



FRAME × FRAME ACADEMY

AI Clone & UGC Playbook

Record once. Post forever. Done clean.

THE SETUP

- Record 2-5 min of yourself (good light, clear audio).
- HeyGen builds a digital twin.
- Write scripts → the twin delivers them.

BRAND UGC AT SCALE

- ArcAds — node-based, infinite faces + takes for product UGC.
- Luma / generative tools for B-roll worlds.

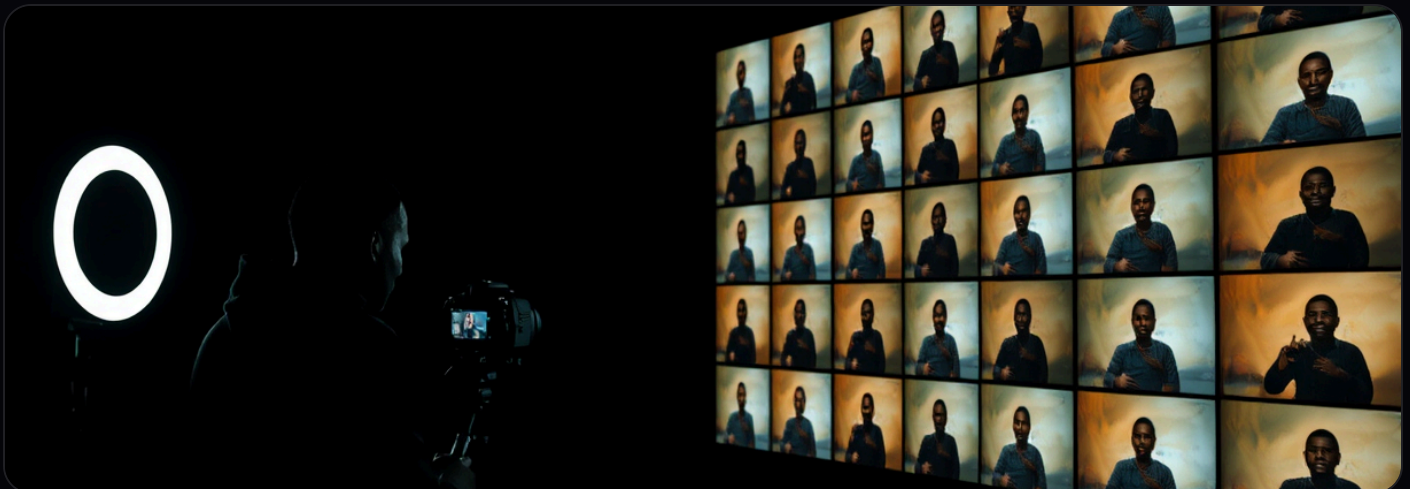


FIG 01 RECORD ONCE, POST FOREVER — one 3-minute base recording multiplies into a wall of daily clips.

DOING IT CLEAN (ETHICS)

- Disclose AI talent where it matters.
- Use YOUR likeness or licensed talent — never someone else's face.
- Espresso-skin failsafe: represent your real audience.

THE LEVERAGE

- One recording = daily content. Your face + voice working while you sleep.



FIG 02

DONE CLEAN — your likeness, your consent, disclosed where it matters. The scan serves you, not someone else's face.

► Record your 3-minute base clip this week. That's the whole unlock.