

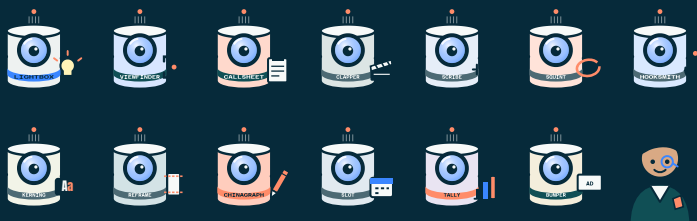


Twelve bots (thirteen with the optional ad- sales bot). **One** editor.

The bot plan: every robot's job, what it takes in and hands over, when it runs, who checks it and who it reports to.

SET UP AND READY TO SWITCH ON

None of these bots is running yet. Every daily figure, report and achievement in this plan is simulated for month 6 of the base case. Loupe is new. It has no clients, no clips delivered and no sales yet.



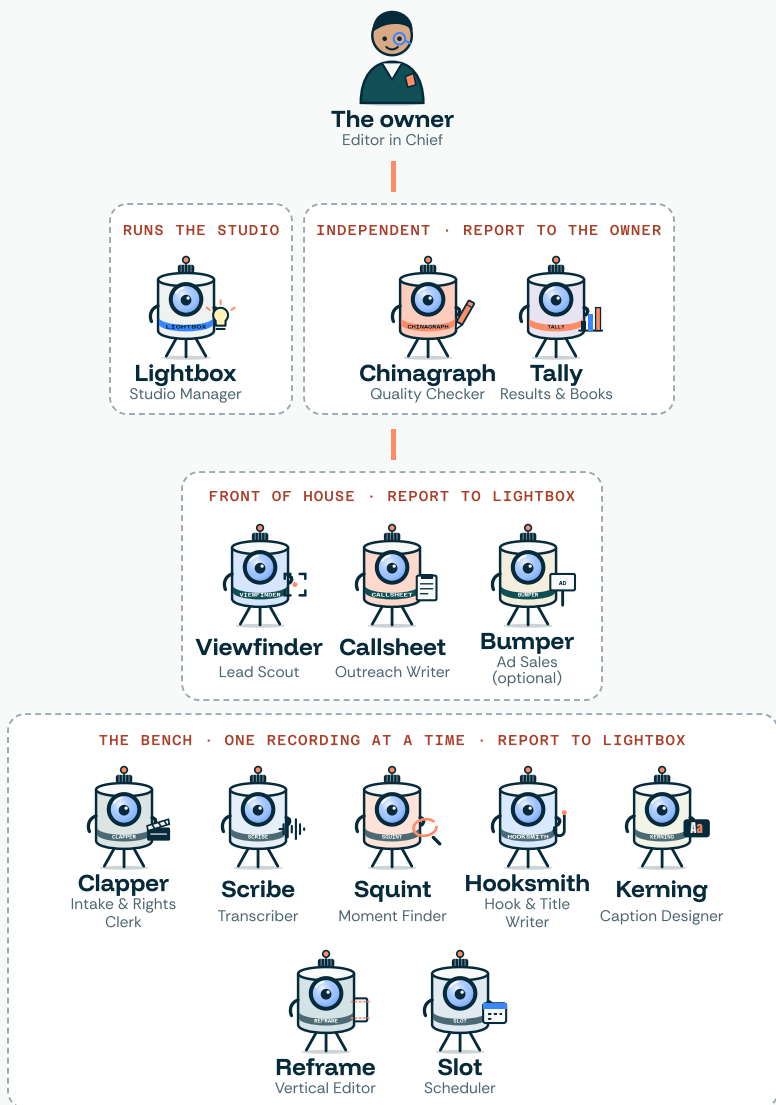
The bench never closes.

Clients upload at midnight, on Sundays and on bank holidays. The bots are there for all of it, 24/7: no breaks, no sick days, no holidays, no wages, no pension and no National Insurance. Running costs are about £78 a month plus about £0.70 a clip [EST.](#)

BOT	WORKS	REPORTS TO
Lightbox Studio Manager	Every 15 minutes, 24/7	The owner
Viewfinder Lead Scout	Nightly 01:00	Lightbox
Callsheet Outreach Writer	06:30 daily	Lightbox
Clapper Intake & Rights Clerk	Within 10 minutes of each upload	Lightbox
Scribe Transcriber	After Clapper clears it	Lightbox
Squint Moment Finder	After Scribe	Lightbox
Hooksmith Hook & Title Writer	After Squint	Lightbox
Kerning Caption Designer	After Hooksmith	Lightbox
Reframe Vertical Editor	After Kerning	Lightbox
Chinagraph Quality Checker	On every item, 24/7	The owner
Slot Scheduler	Daily 07:00	Lightbox
Tally Results & Books	Daily 23:00, notes monthly	The owner
Bumper Ad Sales (optional)	Weekdays 10:00	Lightbox

Full job cards follow, one bot to a page.

A checker the studio can't overrule.



Chinagraph (quality and rules) and Tally (results and money) report straight to the owner, so Lightbox, who wants clips out on time, can't wave a wrong caption or a wrong number through.



Runs the studio. Hands each recording down the bench, chases anything stuck, and writes the owner's morning briefing and evening wrap.

TAKES IN

- Every bot's log
- The owner's check queue and calendar
- Each client's recordings, deadlines and approvals

HANDS OVER

- 07:45 morning briefing, one screen
- 18:00 wrap
- Weekly report, Monday 07:45

WHEN

Every 15 minutes, 24/7

WHO CHECKS IT

Tally checks its numbers; Chinagraph can stop anything it queues

MEASURED BY

Every recording turned round within 48 hours of upload

UPKEEP

Weekly: The owner reads the Monday report and adjusts priorities. Monthly: review the hand-off rules and turnaround times.



Finds UK limited companies that already publish long talks in public (webinars, podcasts, YouTube) and writes a one-line reason each might want clips.

TAKES IN

- Public YouTube channels, podcast directories, event pages
- Companies House (to confirm limited company)
- Do-not-contact list

HANDS OVER

- Up to 30 prospects a week, each with a source link and the reason

WHEN

Nightly 01:00

WHO CHECKS IT

Skips sole traders and partnerships (PECR), anyone on the do-not-contact list, and anyone whose content isn't their own

MEASURED BY

Share of prospects the owner keeps

UPKEEP

Monthly: refresh the do-not-contact list and the list of public sources; check that the PECR filter still matches the rules.



Callsheet

Reports to Lightbox, Studio Manager

Drafts a short, honest first email to each kept prospect, offering a free Contact Sheet made from one of their own public recordings.

TAKES IN

- Viewfinder's kept prospects
- The owner's tone notes
- Opt-out list

HANDS OVER

- Drafts in the owner's outbox, never sent by a bot
- One follow-up draft after 7 days if no reply, then stop

WHEN

06:30 daily

WHO CHECKS IT

Chinagraph checks every draft (no made-up stats, a clear opt-out, says plainly Loupe is new). The owner sends or bins each one.

MEASURED BY

Reply rate (target to test: 7%)

UPKEEP

Monthly: The owner rereads five drafts and updates the tone notes. Retire any line that stops getting replies.



Takes in each recording and runs the rights gate: own content, guest releases, music, attendees on screen.

TAKES IN

- Client's upload or a link to their own file
- Rights answers and guest release forms

HANDS OVER

- An intake card per recording: length, speakers, rights status
- A hold note if anything is missing

WHEN

Within 10 minutes of each upload

WHO CHECKS IT

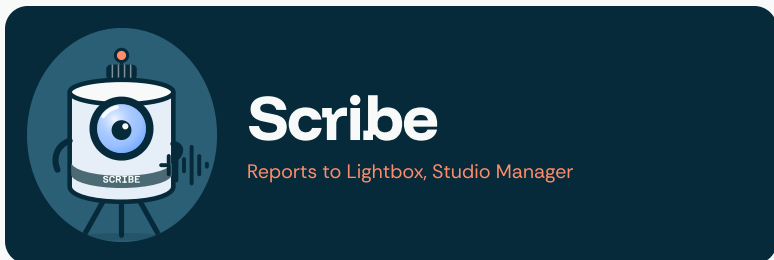
No release, no clip: a recording with a guest and no release stops here

MEASURED BY

No clip ever cut from content we can't use

UPKEEP

Quarterly: check the rights questions and the guest release form against current platform and music rules.



Transcribes the recording word by word with timings and labels each speaker.

TAKES IN

- Recording audio
- The client's word list (names, products, jargon)

HANDS OVER

- Timed transcript (word level)
- A list of words it wasn't sure of

WHEN

After Clapper clears it

WHO CHECKS IT

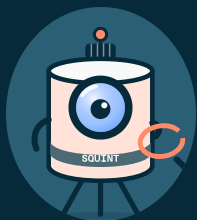
Low-confidence words are highlighted for the human check

MEASURED BY

Words needing correction per 1,000

UPKEEP

Monthly: update each client's word list; spot-check one transcript per client against the audio.



Squint

Reports to Lightbox, Studio Manager

Reads the whole transcript and circles the strongest self-contained moments, 15 to 60 seconds, with a reason for each.

TAKES IN

- Timed transcript
- The client's goals and topics to avoid
- Last month's 'what worked' note

HANDS OVER

- A contact sheet: ranked moments with scores and reasons

WHEN

After Scribe

WHO CHECKS IT

Each moment must make sense on its own and keep the speaker's meaning; Chinagraph re-checks

MEASURED BY

Share of circled moments the client keeps

UPKEEP

Monthly: feed in the "what worked" notes from Tally; review moments clients rejected and why.



Hooksmith

Reports to Lightbox, Studio Manager

Writes three hook lines, a title and post copy for each moment, in the client's voice, from words actually said.

TAKES IN

- Squint's moments
- Client tone notes
- Platform text limits

HANDS OVER

- 3 hooks, 1 title, post copy and hashtags per clip

WHEN

After Squint

WHO CHECKS IT

No claim the speaker didn't make; no clickbait that misleads;
#ad flagged if the clip promotes a paid partner

MEASURED BY

Hook kept as written

UPKEEP

Monthly: review hooks clients rewrote; refresh platform text limits when the platforms change them.



Sets the burned-in captions in the client's style: words in time, highlighted as spoken, safe margins for each platform.

TAKES IN

- Word timings
- Client caption style and brand colours

HANDS OVER

- Caption track per clip (and an SRT file)

WHEN

After Hooksmith

WHO CHECKS IT

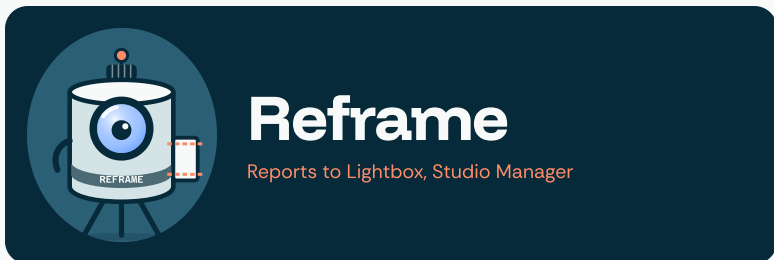
Captions match the audio word for word; readable size; nothing under the platform buttons

MEASURED BY

Caption fixes per clip at the human check

UPKEEP

Quarterly: check caption safe zones against each platform's current layout; update client styles when brands change.



Cuts each moment to 9:16 (and 1:1 or 16:9 if asked), keeps the speaker in frame, and renders the clip.

TAKES IN

- The source video
- Moment start and end
- Caption track

HANDS OVER

- Rendered clips with the caption burned in, and a clean copy

WHEN

After Kerning

WHO CHECKS IT

No attendee faces or names unless they agreed; no music added; no AI changes to faces or voices

MEASURED BY

Clips needing a re-render

UPKEEP

Monthly: spot-check framing on two clips per client; update export settings when platforms change formats.



Independent quality and rules checker. Checks every clip, hook, ad and email draft before the owner sees it, and can stop anything.

TAKES IN

- Every clip, hook, post, ad and draft
- The rules list (rights, PECR, CAP Code, platform rules)

HANDS OVER

- Pass, Fix or Stop on each item, with the reason
- Weekly rules note to the owner

WHEN

On every item, 24/7

WHO CHECKS IT

Reports to the owner, not Lightbox, so it can't be overruled by the bot it checks

MEASURED BY

Problems caught before the owner (The owner logs anything it missed)

UPKEEP

Monthly: The owner logs anything it missed and the rule is added. Quarterly: check the rules list against the CAP Code, PECR and platform policy pages.



Slot

Reports to Lightbox, Studio Manager

Builds each client's posting plan and, once switched on and only after the client approves each post, schedules it through the platform's official tools.

TAKES IN

- Approved clips
- Client's platforms and best times
- Platform rules (for example TikTok's private-until-audited rule)

HANDS OVER

- A month plan of drafts
- Scheduled posts (only after approval)

WHEN

Daily 07:00

WHO CHECKS IT

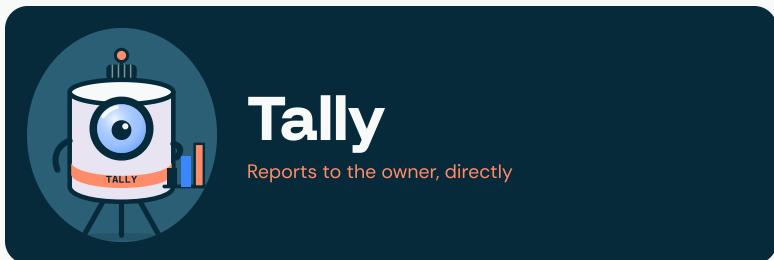
Nothing is posted without the client's tap; no music added in-app unless from that app's commercial library

MEASURED BY

Approved clips posted on time

UPKEEP

Monthly: check each platform's official scheduling rules and limits; confirm every connected account still has the client's permission.



Pulls each client's post results from the platforms they connect, writes the monthly 'what worked' note, and keeps Loupe's own books.

TAKES IN

- Platform analytics the client connects
- Invoices and costs

HANDS OVER

- Monthly note per client
- Weekly money note to the owner

WHEN

Daily 23:00, notes monthly

WHO CHECKS IT

Reports to the owner; never rounds up a result or reports a number it didn't read

MEASURED BY

Notes delivered on time and correct

UPKEEP

Monthly: reconcile books with the bank; check each client's connected analytics still work.



Optional, off by default. Sells the few labelled sponsor slots (Lightbox email, Hook Finder card, Kit Shelf) to relevant kit and tool firms.

TAKES IN

- Rate card and rules
- Relevant UK suppliers' public business contact pages

HANDS OVER

- Draft sponsor emails (The owner sends)
- A booked-slot calendar
- Ad copy for Chinagraph

WHEN

Weekdays 10:00

WHO CHECKS IT

Chinagraph checks every ad against the CAP Code and the rules; the owner approves every advertiser; never near a client's clips or messages

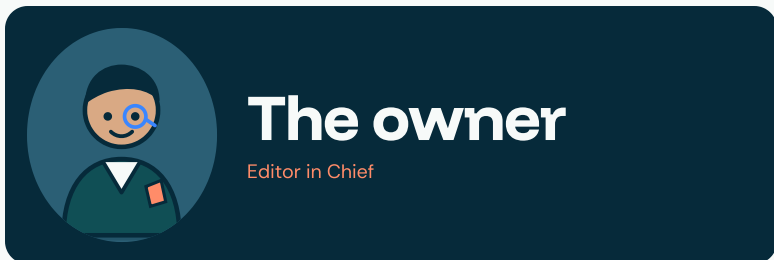
MEASURED BY

Slots filled with relevant advertisers

UPKEEP

Only if switched on. Quarterly: review the rate card and the advertiser categories; the owner checks every booking.

Off by default. Only runs if the owner switches advertising on. Never puts a sponsor in a client's clips, captions, post copy, approvals, reports or invoices.



Watches and signs off every clip before a client sees it (the human check), runs the 15-minute onboarding call, approves every drafted email before it goes and every advertiser, and handles anything Chinagraph or Tally sends up.

WHEN

Check queue 08:30 to 09:30 and 16:00 to 17:00. Calls Tuesday and Thursday, 11:00 to 13:00.

TIME

About 6 hours a week at 20 clients, about 3 minutes a clip (estimate). Past about 30 clients, a paid freelance checker joins (costed in the per-clip figure).

Only a human does these

- Watches every clip in full before a client sees it
- Sends or bins every sales email; nothing goes automatically
- Talks to every client before money changes hands
- Reads every Chinagraph hold and every Clapper rights hold
- Approves every advertiser, if ads are ever switched on
- Sets prices and decides when to grow

And each client

Each client uploads the recording (or a link to their own file), confirms the rights gate, and taps Approve or Change on each clip and each post. About 10 minutes a recording (estimate).

A Tuesday in month 6.

TIME	WHO	WHAT
00:20	Clapper	52-minute webinar in. Own content ticked. Attendee faces to be cropped
00:24	Clapper	Podcast held: guest release missing. Nothing cut
00:31	Scribe	Webinar transcribed: 7,412 words, 9 flagged
00:44	Squint	11 moments circled, each with a reason
00:52	Hooksmith	33 hooks; 1 dropped for a claim never made
01:00	Viewfinder	28 prospects; 9 sole traders skipped (PECR)
02:10	Reframe	8 clips rendered at 9:16
02:14	Chinagraph	7 Pass, 1 Fix: £2,000 should be £200
06:30	Callsheet	19 emails drafted. Nothing sent
07:45	Lightbox	Morning briefing to the owner
08:30	The owner	8 clips watched and signed off, 26 minutes
09:05	The owner	17 emails sent, 2 binned
09:40	Clapper	Guest release arrived. Rights gate cleared
12:15	Reframe	6 clips rendered; music bed removed
16:00	The owner	6 clips signed off, 1 Contact Sheet sent
17:10	Bumper	Switched off. Nothing to do
18:00	Lightbox	Evening wrap
21:40	Clapper	Trade show talk held: licence needed

Matches the simulated day in The Edit Suite (HQ). Every name and figure is an example.

Two screens a day.

07:45 MORNING BRIEFING · Lightbox

Clips to watch 8

Sales drafts to read 19

Held for rights 1 (guest release)

Recordings on the bench 1

Check windows: 08:30 and 16:00

18:00 EVENING WRAP · Lightbox

Recordings in 2

Clips cut 14

Chinagraph: Pass 13 · Fix 1

Signed off by the owner 14

Contact Sheets sent 1

Stuck 0

Question for you 1

Example output from the simulated day. Real reports start on switch-on.

Monday morning, and the 1st.

MONDAY 07:45 · WEEKLY · Lightbox + Tally	
Clips signed off	58
Kept by clients	54
Changes asked	4
Rights holds	3 (2 cleared)
Emails sent by the owner	82
Contact Sheets	6
New clients	1
Invoices paid / due	5 / 1

1ST OF THE MONTH · WHAT WORKED · Tally	
For a made-up accountant:	
Most-kept clips: short questions answered	
Least-kept: long lists	
Next month: lead with the question	
This note never carries an ad.	

Every name and figure is an example, not a result.

Nobody marks their own homework.

WORK	MADE BY	CHECKED BY
Prospect list	Viewfinder	Chinagraph (legal form, do-not-contact)
Sales email	Callsheet	Chinagraph, then the owner sends
Rights gate	Clapper	The owner reads every hold
Transcript	Scribe	Chinagraph spot-checks flagged words
Moments and hooks	Squint, Hooksmith	Chinagraph (meaning, words actually said)
Captions and cut	Kerning, Reframe	Chinagraph, then the owner watches in full
Posting plan	Slot	The client taps Approve
Sponsor ad (optional)	Bumper	Chinagraph (CAP Code, placement), then the owner
Numbers and invoices	Tally	The owner, monthly

Hard stops

- No rights tick, or a guest with no release: nothing is cut
- A caption or hook that does not match the transcript: blocked
- A cut that changes the meaning: blocked
- Popular music in a file: blocked
- Posting without the client's tap: impossible by design
- Cold email to a sole trader or partnership: blocked
- Any sponsor in a client's clips or messages: blocked

About an hour a month.

BOT	WHAT TO LOOK AT
Lightbox	Weekly: The owner reads the Monday report and adjusts priorities. Monthly: review the hand-off rules and turnaround times.
Viewfinder	Monthly: refresh the do-not-contact list and the list of public sources; check that the PECR filter still matches the rules.
Callsheet	Monthly: The owner rereads five drafts and updates the tone notes. Retire any line that stops getting replies.
Clapper	Quarterly: check the rights questions and the guest release form against current platform and music rules.
Scribe	Monthly: update each client’s word list; spot-check one transcript per client against the audio.
Squint	Monthly: feed in the “what worked” notes from Tally; review moments clients rejected and why.
Hooksmith	Monthly: review hooks clients rewrote; refresh platform text limits when the platforms change them.
Kerning	Quarterly: check caption safe zones against each platform’s current layout; update client styles when brands change.
Reframe	Monthly: spot-check framing on two clips per client; update export settings when platforms change formats.
Chinagraph	Monthly: The owner logs anything it missed and the rule is added. Quarterly: check the rules list against the CAP Code, PECR and platform policy pages.
Slot	Monthly: check each platform’s official scheduling rules and limits; confirm every connected account still has the client’s permission.
Tally	Monthly: reconcile books with the bank; check each client’s connected analytics still work.
Bumper	Only if switched on. Quarterly: review the rate card and the advertiser categories; the owner checks every booking.

Plus once a quarter: re-read TikTok, Meta and YouTube rules on music, branded content and API posting, ICO marketing guidance and the CAP Code, and update Chinagraph.

Add clients, not people.

STAGE	WHAT CHANGES
Months 1–2	One sector. The owner reads every sales email and watches every clip. Clients approve every clip and every post.
Months 3–5	Second sector. Clients can put the posting plan on a standing OK; clips still need a tap.
About 20 clients	Two check windows a day, about 6 hours a week for the owner.
Past 30 clients	A paid freelance checker for one window. A second Reframe for render peaks.
TikTok audit passed	Slot can post to TikTok directly, still only after a client tap.
Month 9+	Back-catalogue packs; Lightbox newsletter and, if wanted, Bumper.

The work that grows is the bots' work. The human check grows by about 3 minutes a clip, and that time is already in the costs.

The order to do it in.

- ☐ Name and trade mark search; company details; ICO fee
- ☐ Guest release and client terms checked by a solicitor
- ☐ Sending domain: SPF, DKIM, DMARC, two-week warm-up
- ☐ AI and rendering keys with monthly spending caps
- ☐ Switch on Scribe, Squint, Hooksmith, Kerning and Reframe on the owner's own recording
- ☐ Switch on Chinagraph and Clapper in watch-only mode for a week
- ☐ Switch on Viewfinder and Callsheet; the owner sends every email
- ☐ First client signed: switch on Lightbox, Slot and Tally for that client
- ☐ Only if you want ad income: start Lightbox for opted-in readers, then switch on Bumper

**SET UP AND READY. NOTHING RUNS
UNTIL YOU SAY SO.**