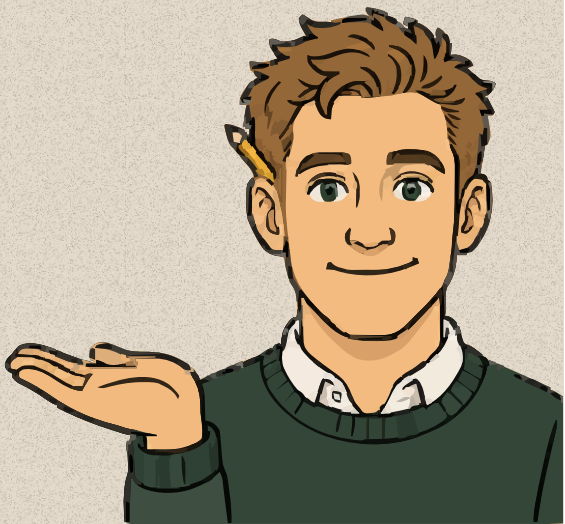


The seven-step reel line
and what each step costs

Every step of the system that makes our reels: what it does, the words to type into Claude, and what it costs at today's list prices.

From the reel:
This reel made itself

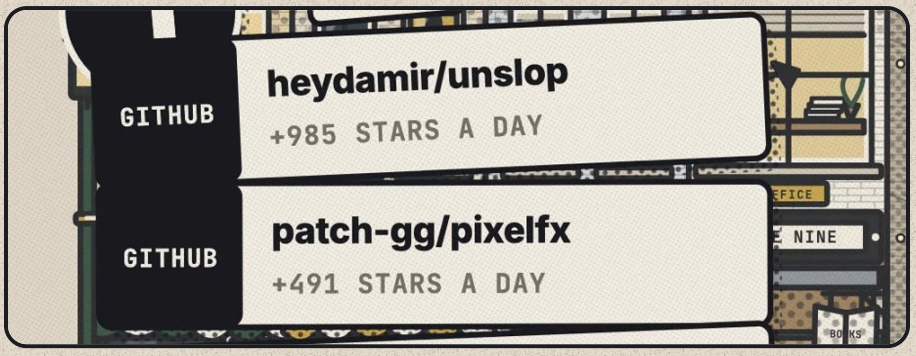


What's inside

Seven steps take an idea from the morning's news to a posted reel and a PDF in every commenter's messages. Each page gives what the step does, the words to type into the Claude desktop app, and the cost. Most steps are free: you pay for a Claude plan, a voiceover plan (a few dollars a month at the entry tier), and a Remotion licence once your firm passes 3 people. Prices are list prices read on 15 Nov 2026; they change, so check before you sign up.

1. **Read what launched recently**
2. **Score every idea out of 100**
3. **Write the script, then check it**
4. **Match the words to the voiceover**
5. **Build the frames in code**
6. **Measure it against a reel you love**
7. **Post at nine, send the PDF**

Read what launched recently



From the reel: our 14 Nov scan, two new projects at 985 and 491 stars a day.

WHAT IT DOES

Each morning it looks back about three weeks: new GitHub projects (shared code) by stars a day, YouTube videos at 3 times their usual views, and Reddit's top posts when Reddit allows it.

SET IT UP

1. Type: "Every morning at 10, list GitHub projects from the last 21 days about [your field] by stars a day, videos from [your channels] at 3 times their usual views, and the top recent posts in [your subreddits]."
2. Save it as a scheduled task. Ours reads 18 channels.

> **Cost:** nothing. GitHub search is free (30 searches a minute signed in, 10 without), so is yt-dlp, a program that reads YouTube. Reddit's pages are free but refused us on 14 Nov.

Score every idea out of 100



From the reel: our 14 Nov run, ideas at 75 and 81, a May plugin dropped.

WHAT IT DOES

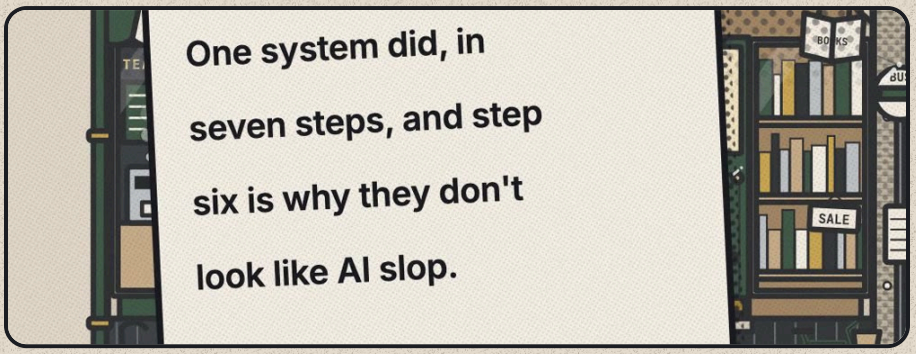
The scan looks wide, three weeks back. Claude turns it into ideas and scores each out of 100, keeping only things launched in the last 14 days.

SET IT UP

1. Type: "Turn today's list into 10 reel ideas for owners of [your business]. Score each out of 100: new 25, demand 20, supply 15, hook 15, PDF 10, audience 10, variety 5. Drop anything launched over 14 days ago."
2. Supply scores high when few have covered it. Build only ideas at 70 or more.

> **Cost:** a Claude plan, which scheduled tasks need: Pro at USD 20 a month (USD 17 billed yearly) or Max from USD 100.

Write the script, then check it



From the reel: Claude writing this script. The check is a separate step.

WHAT IT DOES

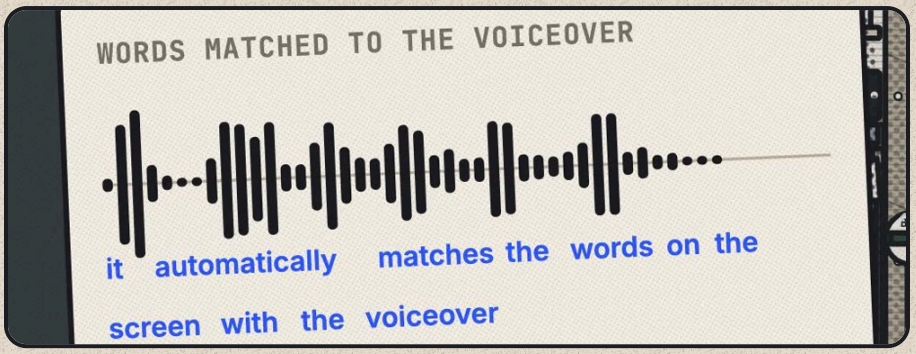
Claude writes a 30 to 42 second script. Then a second Claude, in a fresh chat, opens every source and checks each figure.

SET IT UP

1. Type: "Write a 35-second reel script, 110 to 140 words, about [idea]. Open on the result and a number. End with: Comment [WORD] and I'll send you the PDF. Add a source link for every figure."
2. In a new chat: "Open every link and list any figure the page doesn't back up." Paste the script; fix what it flags.

> **Cost:** nothing beyond the Claude plan. The fresh chat never saw the writing, so it can't take a figure on trust.

Match the words to the voiceover



From the reel: the voiceover's waveform, each word lit as it's said.

WHAT IT DOES

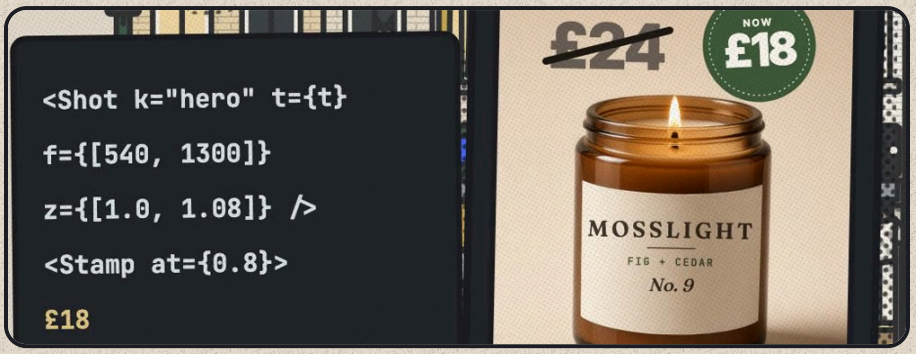
It automatically matches the words on the screen with the voiceover, so people watching with the sound off still follow.

SET IT UP

1. Use a voiceover service that hands back, with the audio, the start and end time of every word or character. The option is usually called timestamps.
2. Type: "Turn these timings into words with start and end seconds. Show each caption word faint, then solid the moment it starts."

> **Cost:** a voiceover plan, about USD 5 to 6 a month at the entry tier (prices change). Matching the words costs nothing more: Claude does it.

Build the frames in code



From the reel: reel 15's ad beside its code. Shop and photo are examples.

WHAT IT DOES

Claude writes the code for each frame and move; Remotion, a free tool, renders it. Generated pictures: reel 15's seven candle photos (USD 0.48) and our presenter's first sheet.

SET IT UP

1. Type: "In Remotion, make a 40-second vertical video, 1080 by 1920, with something new landing every second and captions top left, timed to these word timings."
2. Ask for a still of each beat and fix it in plain words ("the price stamp lands too late") before the full render.

> **Cost:** Remotion is free for firms of up to 3. Larger firms: a line that renders by itself needs the Automators licence (USD 0.01 a render, USD 100 a month minimum); by hand, USD 25 a seat a month.

Measure it against a reel you love



From the reel: reel 15, 14 Nov. Motion 6.4, then 8.9 after a fix; bar 6.7.

WHAT IT DOES

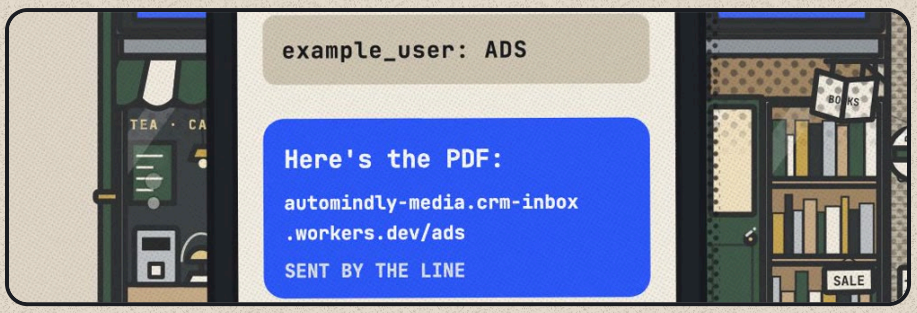
The video is measured against a reel you love. Ours must reach 90% of its movement, or it's fixed and measured again.

SET IT UP

1. Keep a reel you love to measure against, not to repost.
2. Type: "Measure my video and the reference with ffmpeg: the share of the picture changing each frame, the first second alone, any stretch over 0.6 seconds where nothing moves, and sound hits a second. Then fix mine where it falls short."

> **Cost:** nothing. ffmpeg, the free program that measures, is open source; Claude's part runs on the same plan.

Post at nine, send the PDF



From the reel: a drawn example of the post and reply, not a real one.

WHAT IT DOES

It posts at 9pm, then every 2 minutes privately sends the PDF link to anyone who comments the word, for 7 days.

SET IT UP

1. On a professional Instagram account, make an app at developers.facebook.com with privacy, terms and data-deletion pages.
2. Publish the app (unpublished apps can't read comments, as we found on 14 Nov) and generate its 60-day token.
3. Type: "Build a Cloudflare Worker that posts tonight's reel at 21:00 by the Instagram API and every 2 minutes privately sends this link to anyone who comments [WORD]."

> **Cost:** Meta lists no API fee; Cloudflare Workers is free to 100,000 requests a day. Budget an afternoon the first time, or a developer's.

Where this comes from

– Our scan, 14 Nov 2026: heydamir/unslop 15,758 GitHub stars at 984.9 a day, patch-gg/pixelfx 7,368 at 491.2 a day, 18 YouTube channels read, 40 breakout videos; Reddit refused all 5 subreddits.

– Our scoring run, 14 Nov 2026: ideas at 75 and 81; Anthropic's free small-business plugin, launched 13 May 2026, dropped as too old.

– Our measure of reel 15, 14 Nov 2026: motion 6.35, then 8.92 after the fix (bar 6.74, 90% of the reference); first second 18.66 (bar 17.56); no still stretch; 0.52 sound hits a second (most 1.02).

– Reel 15's run, 14 Nov 2026: seven stand-in photos from Grok Imagine 2.0 via Higgsfield, USD 0.48. Our presenter began as one generated character sheet. Our comment test, 14 Nov: comments read back only once the Meta app was published.

– Read 15 Nov 2026: claude.com/pricing; Remotion, remotion.dev/license; ffmpeg.org/legal.html; yt-dlp (Unlicense), github.com/yt-dlp/yt-dlp; GitHub search limits, docs.github.com/en/rest/search/search; developers.cloudflare.com/workers/platform/pricing; voiceover providers' public pricing pages.

– Instagram, read 15 Nov 2026, developers.facebook.com/docs/instagram-platform: reels by API, one private reply per comment within 7 days, professional account needed, tokens expire in 60 days.

– Prices change: each is a list price on the day read, before tax. The candle shop and the commenter in the pictures are examples.

Made by @automindly. Follow us for the next one.

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