FREE GUIDE + CLAUDE SKILL · @SHAJMIL.AI

Reels in your own voice. No camera. No editing.

The full workflow, step by step: Claude finds the idea, researches, writes the script, makes the voice with your ElevenLabs clone, animates in code and renders the video. Includes the **ai-reel-maker** starter skill and copy-paste prompts.

എഡിറ്റിങ് അറിയില്ലേ? ക്യാമറ പേടിയുണ്ടോ? ഇത് നിങ്ങൾക്കാണ്.

HOW IT WORKS

`Your subject` → `Research` → `Script` → `Your voice` → `Animation` → `MP4 + caption`

YOU DO
Say the subject. Read the script and say OK. Post.

CLAUDE DOES
Ideas, fact-checked research, script, voice-over, animation code, render, caption.

01 Clone your voice	02 Your brand: logo + face	03 Connect ElevenLabs to Claude	04 Add the skill
05 Just say the subject	06 Script + voice (you only OK)	07 Animation + render + batch	+ Prompts, mistakes, the skill

@shajmil.ai
AI tools, simple, in Malayalam

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BEFORE YOU START

What this is (and what it isn't)

This is **not** a "type one sentence, get a video" app. It's a workflow where Claude works on your computer like an assistant: it researches, writes, makes the voice-over, writes the animation code, renders the MP4 and saves it into your folder. **You make the decisions** (topic, approvals, style). Claude does the hours of production work.

What you need

TOOL	WHAT IT DOES HERE	NOTES
Claude (Claude Code, or the Claude desktop app)	Ideas, research, script, animation code, rendering, saving files	Paid plan. In Claude Code the videos are saved into a folder on your computer; in the Claude app (also on mobile) you download the MP4.
ElevenLabs	Your cloned voice (text → speech)	**The free plan has no voice cloning.** You need a paid plan; there's often a first-month offer. Check current prices on elevenlabs.io.
Remotion (free, open source)	Turns code into video. Claude writes the code.	Free for individuals and companies with up to 3 employees. Bigger companies need a company licence.
Node.js + **ffmpeg**	Remotion runs on Node; ffmpeg finds the pauses in your voice	Free. Claude can check whether they're installed.
Your **logo** + a clear **face photo**	Branding and the presenter	A photo with a plain background works best.

Every step has an EXAMPLE box. From step 5 on, the examples follow one reel, *"Fake courier calls: what to do"*, all the way to the finished MP4.

1 Clone your voice in ElevenLabs

What I did: I recorded **about 1 minute** of myself talking, in a quiet room with **no background noise**, and uploaded it in ElevenLabs under **Voices** → **Create a Voice** → **Instant Voice Clone**.

- Talk the way you talk in your videos (Malayalam + English mixed is fine). One speaker, no music, no echo.
- 1–3 minutes of clean audio is enough.
- Name the voice (for example your own name). You'll tell Claude this name.
- **Only clone your own voice**, or one you have written permission to use.

EXAMPLE · WHAT TO RECORD

Open your phone's voice recorder, sit in a quiet room with the fan off, hold the phone a hand's width from your mouth, and talk for 1 minute the way you talk in reels. For example:

> ഹായ്, ഞാൻ [your name]. ഇന്ന് ഞാൻ ഒരു AI tool പരിചയപ്പെടുത്താം. ഇത് use ചെയ്യാൻ വളരെ easy ആണ്...

GOOD RECORDING	BAD RECORDING
✓ Quiet bedroom, fan off	✗ Traffic, TV or fan noise
✓ Your normal talking speed	✗ Reading fast, in a flat voice
✓ Only your voice	✗ Music or other people in the background
✓ A room with a bed, curtains, cupboards	✗ Echo (bathroom, empty hall)

Then name the voice clearly, for example **"Anu – Malayalam"**.

ElevenLabs note: voice cloning is on the paid plans (the free plan doesn't include it). There's often a first-month offer; check the current price on elevenlabs.io before you subscribe.

2 Your brand: logo + face

"Brand" here simply means: **your logo, a clear photo of your face**, your **colours** (Claude can read them from your website) and your **@handle**. The skill asks for these on the first run and remembers them in a `brand.md` file.

EXAMPLE · YOUR brand.md AFTER THE FIRST RUN

```
Topic and audience : Tech safety tips for normal people in Kerala
Language           : Malayalam + English tech words, captions in Manglish
Logo               : logo.png (transparent background)
Face photo         : face.jpg (plain wall behind)
Colours            : black #0B0A09, gold #A7783A, white
Handle             : @yourname
ElevenLabs voice   : Anu - Malayalam
Always             : safe zones, 2 sources per fact, no other company logos
```

For the photo: stand in front of a plain wall in daylight, face the camera, shoulders in the frame. A phone photo is fine.

3 Connect ElevenLabs to Claude

- Go to **claude.ai** → **Settings** → **Connectors**, add **ElevenLabs**, and sign in with **the same ElevenLabs account that has your cloned voice**.
- Start a new chat or session so the connector loads.

- Now Claude can make the voice-over for you. Without it, Claude gives you the text to paste into ElevenLabs yourself.

EXAMPLE · CHECK THAT IT'S CONNECTED

In a new chat, type:

```
List my ElevenLabs voices.
```

If Claude replies with your voice (for example **Anu – Malayalam**), you're connected. If it says it can't reach ElevenLabs, check that the connector is switched on and that you signed in with the account that has your clone.

4 Add the skill

The **ai-reel-maker** skill (full text at the end of this guide) is a **starter outline**: it gives Claude the shape of the workflow, and you build on it. As you learn what works for your channel (your style, timing, checks), add it to the skill file.

WHERE YOU USE CLAUDE	HOW TO ADD THE SKILL
Claude Code	Put the `ai-reel-maker` folder (with its `SKILL.md`) inside `~/.claude/skills/`. It's picked up in the next session.
Claude app (claude.ai / desktop)	Settings → Capabilities → Skills → upload `ai-reel-maker.zip`.

EXAMPLE · WHERE THE FILE GOES (CLAUDE CODE)

```
Windows : C:\Users\Anu\.claude\skills\ai-reel-maker\SKILL.md
Mac     : /Users/anu/.claude/skills/ai-reel-maker/SKILL.md
```

To check it worked, start a new session and ask:

```
What does the ai-reel-maker skill do?
```

Claude should list the steps: idea, research, script, voice, animation, render.

5 Just say the subject

That's all you write. No idea? Ask Claude for ideas too.

START A REEL

```
Use ai-reel-maker to make a reel about: [your subject]
```

NO IDEA? ASK FOR IDEAS

```
Use ai-reel-maker: give me 10 reel ideas my audience would relate to.
For each: the hook (first 3 seconds), why people will watch to the end, and one real example.
Mark your pick.
```

EXAMPLE · PICK ONE CLEAR SUBJECT

TOO BROAD	BETTER: ONE CLEAR SUBJECT
✗ "AI"	✓ "3 ways students can use AI to prepare for exams"
✗ "Cyber security"	✓ "Fake courier calls: what to do"
✗ "Phones"	✓ "Why your phone battery drains overnight"

Our example reel starts with just this:

```
Use ai-reel-maker to make a reel about: fake courier calls, what to do when you get one
```

If you asked for ideas instead, each one comes back like this:

```
Idea 4 · Fake courier calls
Hook       : "ഈ കോൾ വന്നാൽ പേടിക്കണ്ട, കട്ട് ചെയ്യൂ"
Watch till : the last part tells you exactly where to report it
Real case  : a news report about a caller who said a parcel had drugs inside (with the
link)
```

6 Script + voice: you only say OK

- Claude **researches** the topic and checks **every number, date and name against 2 independent sources**. Anything it can't confirm is left out or softened.
- Claude **writes the script** (hook in the first 3 seconds, 45–70 seconds long) and shows it to you.
- You read it and say **OK** (or ask for changes). Change words **before** the voice is made; changing them after means redoing the audio and the timing.
- Claude makes the **voice-over in your cloned voice** through the connector, and you pick the better take.

EXAMPLE · ONE SCENE, AS CLAUDE SHOWS IT

```
Scene 5 · WHAT TO DO
Caption : Call *cut* cheyyu. / *1930*-il report cheyyu.
Say     : കോൾ കട്ട് ചെയ്യൂ. വൺ നയൻ ത്രീ സീറോയിൽ റിപ്പോർട്ട് ചെയ്യൂ.
```

Caption is what's on screen; words in *stars* are highlighted. **Say** is what the voice reads, with the number written out so it isn't read as the year "nineteen thirty".

And the matching line in `research.md`:

```
1930 = India's national cyber crime helpline
  Source 1: [government website link]   Source 2: [news link]
```

How you reply, in plain words:

All good	"OK, make the voice."
Change something	"Scene 3 is too long, make it simpler." · "Use hook number 2." · "Say 'phone', not 'mobile'."

First reel only: Claude shows you 3 sample styles (hook, middle and CTA frames) and a few ways your photo can appear. Pick one and the style is locked for the next reels.
Example: A is dark with gold text, B is white with bold black text, C is bright colours with stickers. You reply: *"B, but use my gold for the highlights, and my photo round, bottom left."*

7 Animation, render, batch

- Claude builds the video in **code (Remotion)**: scenes change exactly on the pauses in your voice, captions with highlighted words, your face in a ring that pulses with your voice, animated graphics for each line, and a soft whoosh on every cut.
- It checks still frames first (overlaps, Instagram's safe zones), then renders the **MP4** and writes an **Instagram caption** with hashtags.
- **Batch:** give it a list before you sleep, and the reels are ready in the morning.

EXAMPLE · WHAT YOU GET

```
Reels/01-fake-courier-call/
  fake-courier-call.mp4   ← the reel, 1080×1920, ready to upload
  script.md               ← the script you approved
  research.md             ← every fact with 2 sources
  caption.txt             ← ready to paste into Instagram
```

Example `caption.txt`:

```
Courier call vannu, parcel-il drugs undennu paranju?
Pedikkanda. Call cut cheyyu, 1930-il report cheyyu.
Ningalkku ingane call vannittundo? Comment cheyyu.
#cybersafety #scamalert #malayalam #kerala #onlinesafety #techtips
```

Want a change after watching? Just say it:

```
The captions are too small, make them bigger.
In scene 4 my photo covers the text, move it up.
Make the ending faster.
```

OVERNIGHT BATCH

```
Use ai-reel-maker. I'm going to sleep. You may use the ElevenLabs connector and save files to my Reels folder.
Make 5 reels: 2 practical tips, 2 "did you know" facts, 1 real story.
Strong hooks only, double-check every fact, check the frames before saving.
Leave me a list of topics + sources + Instagram captions.
```

COPY-PASTE

Prompt library

BETTER HOOK

```
Give me 5 different hooks for this script. Each must work in the first 3 seconds with no context. Mark your pick and why.
```

HONESTY CHECK

```
Go through the script line by line. For each claim: verified, estimate or opinion? Rewrite anything that sounds stronger than its source.
```

SAFE-ZONE CHECK

```
Render a frame in the middle of every caption line. Nothing important in the top 180 px, the bottom 400 px, or the right 130 px from y = 980 (Instagram's buttons). Fix anything that overlaps.
```

NEW VOICE FILE

```
Here's a new voice file for this reel. Re-sync the captions and scenes to it, keep the same visuals, and render again.
```

INSTAGRAM CAPTION

```
Write the Instagram caption for this reel: 3-4 lines, my language + English, ending with a question, plus 6-8 relevant hashtags.
```

Mistakes to avoid

PROBLEM	FIX
Text hidden behind Instagram's buttons	Tell Claude the safe zones on day 1 (top 180 px, bottom 400 px, right 130 px)
The voice reads "1930" or "2024" wrong	A separate "say" text with the number written in words
Emoji show as empty boxes	Icons instead of emoji inside the video
A misleading line on screen	Read every frame like a viewer would; ask for honest wording
Captions out of sync after changing the script	Change the script before making the voice
Real brand logos in the video	Generic icons; only your own logo

Be responsible

- **Clone only your own voice.** Cloning someone else's voice without permission is how AI voice scams work.
- **You are still the editor.** AI does the work, but your name is on it. Check the facts and the tone.
- **Be open that it's AI-made**, and turn on Instagram's "AI info" label.

APPENDIX

The ai-reel-maker starter skill

This is the complete `SKILL.md`. Save it as `ai-reel-maker/SKILL.md` (see step 4).

```
---
name: ai-reel-maker
description: Starter outline for making 9:16 explainer reels in your own cloned voice, with no
camera and no editing app. Claude helps find the idea, research it, write the script, make the
voice-over with your ElevenLabs clone, and build the video in code. Use when the user asks to make,
plan or script a reel, short or Instagram video, or asks for reel ideas.
---

# AI Reel Maker (starter outline)

This is a starting outline, not a finished recipe. It gives Claude the shape of the workflow. The
details (your style, your tools, your checks) are yours to research, test and add as you learn.

**Flow:** idea → research → script → voice → animation → render.
The user makes the decisions. Claude does the work.

Shared by @shajmil.ai. Free to use, change and build on.

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## Before the first reel
- **Voice:** an ElevenLabs voice clone of the user's own voice (cloning is on the paid plans) and
the ElevenLabs connector in Claude.
- **Video from code:** a tool that turns code into video (Remotion is one option), and a folder to
save the reels in.
- **No internet in your sandbox?** If you can't install Remotion (for example in the Claude app),
make the video with the tools already in your sandbox and give the user the MP4 to download. Don't
stop at "no internet".
- On the first run, check what's ready and help the user set up what's missing.

## 1. Brand
Ask once for the topic, audience, language, logo, face photo, colours, handle and voice name. Save
them in `brand.md` and reuse them every time.

## 2. Idea
If the user has no subject, suggest a few ideas, each with a hook for the first seconds. The user
picks one.

## 3. Research
Check every fact against more than one source. Leave out anything that can't be verified.

## 4. Script
Keep it short (under about 70 seconds), with the hook first, written as scenes with on-screen
captions. Show it to the user and **wait for their OK before making any voice.**

## 5. Voice
Make the voice-over with the user's cloned voice through the connector. Tell them the cost first,
and never repeat a paid generation to "retry".

## 6. Look
On the first reel, show a few style options and lock the one the user picks.

## 7. Animate and render
```

```
Build the video in code, with scenes timed to the voice and captions on screen. Check still frames before the full render, then deliver the MP4 (as a file to download in the Claude app, or saved in the reels folder in Claude Code) and an Instagram caption.

---

## Ground rules
- Check every fact, and keep the wording honest.
- Only clone the user's own voice.
- No other company's logos.
- Be open that the reel is AI-made.

## Make it yours
Things to work out for your own channel. Research them, ask Claude, test them, then add what works to this file:
- How to time scenes and captions exactly to the voice
- Where Instagram's buttons cover the screen, and keeping text clear of them
- Your visual style, caption style and hashtags
- Music and sound effects under the voice
- Checking a video before you post it
- Making several reels in one go
```

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