



The AI Armor Kit : 6-Step Roadmap

1. Copyright Your Creative Works

- ☐ Register copyright to high-value works (viral/high view videos, headshots FIRST). If budget allows, register every video at [US Copyright Office](#) Use [Copyright Registration DIY Kit](#) to train your team and add to post-production workflow.
- ☐ Document your creative process (choices, edits, prompts, discarded material)
- ☐ Save drafts, edits, screenshots and project files as proof, timestamp and label with relevant video for organized asset management.

2. Contract Shields

- ☐ Add AI disclosure/no-AI use clauses in contract with team members and vendors; rep & warranty that they won't use AI to undermine copyrightability
- ☐ Redline a limited license to Name, Image & Likeness (NIL) in contracts
- ☐ Prohibit AI training or creation of digital replicas in contracts

3. Protect Your Brand

- ☐ Do a [trademark clearance search](#) for your branding (brand name, handle, logo, slogan, podcast, course/membership)
- ☐ Trademark your handle, brand name, logo, or tagline (*Brittany says: "if you like it, you should have put a @ing on it!"*)
- ☐ Store registrations and certificates safely (digital storage)
- ☐ Set up google alerts or third-party monitoring software to track brand and content infringement

4. Don't Rely on AI Alone as Final Creative Work

- ☐ AI-only outputs = not copyrightable under U.S. law (*as of October 2025*)
- ☐ Layer in your human contributions: edits, tone, meaningful creative choices
- ☐ Track revisions and final cut decisions

5. Systems & Practical Protections

- ☐ Add watermarks to videos and graphics.
- ☐ Clarify site/course Terms & Conditions against AI training.
- ☐ Use robots.txt (signal for bots, not foolproof).
- ☐ Embed metadata or content authenticity tags.

- ☐ Maintain good file hygiene: version control, backups.

6. Push for Policy

- ☐ Support [NO FAKES ACT](#) (federal publicity right)
- ☐ Get involved with the [Creator Economy Caucus/Congressional Creators Caucus](#)
- ☐ Advocate for data portability & interoperability for creators (Ensure creators can export their data (audience, analytics, content history) in open formats)
- ☐ tax credits & financial Incentives for Creators, consistent tax code policy for deductions

Framework: AI Copying Levels

● (Green light) AI = Inspiration/Training: Broad AI training, like human inspiration

● (Yellow light, caution) AI = Remix/Style Mimicry: Copying style or prompting for a specific IP – may require licensing/attribution.

● (Red Light) AI = Direct Copying: Deepfakes or replicas – infringement/theft.

Build your MOAT

M — Monetize strategically

Design revenue that isn't as CPM-fragile. Monetization Ladder = flagship digital/physical products, membership/community, smart licensing, and selective equity. Price usage/rights, not effort. Build LTV, recurring cash flow.

O — Own your IP

Paper and register what matters most. Copyright your top viral videos first (long-form and shorts), then batch the rest. Trademark your channel/podcast name, distinctive logo, and real catchphrases used in commerce. Tight contracts (work-for-hire + assignments, guest/location releases, editor/composer deals) and an AI/likeness clause that bans training or synthetic voice without a separate, paid, time-bound license.

A — Authentic connection

Double down on earned human-to-human connection over algorithm tricks. Capture email/SMS, show up consistently, set clear community rules, and protect boundaries. Explore live events, streaming and live shopping. Give behind-the-scenes/context, invite co-creation, and make it easy to buy or share the official way. Reputation is an asset—treat it like one.

T — Tools

Use AI as a tool. Preserve copyrightability. Monitor AI caselaw and platform changes.

Remember: Don't let the AI monkey on your back steal your shot. Protect your empire. Use the tools at your disposal and keep adapting!

👉 Grab ready-to-use contract templates at CreativeContracts.co

Connect with Brittany on [Instagram](#), [Youtube](#) or [LinkedIn](#).

Ready for more support? Book a call [here](#).