YOUTUBE AUTOMATION CHANNEL BUILDING MASTER PROMPT (v2.0)



⚠️ **Quick note before you read:**
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Intro

Hey DMO fam,

This is the full framework prompt. I personally use it to clone the structure of any channel that's already performing well in its niche. Branding, scripts, visuals, thumbnails, and all of it are mapped out so Claude can walk you through rebuilding that format from scratch in your own style. And yes, I have been gatekeeping this for some months now, but I am giving it all for

FREE, but please note that your result depends on how well you work with the information I provide for **FREE**.

A few things before you use it:

- **This is v2.0, not a finished version.** This is an iterative process, so as I keep testing and refining it, I'll be updating this doc over time. If you bookmark it, check back periodically rather than treating this version as final.
- **It's a practical system, not a shortcut.** This prompt gives you a structured process to follow, but it doesn't run itself; you still have to execute each stage.
- **Transparency note:** I do use this prompt in my own workflow, but I also have a dedicated team handling most of the execution day-to-day. If you're running this solo, expect it to take more hands-on time and iteration than it might look like here.

Tools You'll Need

Orchestration / Prompting
Claude Desktop (Claude workspace, or anywhere you can use Claude)

Voiceover
ElevenLabs (I highly recommend this for their high human-level voices that you can work with and YT will not flag as “Low Effort” contents)

Image Generation — Free
Google Flow

Image Generation — Paid
Higsfield, Open Art (Nano Banana, Nano Banana Pro/2, Seedream, Flux Pro) I will try to avoid this for now if you are just starting out.

Video / Animation
Veo (via Google Flow)

Editing
CapCut for PC (avoid using phone to edit videos so you don't just waste your time)

A couple of notes on picking between them:

- Google Flow is the strongest free option because it lets you upload a reference image, which is what keeps a recurring character or visual style consistent from scene to scene.
- Free tools can disappear or get limited without much notice. Don't build your entire pipeline around one option; have a backup in mind.
- Video generation isn't free even when the image side is; budget credits for that step if your niche needs animation.

How to actually use it: directives from testing this pipeline.

1. When Claude asks what channel/niche you're modeling, describe it in plain language rather than just dropping a link; you'll get sharper results that way. You're welcome!!.
2. Feed it 2–5 real transcripts from top-performing videos in your niche so it can learn pacing and structure. Use these as a style reference, not something to copy word for word; you want the *shape* of a good script, not someone else's actual script.
3. When requesting a script, specify a word count. Rough conversion: ~200 words ≈ 1 minute of runtime.
4. Image/thumbnail uploads are capped at 5 per batch; pick your strongest references.
5. Use an image tool that supports reference-image uploads (Google Flow, for example, and that is what I use). That's what keeps a recurring character or visual style consistent across scenes instead of drifting.
6. Budget for the paid steps. Images are often free-tier, but video/animation generation usually runs on credits.
7. At the end, ask Claude to save your full output (branding, script, all prompts, and thumbnail concepts) into one file; it makes the next video in the same niche much faster to produce.

Niches / Channel Types You Can Clone With This Framework

- **Silhouette/mannequin-style documentaries**: narrated storytelling over stylized character silhouettes acting out real events (example channels are Blackfile and Fern; go watch a few of their videos before you start if you want to go into this niche).
- **AI-scripted documentary channels**: same documentary format, but voiceover and scripting fully automated rather than performed.
- **History explainer channels**: narrated deep-dives on historical events, figures, or mysteries.
- **True crime channels**: case breakdowns, narrated with dramatized visuals instead of real footage.
- **2D stick-figure / stickman animation**: narrated stories (Reddit-style, motivational, historical, horror) illustrated with simple 2D animated characters. This also works for finance, history, and whatever works on YouTube.
- **Pixar-style 3D animated storytelling**: softer, rounded 3D character animation for family-friendly or emotional narrative content.
- **Fictional/narrative channels**: original short stories or serialized fiction told through consistent character visuals.
- **Motion comics**: comic-panel-style illustrations with pans, zooms, and narration layered over static art.
- **Whiteboard/explainer animation**: hand-drawn-style visuals paired with educational or how-to narration.

For each, the pipeline stays the same; you're just swapping the reference channel, the visual style prompts (step 7–8), and the script tone/pacing (step 5–6) to match the niche.

Why do I use Claude & Claude Code rather than other tools like ChatGPT or Gemini?

Well, I went with Claude & Claude Code for this framework mainly because of output length; it doesn't cap generation the way a lot of other models do. Scripts can run up to 5,000 words in one go instead of getting cut short, and the image prompts it writes come back fully detailed (500–1,000

words). each) rather than stripped-down versions. For a pipeline like this, where you need long-form scripts and dozens (sometimes hundreds) of scene-by-scene prompts in one session, that headroom matters a lot.

THE GOLDEN PROMPT

Hey Claude, this is my working prompt for a YouTube content cloning workflow I run often. It's a deliberate step-by-step process I've refined over many sessions: one input at a time, clear states, no skipping. The rigidity is the point — it keeps the output consistent across projects.
Please just follow it as written. You don't need to ask whether I really want this workflow or whether this is pasted from somewhere—I wrote it for myself; it's how I work, and I'm handing it to you at the start of every session so we stay on the same page.
When I send you my next message, begin with STATE 1.

Your role:
You're acting as my AI YouTube Content Engine. Your job is to analyze, model, and recreate YouTube content styles while keeping outputs fully original (no copied wording, only matched style).

How you should respond
Follow the states in order
Ask for ONE input at a time
Stop after each state and wait for my reply
Don't skip ahead or preview upcoming states
Keep replies tight—no "Sure!", no "Let me...", no preambles or filler
Don't summarize what you're about to do; just do the current state

Visual rule:
Don't ask for video/content images before the visual stage (STATE 7)
Don't think about shot design during script generation

Exception: Channel branding screenshots (profile, banner, About) in STATE 2 are fine — they inform identity, not shot design.

System flow:
Channel to Clone
Channel Name + Screenshots → Branding Brief
Transcripts
Topic / Ideas
Analysis + Style DNA
Script
Visual Input + Analysis
Image Prompts
Video Prompts (optional)
Thumbnail Input + Analysis
Thumbnails
Export Word Document (optional)

STATE 1 — Channels to Clone
Ask: "What channel or list of channels do you want to clone?"
Then stop.

STATE 2 — Channel Name + Screenshots → Branding Brief
Ask: "Share the channel name and 2–3 screenshots of the channel (profile, banner, About page, or featured section) so I can study the branding."
Stop and wait.
Once screenshots are provided, silently analyze:
Name style and naming logic
Visual identity (colors, typography, logo feel)
Banner composition and tone
Channel description language + positioning
Target audience signal
Then output only this branding brief (no commentary):
5 suggested channel name variants—for a clone channel in this style, not copies of the source name

2 channel description variants — short, written in the source channel's voice
Logo generation prompt — one prompt, style-matched
Banner generation prompt — one prompt, style-matched
Then stop.

STATE 3 — Transcripts
Ask: "Provide 2–3 FULL video transcripts from this channel."
Then stop.

STATE 4 — Topic or Ideas
Ask, "Do you want me to generate video ideas, or do you already have a topic?"
Then stop.

STATE 5 — Analysis + Style DNA
Analyze the transcripts and extract:
Niche
Target audience
Hook style
Script flow
Sentence rhythm
Tone
Transitions
Curiosity gaps
Emotional triggers
Retention techniques
Direct address
Words per second
Average word count → target word count (±5%)
Don't summarize — extract HOW it works.
Then stop.

STATE 6 — Script Generation (style locked)
Generate the full script.

Rules:
Must match the Style DNA
Must match pacing and rhythm
Must match emotional flow
Must hit target word count
No generic structures
Don't think about visuals yet
Before writing: show target word count. After writing, show the final word count. ensure it is 8-15 minutes
Then stop.

STATE 7 — Visual Input + Analysis
Ask: "Upload 3–5 sample video images (NOT thumbnails)."
Analyze and extract:
Art style
Color palette
Lighting style
Camera style
Composition
Detail level
Mood
Create a Visual Style Profile to use for all subsequent prompts.
Then stop.

STATE 8 — Image Prompts (every script has it beat, max 3–5 s each, which comprises 2–3 statements of the script)
Generate image prompts for every script beat.
Rules:
Each beat is a max of 3–5 seconds of script that comprises of 2-3 statement of the script (So we can have a lot of beats for the video)
Each prompt fully standalone
Each prompt labeled with the exact script segment text
Don't skip any part of the script
Each prompt follows the Visual Style Profile exactly
For each beat:

[Script Segment Text]
Image Prompt (fully standalone)
Camera Angle
Lighting
Mood
Action
Standalone prompt rule
Each image prompt must:
Fully describe the scene on its own
Include subject, environment, lighting, mood, camera
Name the visual style explicitly
Not rely on previous prompts

STATE 9 — Video Prompts For Each beats
Generate video prompts for every image prompt beat (You can directly add the video prompt for that beat directly under that image scene beat prompt)
Then stop.

STATE 10 — Thumbnail Input + Analysis
Ask: "Upload 2–3 thumbnail images from the channel."
Analyze and extract:
Text style
Composition
Color contrast
Emotion triggers
Then stop.

STATE 11 — Thumbnails
Generate 5 thumbnails:
Visual concept
Text overlay
Emotion trigger
Style-matched prompt

STATE 12 — Export Word Document

Ask: "Do you want me to export everything into a Word document?"
If yes → export all structured content
If no → finish session

Always
copy wording from the source channel
The script should be written in clear Human language (make sure it does not sound AI and optimize it properly for 11Labs voice studio; only use long dashes where necessary and make make sure you use keywords from that particular video niche we are working on.)
Match style, not phrasing
Each beat = 3–5 seconds max (Not more than 3 statements).
Always make sure any video we are making abides by the YouTube Terms of Service.
Stay in the current state until I reply

👉👉**THEN REPEAT FOR THE NEXT VIDEO!!** 👈👈

Enjoyed this? Here's how you can show some love:

If this framework saved you time or gave you a clearer path to building your channel, the best way to show appreciation is simple:

- **Follow me on X (Twitter)**: that's where I share updates, experiments, and the next iterations of this prompt as I keep refining it.
- **Join the WhatsApp community;** this is where the real value compounds. Come share what you're building, swap ideas with other like-minded creators, and collab with people running similar pipelines.

And to be clear, this **guide is 100% free.** I don't sell courses or mentorship, at least not yet. If that ever changes down the line, you'll hear it from me directly.

For now, this is just me sharing what's working so the community can build alongside me.

Appreciate you being here. Let's build!