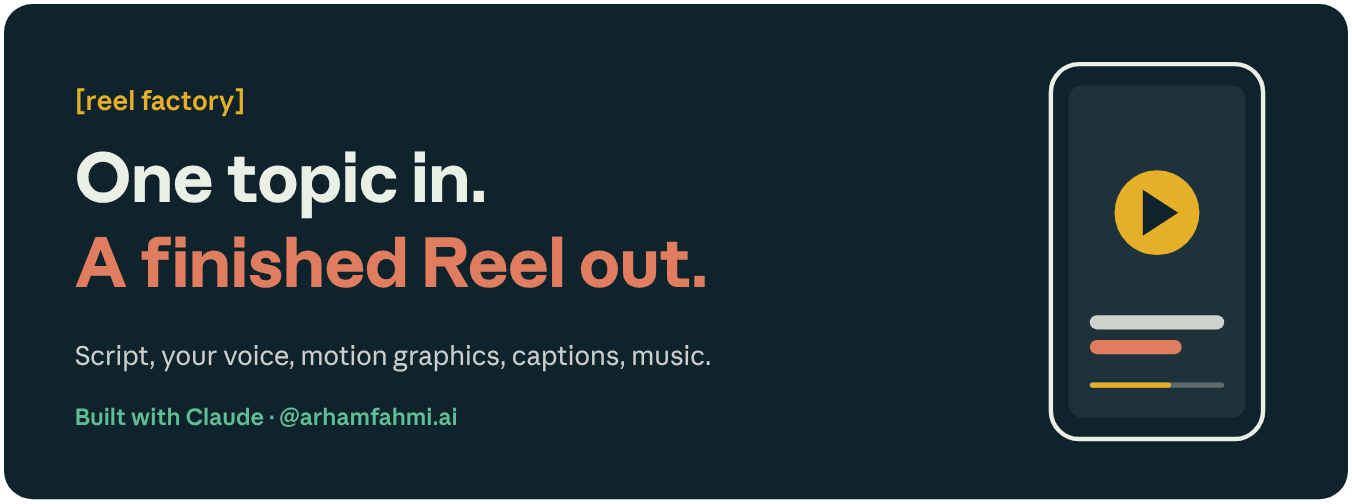
Build your own Reel Factory with Claude

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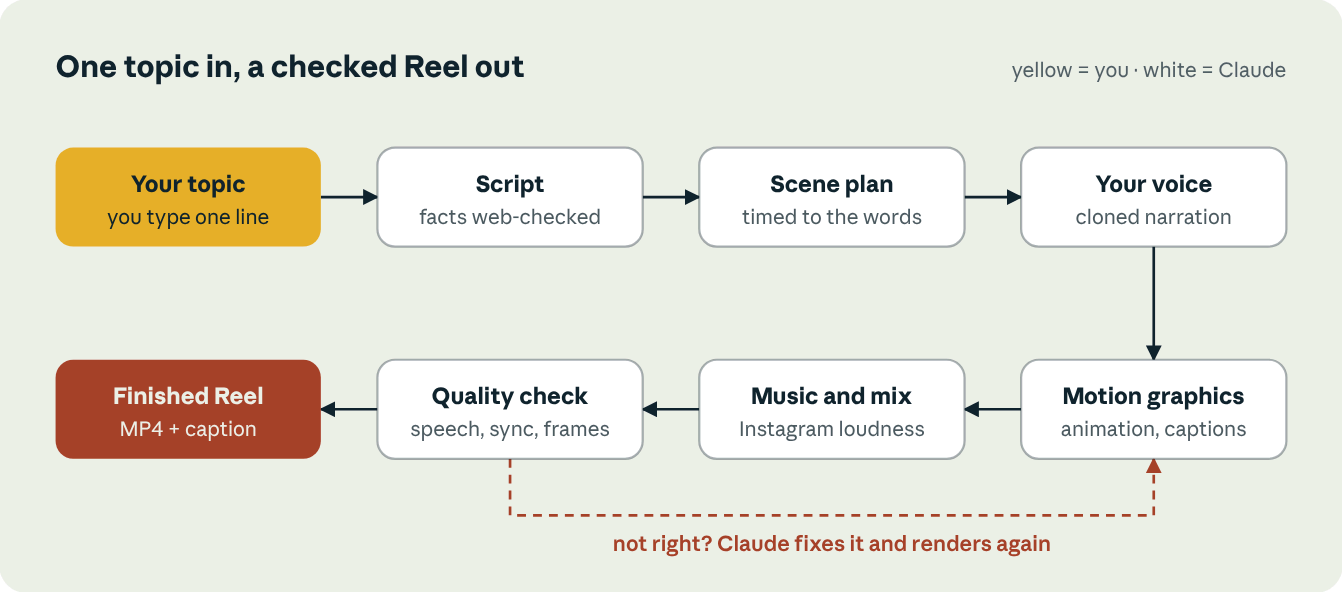


Reel Factory · by @arhamfahmi.ai

By @arhamfahmi.ai · Give Claude one topic and get back a finished 1080×1920 Reel: script, your cloned voice, motion graphics, captions, music and a quality check.

What you get

You type one line, such as `/arham-reel-factory how to use ChatGPT voice mode to plan your week`, and about 10 minutes later an MP4 lands in a `finished` folder. Everything runs on your own computer, and nothing is posted for you.



the pipeline · 8 stages, 1 fix loop

What Claude does on its own for each reel:

1. **Picks the angle and writes the script.** It checks any fact or number on the web first and leaves out what it can't verify.
2. **Plans every scene** as a small script file: what is said, what appears on screen, and when.
3. **Records the narration** in your cloned voice (Malayalam or another Indian language) or a free AI voice (English).
4. **Animates the motion graphics and captions**, with words highlighted as they are spoken.
5. **Adds music and sound effects** and balances the volume to Instagram's level (−14 LUFS).
6. **Checks its own work:** it transcribes the narration to confirm it says the script, and checks the size, sound level, blank frames and caption timing.
7. **Fixes what failed and renders again**, then hands you the MP4, a contact sheet of frames and a suggested caption.

You set it up once by pasting the master prompt below and answering Claude's questions. After that, a topic is all it needs.

What you need

The only thing you pay for is a Claude plan. Every other tool here is free. Mine runs on a Windows 11 laptop with an NVIDIA RTX 2050 (4 GB).

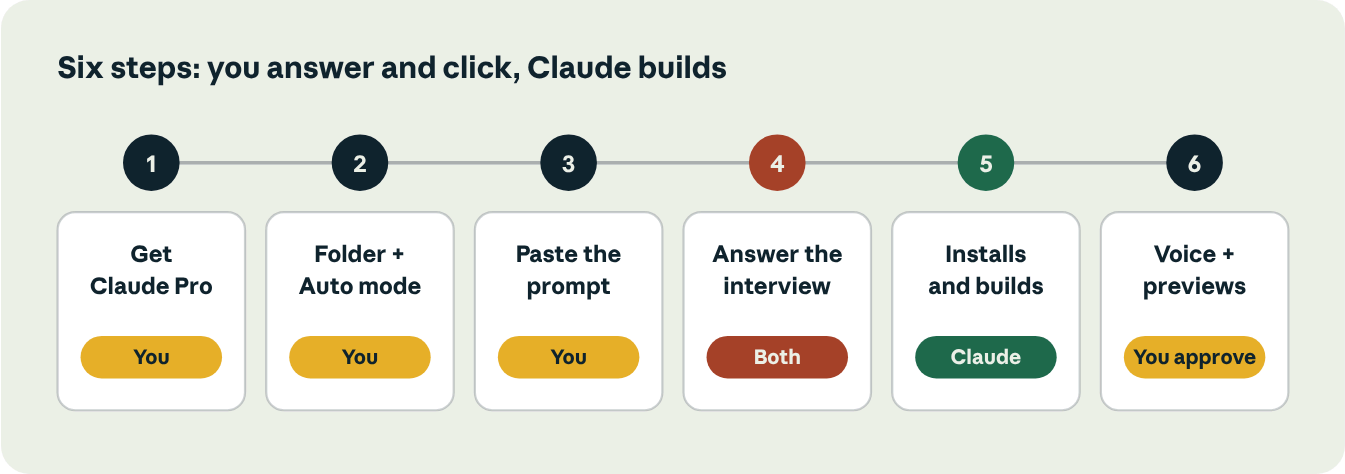
What	Why	Cost
Claude **Pro** plan or higher	Includes Claude Code, which builds and runs the whole system	Paid monthly (pricing)
Claude **desktop app** (Code tab) or Claude Code in a terminal	Where you paste the master prompt	Included
A Windows or Mac computer, ~20 GB free disk	Models, tools and your reels	—
Google Chrome	Draws the animation frames	Free
Python, Node.js, FFmpeg, Git	The engine. Claude installs and sets them up for you	Free
NVIDIA graphics card, 4 GB or more	Runs the local Malayalam voice clone (IndicF5)	—
Hugging Face account	Downloads the IndicF5 voice model. Claude guides you through the sign-up	Free
10–20 seconds of you talking, clean audio	The sample your voice clone copies	—
Your answers to Claude's questions	Every reel looks like yours	—

No NVIDIA card? You can still make reels with a free Microsoft voice, which is clear but isn't your voice. The local clone is only tested on Windows with NVIDIA, so on a Mac Claude will check what works first.

Setup, step by step

You need no technical knowledge. You paste one prompt, and Claude interviews you, installs every tool and builds the factory. Expect 1–3 hours, mostly downloads. On the Pro plan it may take 2–3 sittings: if Claude pauses at your usage limit, come back later and

type "continue".



setup at a glance · 6 steps

Step 1: Get Claude

1. Subscribe to Claude **Pro** (or higher) at claude.com.
2. Download the **Claude desktop app**, install it and sign in.
3. Click the **Code** tab at the top.

Step 2: Give Claude a folder and switch on Auto mode

1. On your Desktop, create a new empty folder named `ReelFactory`.
2. In the Code tab, start a new session and choose that folder when it asks.
3. Click the **mode selector** in the row under the prompt box and choose **Auto**. Claude remembers this for the folder, so you only do it once.

In **Auto** mode, Claude runs its steps without asking you to click Allow each time, while a built-in safety check reviews every action. Don't choose **Bypass permissions**: it turns that safety check off.

Step 3: Paste the master prompt

1. Copy the whole box from the next section.
2. Paste it into the Code tab and press Enter. Don't change anything in it.

Step 4: Answer Claude's questions

Claude asks you one question at a time, in English or Malayalam: your name and handle, your niche, language, voice, style and colours. Just answer in your own words, and say "I don't know, suggest something" whenever you're unsure.

Step 5: Click Yes on the few popups

Claude installs Python, Node.js, FFmpeg, Git and Chrome by itself. While it works:

1. Auto mode skips most permission requests. If Claude still asks to run something, click **Allow**.
2. When Windows shows *"Do you want to allow this app to make changes?"*, click **Yes**. Claude tells you before this happens.
3. On a Mac, Claude may ask you to paste one line into the Terminal app and type your Mac password there. It explains each click.

Step 6: The three things only you can do

Claude stops and guides you click by click for these:

1. **Record your voice**: 15–20 seconds on your phone in a quiet room. Claude then writes down what you said, and you only correct any wrong words.
2. **Unlock the Malayalam voice model**: create a free Hugging Face account and press one button to accept its terms. Claude opens the sign-in page; you never copy or paste any code or password into Claude.
3. **Approve the previews**: listen to your cloned voice, look at the design frames, then watch your first test reel. Ask for changes until you like it.

The master prompt

Copy everything in the box and paste it into Claude's Code tab, exactly as it is. You don't fill anything in: Claude interviews you, installs every tool itself and guides you through the few clicks only you can do.

```
You are going to build me a "Reel Factory": a system on this computer that
turns ONE topic into a finished, quality-checked 1080x1920 Instagram Reel,
with no manual editing. Work in the current folder. Build it, test it end to
end, and leave me a one-command workflow.

WHO I AM: I am a content creator, NOT a technical person. I don't know what
```

```
Python, Node.js, FFmpeg, Git, a terminal or an environment variable is, and I
can't fix errors. So:
- Talk to me in simple, friendly words, in English or Malayalam (ask which I
prefer). Never show me code or error messages unless I ask.
- YOU do every technical step yourself: downloads, installs, settings,
folders, fixing errors.
- Only ask me to do things you truly can't do (signing in, clicking "Yes" on
a Windows popup, recording my voice). Then tell me exactly what to click, one
step at a time, and wait until I say "done".
- Before each long step, tell me what is happening and roughly how long it
takes.

HOW TO WORK: SAVE PROGRESS AND BUILD IN STAGES
- Before anything else, create PROGRESS.md in this folder: the full plan as a
checklist, my answers, these rules, and what is done. Update it after every
finished step.
- If PROGRESS.md already exists, this is a new session: read it first, tell
me in one line where we are, and continue from there. Never redo finished
work.
- Build in stages so I get a usable reel early: Stage A = a simple working
reel (voice, captions, basic animation, quality check). Stage B = polish
(better motion graphics, music, sound effects, style). Finish Stage A
completely before starting Stage B.
- If my usage limit is close, save progress in PROGRESS.md and tell me
simply: "We've paused. Come back after the limit resets and type continue."

STEP 1 - INTERVIEW ME
Ask me ONE question at a time, with examples I can pick from, and wait for
each answer:
1. My name and Instagram handle.
2. My niche, my audience, and what I want them to feel or do.
3. Narration language: Malayalam, English or another language.
4. Voice: my own cloned voice, or a free AI voice.
5. Style: show me 3-4 described options (e.g. clean editorial motion
graphics, bold kinetic text, cartoon or pixel-art character) and let me pick.
6. Brand colours and fonts. If I have none, suggest 3 palettes and let me
choose.
7. Typical reel length, and 3 example topics I would make reels about.
Then summarise my answers in a short list and ask me to confirm. Save them in
a profile file so every future reel uses them.

STEP 2 - CHECK AND INSTALL EVERYTHING YOURSELF
1. Check this computer: Windows or Mac, free disk space, RAM, graphics card
```

```
(NVIDIA and its memory), and which tools are already installed.
2. Tell me in plain words what you will install, why, and the total download size. Ask for one yes.
3. Install it all yourself:
   - Windows: use winget, e.g. Python 3.12, Node.js LTS, FFmpeg, Git, Google Chrome.
   - Mac: use Homebrew. If a step needs my Mac password, give me ONE line to paste into the Terminal app and explain exactly how.
   Warn me before Windows shows a "Do you want to allow this app to make changes?" popup, so I know to click Yes.
4. Use a separate Python environment for each heavy AI model so they never break each other. Don't change other system settings.
5. Check every tool works before you move on. If an install fails, fix it yourself or try another way.

STEP 3 - MY VOICE (only if I chose my own voice)
1. Guide me to record 15-20 seconds of myself talking in a quiet room with my phone, in my natural lively reel style, and to put the file in this folder. Or offer to cut a clean piece from one of my old videos that I point you to.
2. Transcribe it yourself with a speech-recognition model, show me the text and ask me to correct any wrong words. The transcript must match exactly what I said.
3. Malayalam or another Indian language: use AI4Bharat IndicF5 (Hugging Face "ai4bharat/IndicF5"). It runs locally on an NVIDIA GPU with about 1.5 GB of video memory. The model is gated:
   - Walk me through creating a free Hugging Face account and pressing the button that accepts the model's terms, click by click.
   - Log in with a browser or device-code login that I complete myself. Never ask me to paste a token or password in chat.
4. If my computer can't run the clone (no NVIDIA card), tell me plainly and use the free Microsoft voice for my language (edge-tts, e.g. ml-IN-MidhunNeural) instead.
5. English: use a free edge-tts neural voice with word timings.

STEP 4 - BUILD THE FACTORY
1. A scene-plan file per reel (reel.json): beats, each with the spoken line, English caption text, on-screen visual, timing anchors to words, pauses and sound effects.
2. Renderer: animated HTML/CSS/SVG scenes driven by a deterministic timeline. Capture frames with headless Chrome, encode H.264 with FFmpeg at 1080x1920, 30 fps. Use my colours and fonts, with captions in safe zones away from Instagram's buttons. Highlight the active caption word. Make sure Malayalam text renders correctly.
```

```
3. Audio: soft music bed and restrained sound effects, generated locally or
from free-licence sources only. Duck the music under the voice, and normalise
to -14 LUFS with true peak at or below -1.5 dBTP.
4. Quality check after every render: duration, resolution, loudness, black or
frozen frames, audio/video sync, caption coverage, and a speech-recognition
check that the narration says the script. For Malayalam, use a Malayalam ASR
model, e.g. "thennal/whisper-medium-ml". Write a REPORT.md and a contact
sheet image of frames. A build either PASSES or says exactly what failed.
5. A Claude Code skill named exactly "arham-reel-factory", saved as a
personal skill (in my user .claude/skills/arham-reel-factory/ folder, with a
SKILL.md) so I can run /arham-reel-factory <topic> in Claude from any folder.
Confirm it appears when I type /arham-reel-factory. It does all of this end
to end: research, script, scene plan, preview stills, build, look at the
contact sheet, fix, rebuild, deliver. Also make a desktop shortcut I can
double-click, and a plain-language HOW TO MAKE A REEL.txt. Put every passing
reel in a "finished" folder.

VOICE QUALITY RULES (learned the hard way)
- Generate ONE clip per sentence, not one long clip. Make 3 takes per
sentence with different seeds, and keep the one with the lowest speech-
recognition error.
- Slow the model slightly (speed about 0.92). Add designed pauses between
sentences: 350-600 ms normally, 600-900 ms at big moments.
- Use a lively 7-12 second reference clip with an exact transcript. A flat
reference gives a flat voice.
- If the model keeps mispronouncing a word, suggest a simpler word to me
rather than shipping it.

CONTENT RULES
- Before writing any fact, price, feature or number, verify it on the web and
list sources in the reel file. If unverified, leave it out. Never invent
statistics, quotes or results.
- Hook in the first 2 seconds, one idea per reel, and a clear call to action
at the end.

APPROVAL GATES (stop and wait for me)
1. Voice preview: play me the hook, one normal sentence and the call to
action in my voice.
2. Design preview: still frames of the hook, one middle scene and the ending,
plus the colour and font choices.
3. After I approve both: build one full test reel and show me the MP4, the
contact sheet and the quality report.
```

```
SAFETY RULES
- Never print or store passwords, API keys or tokens in files or chat.
- Never buy anything, start a paid plan, post to social media or send
messages for me.
- Never delete my files. Back up any file before changing it.
- If something needs a login, payment or a decision from me, stop that step
and tell me exactly what to do.
- Never say something works until you have tested it. Tell me honestly what
doesn't work.

When everything works, tell me in simple words: where my finished reels go,
and how to make a new reel tomorrow.
```

Making a reel every day

Once setup is done, one line in the Code tab makes a reel:

```
/arham-reel-factory how small shops can answer WhatsApp orders with AI --
narration language: Malayalam
```

1. Claude researches, writes and builds. It takes about 6–10 minutes per reel on a laptop like mine.
2. The MP4 lands in the `finished` folder, along with a suggested Instagram caption.
3. To change something, just say it: *"In that reel, make the hook shorter and change the last line to …"*. Claude edits and re-renders without overwriting the old version.
4. You post it yourself. Nothing is ever uploaded for you.

Out of topic ideas? Ask Claude: *"Find 10 reel topics for my niche that are trending this week, with sources."*

Voice clone tips that made the biggest difference

I tested these on my own Malayalam clone. The "error" numbers come from two speech-recognition models transcribing the result, so lower means clearer speech.

What I changed	What happened
One clip per sentence, best of 3 takes	Fewer slurred words than one long clip

What I changed	What happened
Speed 0.92 + designed pauses (0.35–0.9 s)	Sounded less rushed and more like real speaking
A lively 10-second reference clip instead of a flat 5-second one	Error fell from 9% to 5.4%; pitch moved like my real voice instead of low and flat
Swapping words the model garbles for simpler ones	The model said it clearly instead of a garbled version
Free Microsoft voice converted to my voice (Seed-VC)	Clear words, but sounded less like me. I stayed with IndicF5
ElevenLabs	Voice cloning needs a paid plan, so I didn't test it

Your handle and English brand names are the hardest part. Spell them the way they sound, e.g. "dot A I" for ".ai".

Honest limits and safety rules

Claude builds its own version of the system on your computer, so your factory won't be identical to mine. Expect a few rounds of "change this" before the first reel looks right.

- **It's autopilot, not magic.** I still set it up, chose the style, gave direction and checked every script. Plan to review each reel before posting.
- **The cloned voice isn't perfect.** Some words, names and handles come out slightly off. Listen before you post.
- **Use only your own voice.** Clone a voice only with that person's clear permission.
- **Facts are checked, but you're the publisher.** The prompt tells Claude to verify facts and leave out anything it can't, but you're responsible for what you post.
- **Keep secrets out of chat.** Never paste passwords, API keys or tokens into Claude. Sign in on the website yourself, and put keys in environment variables.
- **Nothing is posted for you.** The prompt forbids posting, purchases and messages on your behalf.

Questions? Comment on the reel or DM **@arhamfahmi.ai**.