> If you've watched sci-fi movies, you might think AI is this magic robot brain that can do anything—or maybe take your job.
> But let's cut through the hype.
> In this first lesson, I want to show you what modern AI *actually* is, and why it's about to become the most powerful productivity tool in your toolkit.
> Let's dive in."

🧠 2. The Concept: Pattern Matching - 0:20 to 1:00

Visual: Animation of a person reading a library of books. Then show a phone keyboard "predicting" the next word.

Script:

> "At its core, tools like ChatGPT and Gemini are Large Language Models (LLMs).
> Think of them as 'Autocomplete on Steroids'.
> They have read billions of documents—books, websites, articles—and learned the *patterns* of human language.
> When you ask a question, it's not 'thinking' like a human. It's calculating, with incredible accuracy, which word comes next."

💡 3. The Metaphor: The Brilliant Intern - 1:00 to 1:45

Visual: Split screen. Left side: A stressed expert. Right side: An eager intern with a stack of files.

Script:

> "The best way to think about AI today is like hiring a **Brilliant, but Junior, Intern**.
> They have read every book in the library (they're smart).
> But they don't know your specific business context (they're junior).
> If you give them a vague instruction like 'Do the report', they will fail.
> But if you give them clear instructions, context, and examples, they will produce work in seconds that would take you hours."

🚀 4. Practical Takeaway - 1:45 to 2:15

Visual: Screen recording showing a simple prompt input and output. Text overlay: "Garbage In = Garbage Out".

Script:

> "This brings us to the golden rule of AI: **Quality of Input determines Quality of Output.**
> If you treat it like a magic search engine, you'll get generic, boring answers.
> If you treat it like a collaborative partner and guide it, you'll get gold.
> We call this skill **Prompt Engineering**, and that is exactly what you are going to master in this course."

👉 5. Outro (Face to Camera) - 2:15 to 2:30

Visual: Jimmy, Full Screen.

Script:

> "So, don't worry about the robots taking over yet.
> Focus on learning the patterns.
> In the next step below, I want you to write your very first
> professional prompt using the playground.
> Give it a try, and I'll see you in the next lesson."

M1-L2: Tool Categories

Target Length: 3 minutes
Tone: Clarity, Organization, Practical

🎬 1. Intro (Face to Camera) - 0:00 to 0:30

Visual: Jimmy, Full Screen.

Script:

> "Hi there.
> One of the biggest reasons people get overwhelmed by AI is simply *choice paralysis*.
> There are thousands of tools launching every week.
> ChatGPT, Claude, Gemini, Midjourney, Jasper... it's a lot.
> In this lesson, I'm going to simplify the entire landscape into just **Four Categories**.
> Once you understand these four buckets, you'll know exactly which tool to grab for any job."

🖥️ 2. Screen Share: The 4 Categories - 0:30 to 2:00

Visual: Screen Share of a slide/diagram showing 4 quadrants or columns.

Script:

> "Here is your mental map for the AI world.
>
> **Category 1: Text & Analysis (The 'Brain')**
> This is ChatGPT, Claude, and Gemini. Use these for writing emails, summarizing reports, brainstorming ideas, or coding. If it involves words or logic, start here.
>
> **Category 2: Image & Visuals (The 'Artist')**
> This is Midjourney, DALL-E, or Canva Magic. Use these when you

need a slide background, a social media post, or a mockup. They don't 'read' text well, but they 'draw' beautifully.

Category 3: Audio & Video (The 'Studio')
Tools like ElevenLabs (for voice) or HeyGen (for avatars). They turn text into multimedia. Great for content creation, but not for daily office admin.

Category 4: Automation (The 'Glue')
This is where it gets powerful. Tools like Zapier or Make. They connect the 'Brain' to your email or Slack. We'll cover this in the Intermediate course."

🔍 3. Live Demo: Choosing the Right Tool - 2:00 to 2:45

Visual: Show ChatGPT interface, then flip to Midjourney Discord (or Canva).

Script:

"Let's say you need to launch a new product.
You'd go to **ChatGPT** (Category 1) to write the press release.
Then, you'd go to **Canva** (Category 2) to design the flyer.
Don't try to get ChatGPT to draw the flyer—it's not built for that.
Using the right tool for the job is 90% of the battle."

👉 4. Outro (Face to Camera) - 2:45 to 3:00

Visual: Jimmy, Full Screen.

Script:

"So, for your next task, I'm going to give you a few real-world scenarios.
I want you to tell me: Which category of AI would you hire?
Jump into the challenge below, and I'll see you in the next video."

M1-L3: Data Safety & POPIA

Target Length: 3 minutes
Tone: Serious but practical. "Security Enabler," not "Blocker."

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy, Full Screen.

Script:

> "Hi. Before we start writing powerful prompts, we need to have 'The Talk'.
> AI Models like ChatGPT learn from the data they are trained on.
> Depending on which version you use, they might also learn from *the data you type into them*.
> This means if you paste a client's ID number or your company's financial forecast into a public AI tool... you might basically be publishing it.
> In South Africa, with POPIA laws, that's a massive risk.
> But don't panic. You don't need to stop using AI. You just need to follow the **Golden Rule of Sanitization**."

🖥️ 2. Screen Share: The Red & Green Lists - 0:45 to 2:00

Visual: Slide showing two columns: "NEVER SHARE" (Red) and "SAFE TO SHARE" (Green).

Script:

> "Here is your safety checklist.
> **The Red List (Never Paste):**
> 1. **Personal Identifiers**: ID numbers, Passport numbers, Employee numbers.
> 2. **Contact Details**: Real emails, phone numbers, addresses of

clients.
3. **Authentication**: Passwords, API keys, Login credentials.
4. **Confidential Strategy**: Unreleased product plans, financial results, legal disputes.

The Green List (Safe):
1. Generic processes.
2. Public marketing copy.
3. Anonymized data (Client X, Project Y).
4. Code snippets that don't reveal business logic."

🔍 3. Live Demo: Sanitization in Action - 2:00 to 2:45

Visual: Screen recording of a text editor or AI chat.

Script:

"Let's look at this prompt:
'Summarize the contract for John Smith, ID 850101...' No! Stop!
This is a data breach waiting to happen.
Here is how we fix it. We use **Placeholders**.
Change 'John Smith' to '[Client Name]'.
Change the ID to '[ID Number]'.
Now paste *that* into the AI.
The AI can still understand the context and write the summary perfectly, but you haven't exposed anyone's privacy."

👉 4. Outro (Face to Camera) - 2:45 to 3:00

Visual: Jimmy, Full Screen.

Script:

"It's a simple habit: **Sanitize before you Synthesize.**
In the challenge below, I've got a messy, unsafe prompt waiting for you.

> Your job is to act as the Privacy Officer and fix it.
> Go make it safe."

M1-L4: The CRAFT Framework

Target Length: 3-4 minutes
Tone: Empowering, specific, technical but accessible

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy, Full Screen.

Script:

> "Have you ever tried AI and got a boring, generic answer?
> Maybe you asked 'Write an email about the project,' and it sounded like a robot wrote it.
> The problem isn't the AI. It's the **Context**.
> AI is a brilliant intern, but it can't read your mind.
> Today I'm going to teach you the **CRAFT Framework**.
> It stands for Context, Role, Action, Format, and Tone.
> Use this pattern, and you will get top-tier results every single time."

🖥 2. Screen Share: The Framework Breakdown - 0:45 to 2:00

Visual: Slide with the acronym C-R-A-F-T. Highlighting each letter as spoken.

Script:

> "Let's break it down:
> **C - Context**: Set the scene. 'I am launching a new coffee brand.'
> **R - Role**: Who should the AI be? 'Act as a Senior Marketing Director.'
> **A - Action**: What exactly do you need? 'Write 5 slogans.'
> **F - Format**: How should it look? 'A bulleted list, short and punchy.'
> **T - Tone**: What's the vibe? 'Energetic, hipster, fun.'"

🔍 3. Live Demo: Bad vs. Good Prompt - 2:00 to 3:30

Visual: Screen recording of ChatGPT/Claude.

Script:

> "Let's try the bad version first.
> Prompt: *'Write slogans for coffee.'*
> Result: 'Wake up fresh.' 'Best coffee in town.' ... Boring. Generic.
> Now let's apply CRAFT.
> Prompt: *'I'm launching a high-caffeine coffee for programmers (Context). Act as a edgy tech copywriter (Role). Write 5 slogans (Action). Format as a Tweet (Format). Tone is witty and geeky (Tone).'*
> Result: 'Coffee.compile(success).' 'Debug your morning.'
> See the difference? It's night and day."

👉 4. Outro (Face to Camera) - 3:30 to 3:45

Visual: Jimmy, Full Screen.

Script:

> "That is the power of prompt engineering.
> You guide the outcome by setting the constraints.
> In the interactive exercise below, I want you to build a full CRAFT prompt for a specific business scenario.
> Master this, and you've mastered 80% of AI."

M1-L5: Quick Wins & Recap

Target Length: 2-3 minutes
Tone: Fast-paced, high value, celebratory

🎬 1. Intro (Face to Camera) - 0:00 to 0:30

Visual: Jimmy, Full Screen.

Script:

> "We've covered the theory. You know what AI is, which tools to use, how to stay safe, and the CRAFT framework.
> Now, let's get you some **Return on Investment**.
> I'm going to show you three 'Quick Wins'—prompts you can copy-paste right now to save an hour of work today.
> Email. Slides. Meeting Notes.
> Let's go."

🖥️ 2. Screen Share: Rapid Fire Demos - 0:30 to 2:00

Visual: Screen recording. Very fast transitions between 3 examples.

Script:

> "**Win #1: The Email Polisher.**
> Don't stare at a draft. Write a messy brain dump, then tell AI:
> *'Rewrite this to be professional, polite, and concise.'* Boom. Sent.
>
> **Win #2: The Slide Outliner.**
> Blank page syndrome? Gone.
> Tell AI: *'Create a 5-slide outline for a presentation on Q3 Sales Results. Include bullet points for each slide.'*
> Suddenly, you have a structure to work from.

> **Win #3: The Meeting Summarizer.**
>
> Paste your messy notes. Tell AI: *'Extract the 3 Key Decisions and the Action Items table.'*
>
> You look like the most organized person in the room."

🏆 3. The Graduation - 2:00 to 2:30

Visual: Jimmy, Full Screen. Maybe holding a 'prop' badge or just smiling.

Script:

> "And just like that, you have completed Module 1: AI Made Simple.
> You are no longer a spectator. You are a practitioner.
> You've earned your **Trainee Pilot** badge.
> In Module 2, we're going to go deeper into 'Prompts That Work at Work' and build reusable templates.
> But for now, give yourself a hand. You're flying.
> See you in Module 2."

M2-L1: Template Thinking

Target Length: 3 minutes
Tone: Efficiency, Systems-Mindset

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy, Full Screen.

Script:

> "Hi. In Module 1, you wrote your first prompts. That's great.
> But if you are writing a fresh prompt from scratch every single time
> you need an email... you are doing it wrong.
> That is the rookie way.
> The *Pro* way is **Template Thinking**.
> Today I'm going to show you how to turn your best prompts into
> reusable assets that you—and your whole team—can use forever.
> It's the difference between being a craftsman and running a factory."

🖥 2. Screen Share: The Anatomy of a Template - 0:45 to 2:00

Visual: Slide showing "Fixed vs Variable".

Script:

> "A normal prompt is rigid: *'Write an email to John about the budget.'*
> A Template is flexible.
> It has **Fixed Parts** (the instructions that never change) and
> **Variable Parts** (the specific details).
> We use **[Square Brackets]** to mark the variables.
> So it becomes: *'Write a [TONE] email to [RECIPIENT] about [TOPIC].'*

> Now, you don't have to think about the prompt. You just fill in the blanks."

🔍 3. Live Demo: Creating a Template - 2:00 to 2:45

Visual: Text Editor.

Script:

> "Let's build one.
> Say you often have to decline sales meetings politely.
> Instead of typing 'No thanks' every time, let's build a template.
> Prompt: *'Act as a busy executive. Write a polite decline to [SALESPERSON NAME] who wants to sell [PRODUCT]. Explain that we are [REASON FOR DECLINE], but keep the door open for [FUTURE DATE].'*
> Now, whenever a salesperson emails you, you just paste this in, fill the brackets, and hit generate.
> You just saved 5 minutes of mental energy."

👉 4. Outro (Face to Camera) - 2:45 to 3:00

Visual: Jimmy, Full Screen.

Script:

> "Your challenge below is simple.
> Take a task you do every day, and build a Template with at least 3 variables.
> Once you start thinking in templates, you'll never go back."

M2-L2: The Perfect Email

Target Length: 3 minutes
Tone: Professional, polished, time-saving

🎬 1. Intro (Face to Camera) - 0:00 to 0:30

Visual: Jimmy, Full Screen.

Script:

> "We spend about 28% of our work week on email. That's insane.
> Most of that time is spent worrying: 'Is this too aggressive?' 'Is this clear enough?'
> AI is the ultimate cure for 'Email Anxiety'.
> In this lesson, I'm giving you the **Maru Email Library**—5 templates that cover 90% of your inbox interactions.
> The Polite Decline, The Status Update, The Meeting Request, The Feedback Response, and The Intro."

🖥 2. Live Demo: The Difficult Reply - 0:30 to 2:00

Visual: Screen Share.

Script:

> "Let's look at the hardest one: **The Angry Customer Reply**.
> You received a nasty email. Your blood pressure is up. Don't reply yet.
> Paste their email into your AI and use this template:
> *'Act as a Customer Success Manager. Read this angry email: [PASTE EMAIL]. Draft a response that 1) Acknowledges their frustration validates their feelings, 2) Explains that [ROOT CAUSE], and 3) Offers [SOLUTION]. Tone: Empathetic but professional. No defensive language.'*

> Watch what happens. It strips out the emotion and gives you a perfect, de-escalating reply."

🔍 3. Live Demo: The Status Update - 2:00 to 2:45

Visual: Screen Share.

Script:

> "Now the most common one: **The Weekly Update**.
> Don't stare at a blank screen.
> Template: *'Draft a weekly update for [PROJECT]. Completed: [LIST ITEM 1, 2]. Blockers: [LIST RISKS]. Next Week: [GOALS]. Format as bullet points.'*
> In 10 seconds, you have a report that looks like you spent an hour organizing it."

👉 4. Outro (Face to Camera) - 2:45 to 3:00

Visual: Jimmy, Full Screen.

Script:

> "Stop writing emails from scratch. It's a waste of your talent.
> Use AI to handle the structure and tone, so you can focus on the *decision*.
> Check out the Email Library below and try one today."

M2-L3: Presentation Builder

Target Length: 3 minutes
Tone: Strategic, creative helper

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy, Full Screen.

Script:

> "Creating a slide deck is usually a nightmare.
> You open PowerPoint, stare at a white rectangle, and wonder 'What goes on slide 1?'
> That is the wrong way to work.
> You shouldn't be designing slides until you have a Story.
> Today I'm going to show you how to use AI to build the **Structure** of your presentation first, so the slides effectively design themselves."

🖥 2. Screen Share: The 5-Slide Pitch - 0:40 to 2:00

Visual: Screen Share. ChatGPT/Claude.

Script:

> "Let's say you have an idea for a new office layout.
> Don't open PowerPoint yet. Open your AI.
> Prompt: *'I need to pitch a new office layout to the CEO. Create a 5-slide outline. Slide 1: The Problem (Noise). Slide 2: The Solution (Hybrid Zones). Slide 3: The Benefits (Productivity). Slide 4: The Cost. Slide 5: Next Steps. For each slide, give me the Headline, 3 Bullet points, and Speaker Notes.'*
> Look at that. It's not just giving you text; it's giving you the flow of the argument."

🔍 3. Live Demo: Visual Suggestions - 2:00 to 2:40

Visual: Screen Share.

Script:

> "Now let's ask for help with the visuals.
> Add this: *'For each slide, suggest a visual idea or image description.'*
> Result: *'Slide 1: Split screen photo showing a chaotic office vs a calm library.'*
> Brilliant. Now you simply open PowerPoint/Canva and execute instructions.
> You moved from 'Writer's Block' to 'Execution Mode' in 30 seconds."

👉 4. Outro (Face to Camera) - 2:40 to 3:00

Visual: Jimmy, Full Screen.

Script:

> "Your challenge: Generate an outline for a presentation you actually have to give soon.
> Use the prompts below to get the structure and the speaker notes.
> You'll be amazed how much faster it is."

M2-L4: Report Generator

Target Length: 3 minutes
Tone: Executive, high-level, decisive

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy, Full Screen.

Script:

> "Executives don't read. They scan.
> If you send a 10-page dense report to your boss, they will put it in the 'Read Later' pile... which means 'Read Never'.
> To get decisions made, you need to write **Executive Summaries**.
> AI excels at this. It can take 50 pages of messy notes and turn them into a clear, decision-ready 1-pager."

🖥️ 2. Screen Share: The SCAR Framework - 0:40 to 2:00

Visual: Slide: S-C-A-R. Situation, Complication, Action, Result.

Script:

> "We use the SCAR format.
> **S**ituation (What is happening?)
> **C**omplication (What is the problem?)
> **A**ction (What should we do?)
> **R**esult (What will the outcome be?)
> Let's see it in action."

🔍 3. Live Demo: Report Synthesis - 2:00 to 2:40

Visual: Screen Share. Pasting a long text.

Script:

> "I'm pasting in these messy meeting notes about our vendor selection. It's chaotic.
> Prompt: *'Act as a Business Analyst. Read these notes. Write a decision memo for the CEO using the SCAR format. Situation: We need a new vendor. Complication: Budget is tight. Action: Recommend Vendor B. Result: 20% savings. Keep it under 1 page.'*
> Boom.
> It cuts the fluff. It highlights the numbers. It puts the recommendation right at the top.
> This is how you get your projects approved."

👉 4. Outro (Face to Camera) - 2:40 to 3:00

Visual: Jimmy, Full Screen.

Script:

> "Taking 3 hours of noise and turning it into 3 minutes of signal is a superpower.
> Try the Report Generator prompt below on your own messy documents.
> See you in the next lesson."

M2-L5: Prompt Chaining

Target Length: 3-4 minutes
Tone: Advanced, methodical, "Coding without Code"

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy, Full Screen.

Script:

> "Sometimes, one prompt isn't enough.
> If you ask AI to 'Write a best-selling novel' in one go, it will fail.
> Complex tasks need to be broken down.
> This is called **Prompt Chaining**.
> It sounds technical, but it's just logic: Step 1 leads to Step 2, which leads to Step 3.
> It's how we move from 'Chatting' to 'Engineering'."

🖥 2. Screen Share: The 3-Step Chain - 0:45 to 2:30

Visual: Screen Share. Simple flowchart or just doing it in Chat.

Script:

> "Let's write a high-quality blog post.
> **Step 1: Ideation.**
> *'Generate 5 headline ideas for an article about Remote Work Productivity.'*
> (Pick the best one).
>
> **Step 2: Outlining.**
> *'Using headline #3, write a detailed outline with H2 subheadings and bullet points for each section.'*
> (Review and tweak the outline).

Step 3: Drafting.
'Great. Now write the full article based on that outline. Use a professional tone.'

Step 4: Distributing.
'Now write a LinkedIn post and a Twitter thread to promote this article.'
By chaining these steps, the AI stays focused. If you did this all in one prompt, it would hallucinate or get confused."

🔍 3. Live Demo: Result Comparison - 2:30 to 3:15

Visual: Showing the high-quality long-form result vs a short generic result.

Script:

"Compare this deep, structured article to what happens if just ask 'Write a blog about remote work'.
The chained version has structure, flow, and nuance.
The single-shot version is generic fluff.
Chaining allows you to be the **Architect**, checking the quality at every floor as the building goes up."

👉 4. Outro (Face to Camera) - 3:15 to 3:30

Visual: Jimmy, Full Screen.

Script:

"You have now engaged 'God Mode' on these tools.
You can break down any complex problem—contract review, strategy planning, coding—into a chain.
In the final challenge of this module, I want you to design your own 3-step chain.
Good luck, and congratulations on completing the Beginner Stream!"

M3-L1: The PRICE Framework

Target Length: 3 minutes
Tone: Analytical, smart consumer

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "There are 10,000 AI tools out there.
> How do you pick the right one?
> Most people pick the one with the coolest demo video. That is a mistake.
> I use the **PRICE** Framework to evaluate tools.
> If a tool doesn't pass this test, I don't buy it."

🖥️ 2. Screen Share: PRICE Breakdown - 0:40 to 2:00

Visual: Slide: P-R-I-C-E.

Script:

> "**P - Problem**: Does it solve a real pain I have daily?
> **R - Reliability**: Is it buggy? (Check reviews).
> **I - Integration**: Does it talk to my other tools?
> **C - Cost**: Is the ROI clear?
> **E - Ease**: Can my team use it without a PhD?
> Always start with P: The Problem. Never start with the Tool."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "Your homework: Pick a tool you are considering buying. Run it through the PRICE filter below.
> You might save yourself $50 a month."

M3-L2: The TAC Pattern

Target Length: 3 minutes
Tone: Technical but simple

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "We are going to learn the secret language of Automation.
> It's called **TAC**.
> Trigger. Action. Check.
> Every automated system in the world follows this pattern.
> If you understand TAC, you can build anything."

🖥 2. Screen Share: TAC in Action - 0:40 to 2:00

Visual: Slide/Diagram.

Script:

> "**Trigger**: The 'Start Button'. (e.g., An email arrives).
> **Action**: The 'Work'. (e.g., AI summarizes the email).
> **Check**: The 'Review'. (e.g., Send summary to me for approval).
> Beginners forget the 'Check'. They let the robot run wild.
> Experts always include a Check step."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "In the next module, you will build your first live workflow using TAC. But first, let's practice identifying triggers in your daily work."

M4-L1: Choose Your Capstone

Target Length: 3 minutes
Tone: Coaching, rigorous

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy.

Script:

> "Welcome to the Capstone Module.
> You are going to build a real, working AI automation.
> The biggest mistake students make is picking a project that is too big.
> 'I want to automate my entire accounting department.' No. You will fail.
> We need to pick a project that is **Boring** and **Frequent**."

🖥 2. Screen Share: The FRS Filter - 0:45 to 2:00

Visual: Slide: F-R-S. Frequency, Repeatability, Safety.

Script:

> "Use the FRS Filter.
> **Frequency**: Does it happen every day? (If yes, good).
> **Repeatability**: Is it the same steps every time? (If yes, good).
> **Safety**: If it breaks, does the company explode? (If yes, bad).
> We want High Frequency, High Repeatability, Low Risk.
> Like 'Summarizing daily meeting notes'."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "Use the prompt below to score your ideas.
> Pick the one with the highest score.
> Then meet me in the next lesson to design it."

M4-L2: Design The Workflow

Target Length: 3 minutes
Tone: Architect, planning

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "Amateurs build. Professionals design.
> Before we touch any tools, we are going to draw our workflow.
> If you can't draw it on a napkin, you can't build it in AI.
> We are going to use the **Workflow Canvas**."

🖥️ 2. Screen Share: The Canvas - 0:40 to 2:00

Visual: Slide: 4 Quadrants. WHAT, FLOW, GUARDS, METRICS.

Script:

> "**WHAT**: Describe the task.
> **FLOW**: Map the trigger and steps.
> **GUARDS**: Where is the human review? What if it fails?
> **METRICS**: How will you know it's working?
> Fill this out, and the building part becomes easy."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

"Use the AI prompt below to generate your Canvas.
Don't skip this step."

M4-L3: Test & Launch

Target Length: 3 minutes
Tone: Quality Assurance, careful

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "You built your automation. It works on your laptop.
> Now comes the scary part: Letting it loose in the wild.
> Before you flip the switch, you need to run a **Dry Run** and check the **Edge Cases**."

🖥️ 2. Screen Share: Edge Cases - 0:40 to 2:00

Visual: Slide: "What if..." list.

Script:

> "Ask yourself:
> What if the input is blank?
> What if the data source is down?
> What if the AI hallucinates?
> Test these scenarios manually.
> If your automation handles errors gracefully, you are ready to launch."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "Deployment day is exciting.
> But remember: Monitor it closely for the first 24 hours.
> Good luck."

M4-L4: Measure & Improve

Target Length: 3 minutes
Tone: Analytical, celebratory

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "Congratulations. You have a live AI system.
> But you are not done.
> Now we need to ask: Is it actually saving time? Or is it just cool technology?
> We need to **Measure** the impact."

🖥️ 2. Screen Share: The Scorecard - 0:40 to 2:00

Visual: Slide: "Time Saved vs Error Rate".

Script:

> "Track two things:
> 1. **Time Saved**: (Old Time - New Time) x Frequency.
> 2. **Quality**: Is the output better or worse than a human?
> If you save 10 hours but the quality drops, you failed.
> If you save 1 hour but quality doubles, you won."

👉 3. Outro (Face to Camera) - 2:00 to 2:30

Visual: Jimmy, smiling, maybe holding a "Certificate" prop or badge.

Script:

> "You have completed the Beginner Stream.
> You are now a Certified Prompt Engineer (Beginner).
> You know the tools. You know the safety. You know the automation.
> Go forth and build.
> And when you are ready to scale this to your whole team…
> I'll see you in the Intermediate Stream."

🟡 INTERMEDIATE STREAM SCRIPTS

Int-M1-L1: Systems Thinking

Target Length: 3 minutes
Tone: Strategic, "Managerial" level

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy.

Script:

> "Welcome to the Intermediate Stream.
> In the Beginner course, we focused on *Personal Productivity*—how YOU can write better emails and reports.
> Now, we are shifting to *Systems Thinking*.
> The goal isn't just to make *you* faster. It's to make your *entire process* repeatable, scalable, and delegation-ready.
> We are moving from 'Random Acts of AI' to 'AI Operations'."

🖥 2. Screen Share: Ad-Hoc vs System - 0:45 to 2:00

Visual: Slide: "Ad-Hoc" (Messy squiggles) vs "System" (Clean flowchart).

Script:

> "Most people use AI in 'Ad-Hoc' mode.
> They wake up, face a problem, and throw a random prompt at it.
> That works once. But you can't delegate it.
> A **System** has three parts:
> 1. **Trigger**: What starts the work? (e.g., A client email arrives).
> 2. **Protocol**: The exact steps and templates used (The 'Standard Operating Procedure').
> 3. **Output**: A consistent result every time.

> If you can't draw your process as a flowchart, you can't automate it with AI."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "In this module, we're going to take your messy, random tasks and turn them into documented systems.
> Let's start mapping."

Int-M1-L2: Documentation

Target Length: 3 minutes
Tone: Methodical, clarity-focused

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "The unsexy secret of high-performance teams is **Documentation**.
> But nobody has time to write SOPs (Standard Operating Procedures).
> The good news? AI loves writing SOPs.
> We are going to use AI to document your own job, so you can hand
> off the lower-value work and focus on strategy."

🖥 2. Screen Share: The SOP Engine - 0:40 to 2:00

Visual: Screen Share.

Script:

> "Here is the trick.
> Instead of writing a manual from scratch, do the task *one last time*
> and record a rough transcript or just bullet points of what you did.
> Then we prompt:
> *'Act as an Operations Manager. Detailed below feels messy notes on
> how I generate the monthly invoice. Turn this into a step-by-step
> SOP formatted for a junior employee. Include a checklist.'*
> [PASTE MESSY NOTES]
> Look at that. It creates a professional manual in seconds."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "Your challenge: Pick one annoying task you want to delegate.
> Document it using AI today.
> Then, give that document to a colleague and see if they can do the task without asking you questions."

Int-M2-L1: RAG Explained

Target Length: 3 minutes
Tone: Technical but simple. "Demystifying tech"

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy.

Script:

> "Imagine if you could hire ChatGPT, but it knew everything about *your* company.
> It knew your price list, your employee handbook, and your past emails.
> That is called **RAG** (Retrieval Augmented Generation).
> It sounds complex, but it's simple: It's giving the AI an open-book exam, where the 'book' is your company data."

🖥️ 2. Screen Share: How RAG Works - 0:45 to 2:00

Visual: Simple animation or slide.
1. User asks question.
2. System searches "Company Library".
3. System finds relevant page.
4. System sends Question + Page to AI.
5. AI answers.

Script:

> "Here is the workflow.
> When you ask 'What is our policy on remote work?', the vanilla ChatGPT doesn't know. It hallucinates.
> With RAG, your system first searches your documents. It finds the 'HR Handbook 2025.pdf'.

> It takes that page and sends it to the AI saying: 'Using this document, answer the question.'
> The result? An accurate answer based on *your* truth, not the internet's training data."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "You don't need to be a coder to use this.
> Tools like 'Chat with PDF' or 'Custom GPTs' do this for you.
> In this module, we'll build your own mini-knowledge base."

Int-M2-L2: Organizing Data

Target Length: 3 minutes
Tone: Practical, "Digital Janitor"

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.

Script:

> "Here is the hard truth about AI: **Garbage In, Garbage Out**.
> If your company shared drive is a mess of unnamed folders and
> 'Final_Final_V3.docx', RAG won't save you.
> Before we build cool bots, we need to tidy up our room.
> We need structured data."

🖥 2. Screen Share: The Clean Data Structure - 0:40 to 2:00

Visual: Comparison of Messy Folder vs Clean Q&A List.

Script:

> "AI struggles with 50-page PDFs full of images and jargon.
> It *loves* clearly formatted text.
> The best way to prepare your data is to create **Q&A Documents**.
> Take your messy handbook and convert it into a list of 'Question:
> [X] / Answer: [Y]'.
> This gives the AI bite-sized chunks of truth to retrieve.
> We call this 'Knowledge Management', and it's the foundation of the
> AI era."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "Your homework: Take one policy document—like your Refund Policy
> —and rewrite it as a clear Q&A list.
> This simple step makes it instantly ready for a Chatbot."

Int-M3-L1: Automation Basics

Target Length: 4 minutes
Tone: Exciting, "Magic Power"

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy.

Script:

> "We have talked about Chatbots (Text).
> Now let's talk about **Connectors**.
> Tools like Zapier or Make.com allow different apps to talk to each other *without you*.
> When a lead fills a form on your website → Send them an email → Add row to spreadsheet → Alert Slack.
> This is called an Automation or a 'Zap'.
> And when you combine this with AI, you can build entire businesses that run on autopilot."

🖥️ 2. Screen Share: The TAC Framework - 0:45 to 2:30

Visual: Zapier Interface.

Script:

> "Every automation follows the **TAC** Framework:
> **T - Trigger**: When this happens... (e.g., 'New Email arrives').
> **A - Action**: Do this... (e.g., 'Use ChatGPT to summarize it').
> **C - Check/Connect**: Send it here... (e.g., 'Post summary to Slack').
> Let's build a simple one right now.
> Trigger: New Lead.
> Action: AI drafts a personalized welcome email.

> Action: Save to Google Sheets as 'Draft'.
> Now, I just wake up and approve the drafts. I don't write them."

👉 3. Outro (Face to Camera) - 2:30 to 2:45

Visual: Jimmy.

Script:

> "Warning: Once you start automating, it becomes addictive.
> Start small. Don't try to automate your whole job on day one.
> Pick one repetitive notification you hate, and automate it."

Int-M3-L2: Error Handling

Target Length: 3 minutes
Tone: Cautious, Responsible, Engineering-Mindset

🎬 1. Intro (Face to Camera) - 0:00 to 0:45

Visual: Jimmy.

Script:

> "Automations are great... until they break.
> And they *will* break.
> Maybe the internet goes down. Maybe a client types a weird character. Maybe the AI hallucinates.
> If you build a robot that sends emails automatically, and it breaks, you could spam 1,000 clients in a minute.
> That is why real professionals obsess over **Error Handling**."

🖥 2. Screen Share: Human in the Loop - 0:45 to 2:00

Visual: Diagram: AI -> Draft -> Human Review -> Send.

Script:

> "The golden rule for beginners: **Human in the Loop**.
> Never let an AI send a message to a human entirely on its own.
> Make the automation create a *Draft*.
> You review the draft. You hit 'Send'.
> This takes 5 seconds, but it saves your reputation.
> Only remove the human loop once the system has run perfectly for 100 times in a row."

👉 3. Outro (Face to Camera) - 2:00 to 2:15

Visual: Jimmy.

Script:

> "Safety first.
> In this lesson, we'll design a 'Circuit Breaker'—a way to stop your automation instantly if things go wrong.
> Let's build safely."

📋 Recording Order Recommendations

Session 1: Core Foundations (5 Videos)

Suggested Recording Time: ~2-3 hours

1. M1-L1: What AI Actually Is
2. M1-L2: Tool Categories
3. M1-L3: Data Safety & POPIA
4. M1-L4: The CRAFT Framework
5. M1-L5: Quick Wins & Recap

Session 2: Core Productivity (5 Videos)

Suggested Recording Time: ~2-3 hours

1. M2-L1: Template Thinking
2. M2-L2: The Perfect Email
3. M2-L3: Presentation Builder
4. M2-L4: Report Generator
5. M2-L5: Prompt Chaining

Session 3: Frameworks & Capstone (6 Videos)

Suggested Recording Time: ~2-3 hours

1. M3-L1: The PRICE Framework
2. M3-L2: The TAC Pattern
3. M4-L1: Choose Your Capstone
4. M4-L2: Design The Workflow
5. M4-L3: Test & Launch
6. M4-L4: Measure & Improve

Session 4: Intermediate Stream (6 Videos)

Suggested Recording Time: ~2-3 hours

1. Int-M1-L1: Systems Thinking
2. Int-M1-L2: Documentation
3. Int-M2-L1: RAG Explained
4. Int-M2-L2: Organizing Data
5. Int-M3-L1: Automation Basics
6. Int-M3-L2: Error Handling

🎯 Mac Recording Tips

Recommended Software

1. **Screen Studio** (Mac-native, beautiful zooms) - $89 one-time
2. **Loom** (Easiest, cloud-based) - Free tier available
3. **OBS Studio** (Free, professional) - Free

Audio Setup

- Use external USB microphone (Blue Yeti, Rode NT-USB, or even a USB lapel mic)
- Record in a quiet room with soft furnishings
- Keep water nearby for your voice

Video Settings

- 1080p minimum, 4K if possible

- 30fps is fine for talking head

- Good lighting on your face (window or ring light)

Screen Recording Tips

- Close unnecessary apps and notifications

- Use "Do Not Disturb" mode

- Zoom browser to 125-150%

- Use smooth mouse movements

Generated: January 14, 2026
Total Scripts: 22
Total Estimated Recording Time: 8-12 hours