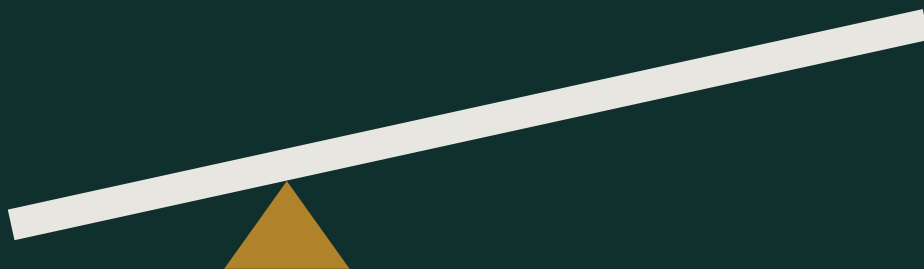


An operating manual for the AI economy

The AI Leverage Playbook

*Combine what you already know with what AI
can now do.*

Free sample edition: Chapter 1 + your first AI video build



Before you begin

In the next hour, you'll make something with AI

Hi, I'm Mutalib. This is the first chapter of *The AI Leverage Playbook*, plus something most free samples don't give you: a real project.

You'll start by reading why AI is different from every tool that came before it. Then you'll put that idea to work and build your first **AI video kit**: an idea, a 30-second script, a scene list, visual prompts and an assembly plan. It's the same process behind many of the AI videos you see online, explained step by step, with a full example to follow.

No coding. No expensive tools. No promises that AI does everything for you. Just a real process you can repeat.

About 75 minutes

15 to read the chapter, about an hour to build. You can stop and come back.

Any AI chat assistant

The free version of any popular assistant is enough for every prompt here.

Optional

A free image generator and a phone video editor, if you want to turn your kit into a first video.

How to use this sample

Type straight into the boxes on the worksheet and tick the checklists; most PDF apps let you fill them in and save. Copy the prompts from the dark-headed boxes, replace anything in **[brackets]**, and paste them into your AI assistant.

Let's build something. Mutalib



1

The Moment You Realize AI Is Different

The biggest opportunity AI creates may not belong to the people who know the most about AI. It may belong to the people who apply it to things that already matter.

In this chapter

- 1 See why AI changes the work itself, not just the tools
- 2 Learn the Leverage Equation that runs through this book
- 3 Build your first AI video kit, step by step

About 15 minutes to read, plus about an hour to build

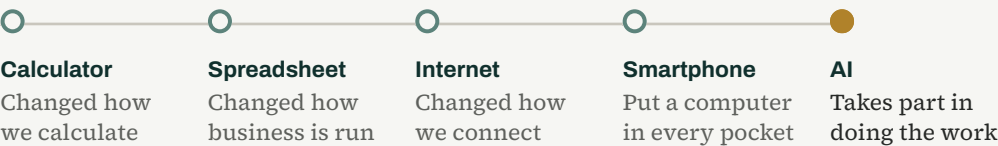
There is a strange moment happening right now.

You can open your phone and watch someone create a video without a camera, or turn an hour-long conversation into articles, posts and short videos, or describe an idea in plain language and get an image, a presentation or a working prototype.

Then you close the app and go back to doing things the way you always have. **That gap matters.** The biggest opportunity AI creates may not belong to the people who know the most about it. It may belong to the people who apply it to things that already matter.

The world didn't just get a new tool

Every generation gets new tools. The calculator changed mathematics. The spreadsheet changed business. The internet changed communication. The smartphone put a camera, a map, a bank and a publishing platform into billions of pockets. AI is different in one important way: **it is beginning to take part in the work itself.**



It can help you research, think, write, analyze, create and code. It can turn information from one format into another and automate repetitive steps. So the useful question changes:

From

~~What can AI do?~~



To

Where can AI increase my ability to create value?

The real breakthrough is not the tool

AI tools will change. Some of today’s popular products will disappear. If your strategy depends on knowing which tool is trending, you’ll keep starting over. If it’s built on understanding **leverage**, you become resilient: you learn to spot problems, repetitive work and valuable outcomes, and ask whether AI can help. That skill outlives any tool.

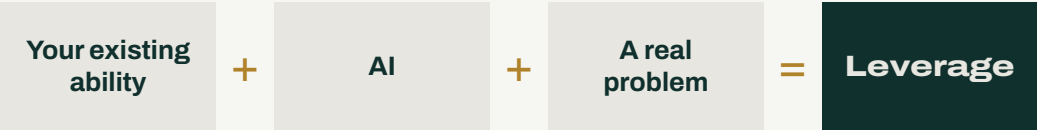
Learning a tool	Learning leverage
One video-generation platform	A video process that still works when the platform changes
One prompting formula	How to give AI context, judge its output and improve it
One automation recipe	Workflow thinking, which lets you build hundreds of recipes

You don’t start from zero, either. Your experience, skills, relationships and knowledge of problems other people don’t see are exactly what AI can amplify. Existing knowledge gives AI somewhere useful to land.

The Leverage Equation

Here is the mental model to carry through this chapter, and the whole book.

Framework 1.1



AI + hype = money AI + random tools = business AI + one prompt = passive income

Leverage happens when technology increases your ability to produce something that matters: better work, faster work, more output or capabilities you didn’t have before. The value comes from the outcome. **AI is the multiplier.** In a moment, you’ll feel that for yourself.

The first rule of AI leverage

Do not start with AI. Start with the problem.



Start with AI and you keep asking what the tool can do. Start with the problem and you ask what needs to improve, which leads to much better questions:

Where is time being wasted?

Where is money being lost?

Where are people confused?

Where are customers frustrated?

Where is work repetitive?

Where is content hard to produce?

That rule applies to everything, including the impressive AI videos you see online. The good ones don't start with a video tool. They start with a person who has a problem, and a promise to help. That's exactly how you're about to build yours.

Your first build: an AI video kit

Many of the AI videos you see online, including most “faceless” channels, are made with a simple chain of steps. You’re going to use that chain now. By the end of this chapter you’ll have a complete kit for a 30-second vertical video:

A video idea with a clear promise to a specific viewer	A 30-second script with timing and on-screen text	A scene list so every line has a visual
Visual prompts ready for any image generator	Voiceover text to record yourself or with an AI voice	An assembly plan how the pieces become one video

1	2	3	4	5
Idea	Script	Scenes	Visuals	Assembly
Find the problem and the promise	Say it in about 75 words	Give every line a picture	Write prompts that stay consistent	Put the layers together

To make it concrete, we’ll build one alongside you: a short video called “3 checks before you buy a used phone.” It’s useful, it needs no special expertise, and it shows every step clearly. You’ll see each prompt, what the AI gave back, and how weak results were fixed. Then you’ll build your own on the worksheet.

 An honest expectation

AI won’t hand you a finished professional video in one click, whatever you’ve seen online. What it will do is take you from a blank page to a complete, well-planned video in about an hour, and turn that into a simple but real first video if you follow step 5. That’s the leverage: you bring the judgment, AI multiplies the effort.

1

Step 1 of 5, about 10 minutes

Find the idea

A good video makes one promise to one kind of person. Start with someone you understand and a problem they actually have. Your own knowledge matters here: **the best ideas come from things you already know**, which is the Leverage Equation at work.

Copy this prompt

Replace the [brackets]

I want to make a 30-second vertical video for **[who it's for, e.g. people buying their first used phone]** who struggle with **[their problem, e.g. buying faulty or locked phones]**.

Suggest 5 video ideas. For each one, give me: a one-line promise to the viewer, why they would care, and a hook for the first 3 seconds. Keep it practical, honest and free of hype or exaggerated claims.

Sample output, shortened (yours will differ)

1. 3 checks before you buy a used phone. Promise: avoid paying for a faulty phone. Hook: “That cheap phone could cost you more than a new one.”

2. The 60-second battery test sellers hope you skip. Promise: know if the battery will last.

3. 5 questions to ask any phone seller. Promise: spot a bad deal before you pay.

4. Used or refurbished: which is safer? Promise: choose the right kind of second-hand phone.

5. Is this phone locked to someone else? Promise: never get stuck with a phone you can’t use.

We chose idea 1: it’s broad, the promise is clear, and three checks fit comfortably in 30 seconds.

If the ideas are weak, try this

Too general

Make the audience narrower: “first-time buyers” beats “everyone.”

Sounds like hype

Add: “Make every promise something the video actually delivers.”

Not what you know

Replace the topic with a problem you’ve solved yourself.

- ☐ I named one specific kind of viewer
- ☐ My idea makes one clear, honest promise

2

Step 2 of 5, about 15 minutes

Write the script

Thirty seconds is about 70 to 80 spoken words. That’s much shorter than people expect, so every sentence has to earn its place. Ask for the script as a table, so timing and on-screen text are planned from the start.

Copy this prompt

Replace the [brackets]

Write a 30-second vertical video script for this idea: [your idea and its promise]. The viewer is [who it’s for].

Rules: no more than 75 spoken words. Open with a hook of under 10 words. Give one concrete action per point. End with one clear next step. No greetings, no filler, no exaggerated claims.

Tone: [e.g. calm, friendly, practical].

Format it as a table with three columns: time, voiceover, on-screen text (5 words maximum).

Sample output after one round of improvement (the weak first draft is shown later in this chapter)

0–3s	That cheap used phone could cost you more than a new one.	Cheap... or costly?
3–11s	One: check the battery. Ask to see battery health in settings, and watch how fast it drains while you test it.	1. Battery health
11–19s	Two: test everything. Press every button, try both cameras, make a call and plug in a charger.	2. Test everything
19–26s	Three: make sure it isn’t locked. If it asks for someone else’s account, don’t buy it.	3. Not locked
26–30s	Save this for your next phone purchase.	Save this

If the script is weak, try this

Too long

Slow start

Facts unsure

“Cut this to 70 words without losing the three actions.”

“Give me 5 alternative hooks under 8 words. Make them surprising but true.”

AI can sound confident and still be wrong. Check every claim before you publish.

- ☐ My script is 80 words or fewer
- ☐ The first line would make my viewer stop scrolling
- ☐ I checked that every claim is true

3

Step 3 of 5, about 10 minutes

Plan the scenes

Now give every line of the script a picture. The secret that separates good AI videos from messy ones is **consistency**: the same hands, the same table, the same light in every scene. Decide these “anchors” first, and the scenes will feel like one video instead of five random images.

Copy this prompt

Paste your script after it

Turn this script into a scene list for a 30-second vertical video. Create one scene per line of voiceover. For each scene, describe what the viewer sees in one or two sentences.

Keep these details identical in every scene: **[your anchors, e.g. the same pair of hands, a plain wooden table, warm daylight, one black smartphone with no visible brand]**.

Avoid real people's faces, brand logos and any text inside the image. Here is the script: **[paste your script]**

Sample output (yours will differ)

Scene 1

Close-up of a hand holding a small paper price tag beside a black smartphone on a wooden table.

Scene 2

The phone's screen shows a simple battery settings page with a health percentage; a thumb points at it.

Scene 3

Hands press the side buttons of the phone; a second shot shows the phone taking a photo of a houseplant.

Scene 4

The phone shows a lock screen asking for an account password; one hand gently slides it away.

Scene 5

The phone rests face down on the table, warm light across the wood; space at the top for the words “Save this.”

If the scenes are weak, try this

Too many ideas

“One scene per line. Remove anything the voiceover doesn't mention.”

Hard to picture

“Describe each scene as a single photo, not a moving sequence.”

- ☐ Every line of my script has a scene
- ☐ I chose my consistency anchors

4

Step 4 of 5, about 10 minutes

Write the visual prompts

Image generators respond to clear, specific descriptions. The simplest professional trick is a **style line**: one sentence describing the look, which you paste at the start of every scene prompt. It keeps the colors, light and camera angle consistent across the whole video.

Copy this prompt

Paste your scene list after it

Write one image-generation prompt for each scene below. Start every prompt with this exact style line: **[your style line]**. Then describe the scene in one or two sentences. Don't include text, logos or recognizable people.

Scenes: **[paste your scene list]**

Sample style line and two of the five prompts

Style line: Vertical 9:16 photo, realistic, warm natural daylight, close-up, a plain light wooden table, one black smartphone with no visible logo, shallow depth of field, calm and uncluttered, no text.

Scene 1: [style line] A hand holds a small paper price tag beside the smartphone; the phone screen is off.

Scene 4: [style line] The smartphone shows a simple lock screen asking for a password; a hand gently pushes it away across the table.

If the images are weak, try this

Scenes don't match

Garbled text or hands

Too dramatic

Use the identical style line in every prompt, word for word.

Remove text from prompts and add it later in the editor; regenerate or crop odd hands.

Add "simple, realistic, everyday" and remove words like "epic" or "cinematic."

Generate three or four options per scene and pick the best. Use only images you're allowed to use: avoid copying a real brand, a real person's face, or another creator's style.

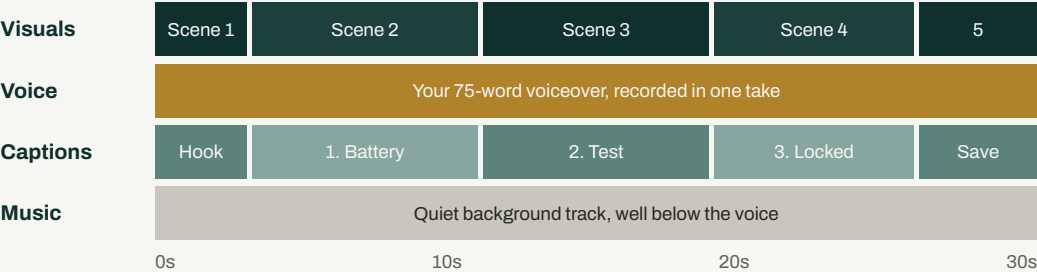
- ☐ I wrote one style line and used it in every prompt
- ☐ I have one image (or a clear prompt) for every scene

5

Step 5 of 5, about 15 minutes

Put it together

A video is four layers playing at the same time. Once you see it this way, any simple video editor makes sense, including the free ones on your phone.



1 Voice	Record yourself on your phone in a quiet room, or use an AI voice you have the right to use. Read slowly; 30 seconds feels shorter than you think.
2 Visuals	Start a new 9:16 project, add your images in order, and match each one to its line. A slow zoom on each image adds gentle movement.
3 Captions	Use the editor’s automatic captions, then read every word and fix mistakes. Most viewers watch on mute.
4 Music	Only use music you’re licensed to use, such as the editor’s built-in library, and keep it quiet under the voice.
5 Export	Export as a vertical video (1080 × 1920) and watch it once with sound and once without.

Copy this promptFor posting

Here’s my video script: [paste your script]. Write a title under 60 characters, a two-sentence description, and 5 relevant hashtags. Keep it honest and specific; no clickbait.

- ☐ Voice, visuals, captions and music are lined up
- ☐ I watched it once with sound and once on mute

What changed between draft and final

The first script the AI produced for our example was typical: friendly, long and forgettable. Here's the difference one round of clear feedback made.

First draft (weak)

"Hey guys! Today we're going to talk about something super important that everyone should know before buying a used phone in today's market. There are so many things to consider, so let's dive in..."

Final (strong)

"That cheap used phone could cost you more than a new one. One: check the battery..."

The fix was one specific instruction: *"Cut the greeting, open with a surprising hook under 10 words, and give one concrete action per point."* You don't need a perfect prompt. **You need to recognize a weak result and say exactly what to change.** That skill gets its own chapter in the full book.

Checklist The five beginner mistakes

- ☐ **Starting with the tool.** Start with a viewer and their problem.
- ☐ **Writing too much.** Thirty seconds is about 75 words.
- ☐ **Mismatched visuals.** Use anchors and one style line.
- ☐ **Text inside AI images.** Add words in the editor instead.
- ☐ **Borrowing what isn't yours.** No unlicensed music, logos or real faces.

Exercise 1.1 Your build sheet

Your first AI video kit

Type your answers straight into the boxes, then save the PDF to keep your kit.

Who it's for (one specific kind of viewer)

Their problem

My idea and its promise

My hook (under 10 words)

My script (about 75 words)

My consistency anchors and style line

My scenes

1

2

3

4

5

What you just did

You took something you know, used AI to multiply the effort, and aimed it at a real problem. **That’s the Leverage Equation, done rather than read.** The same chain sits behind articles, courses and products too: a promise, a structure, and assets that fit together.

This was a first build. The full playbook takes each part further:

Find ideas people genuinely want, and check your facts	Ch 4, 10	The AI Opportunity Audit and the Source Credibility Check
Write your own prompts instead of borrowing them	Ch 9	The AI Thinking Loop and the seven prompt components
Judge whether creative work is actually good	Ch 11	The Creative Quality Rubric
Automate the steps you repeat every time	Ch 12	The Automation Readiness Test
Turn one video into a repeatable content system	Ch 13–15	The full Idea-to-Edit Sequence and a content brand
Turn the skill into income, honestly	Ch 7, 16–17	The AI Money Map, paid pilots and pricing

Is this how faceless channels work?

Many do follow this chain. What separates the ones that last is a clear audience, consistent quality and honesty, which Part V covers in depth.

What could be automated next time?

The posting text, scene lists and captions repeat every time. Chapter 12 shows how to automate repeated steps safely.

Chapter 1 takeaways

- 1 **AI takes part in the work itself.** That’s what makes it different from earlier tools.
- 2 **Learn leverage, not just tools.** Tools change; the process lasts.
- 3 **Ability + AI + a real problem = leverage.** Start with the problem, never the tool.
- 4 **Good AI work is a process.** Idea, script, scenes, visuals, assembly.
- 5 **Improving weak output is the skill.** Say exactly what to change, and check the facts.

Your notes (ideas, results, what you’d change next time)

Finish your kit and show one person

Don't search for another tutorial. Finish what you started.

1

Complete your build sheet

Idea, script, scenes and style line, all in one place.

2

Make the first version

Even a simple one. Done beats perfect.

3

Show one person

Someone it's meant for. Ask: was this useful? What would you change?

You've just done what most people only watch others do online. That's the moment AI stops being something you consume, and starts being something you use.

The full playbook

Where the rest of the book takes you

This sample is Chapter 1 of 20. The complete playbook is a step-by-step system that takes you from this first build to work people pay for, and systems that run without you.

- I The Leverage Mindset.** Stop consuming, start building, and find your place on the AI Leverage Ladder.
- II Find Your Opportunity.** The AI Opportunity Audit, the problem-first method and your personal AI advantage.
- III Turn Leverage Into Income.** Ten legitimate money paths, compared honestly, and how to choose yours.
- IV Master the AI Skill Stack.** Thinking and prompting, research, content creation, automation and agents.
- V Build the AI Video Machine.** The full production system behind consistent, high-quality AI video.
- VI Build a Business That Grows.** Offers, first customers, pricing and systems that scale beyond you.
- VII Turn Knowledge Into Action.** Quality, trust, and a week-by-week 90-day plan.

[illegible]

The AI Money Map

The Opportunity Audit

The AI Thinking Loop

Your 90-day plan

Keep going

Get the complete AI Leverage Playbook

You've built your first project. The full playbook gives you the complete system: 239 pages, 20 chapters and 50 frameworks, with worksheets and a 90-day plan, written for people who want to use AI to build something real.

- + The complete 239-page playbook (PDF)
- + 50 frameworks, worksheets and notes pages
- + The full AI video production system
- + A week-by-week 90-day action plan

¥10,000 or \$7

Get the full playbook

14-day guarantee. Do the AI Opportunity Audit in Chapter 4. If it doesn't show you at least one real opportunity in your own work, email for a full refund.