AI Clone Masterclass — Start-to-Finish

Purpose

This masterclass teaches students how to create a polished AI clone workflow from beginning to end. By the end of the class, each student should have:

- One high-quality **master clone image**
- Multiple **variant clone images** based on that master
- One **cloned voice**
- At least one **finished script**
- One **voiceover audio file** created from that script
- One **speaking clone video** using their clone image + cloned voice
- One **Canva template** for branded real estate marketing
- One **finished property-style video** using MLS photos turned into motion clips

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Final Class Outcome

By the end of this 4-hour session, the student will know how to:

1. Build their visual AI identity correctly
2. Create multiple usable versions of their clone
3. Clone their voice for realistic narration
4. Write simple scripts that fit AI delivery
5. Turn scripts into audio using ElevenLabs
6. Combine voice + image inside Galaxy AI
7. Bring that result into Canva for branding and layout
8. Add graphic design elements to make the video look professional
9. Turn listing photos into moving video clips
10. Assemble everything into one final real estate marketing piece

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Class Structure Overview (4 Hours)

Phase 1 — Build the Master Clone

Estimated Time: 45–60 minutes

Phase 2 — Create Clone Variations

Estimated Time: 25–35 minutes

Phase 3 — Clone the Voice

Estimated Time: 30–40 minutes

Phase 4 — Write the Script

Estimated Time: 20–30 minutes

Phase 5 — Generate Voice Audio in ElevenLabs

Estimated Time: 15–20 minutes

Phase 6 — Build the Talking Clone in Galaxy AI

Estimated Time: 25–35 minutes

Phase 7 — Bring Everything into Canva

Estimated Time: 25–35 minutes

Phase 8 — Add Branding and Graphic Design

Estimated Time: 20–30 minutes

Phase 9 — Turn MLS Photos into Video Clips

Estimated Time: 20–30 minutes

Phase 10 — Final Assembly and Export

Estimated Time: 15–20 minutes

Detailed Step-by-Step Masterclass Flow

PHASE 1 — Create the Master Clone

Goal

Create the student's main clone image that will serve as the base identity for all future versions.

What to Explain

The master clone is the foundation. If this image is weak, every other version will be weaker. The goal is to create one image that best captures the student's real face, expression, tone, professionalism, and brand.

Step-by-Step

1. Have the student gather 3–10 strong reference photos of themselves.
2. Choose the best image based on:
    - clear facial visibility
    - good lighting
    - minimal distortion
    - natural expression
    - professional appearance
3. Decide on the visual direction:
    - luxury agent
    - approachable local expert
    - modern professional
    - high-end marketing personality
4. Create the first clone image using the best reference photo.
5. Review the result for:
    - facial accuracy
    - skin tone accuracy
    - hairline accuracy
    - teeth realism
    - eye shape realism
    - age accuracy
    - overall likeness
6. Refine until the face looks like the real person and not just a "pretty AI version."
7. Save the best final image as the **Master Clone**.

Teaching Notes

- Do not let students settle too early.
- Facial accuracy matters more than dramatic styling.
- The master clone should feel like the student on their best day, not a different person.

Deliverable

- 1 finalized Master Clone image

PHASE 2 — Create Several Clone Variations

Goal

Turn the master clone into multiple usable versions for future content.

What to Explain

Once the master clone is complete, the student should not rebuild from scratch every time. Instead, the master clone becomes the identity anchor for multiple looks and scenes.

Step-by-Step

1. Duplicate the master clone concept into new versions.
2. Create several variations such as:
    - casual office version
    - luxury listing version
    - outdoor version
    - neutral studio version
    - branded background version
3. Keep the following consistent:
    - facial structure
    - skin tone
    - hairline
    - expression style
    - age
4. Change only selected variables:
    - outfit
    - background
    - camera angle
    - posture
    - lighting mood
5. Save each version in a clearly labeled folder.

Suggested Folder Names

- Master Clone
- Office Clone
- Listing Clone
- Casual Clone
- Luxury Clone
- Social Media Clone

Deliverable

- 3–5 approved clone variations

PHASE 3 — Clone the Voice

Goal

Create a usable AI voice that sounds like the student.

What to Explain

The clone image handles visual identity. The voice clone handles emotional identity. If the voice sounds wrong, the clone will not feel believable.

Step-by-Step

1. Introduce the voice cloning platform.
2. Explain the type of voice sample needed:
    - quiet room
    - minimal echo
    - natural tone
    - steady pace
    - clear pronunciation
3. Have the student record the sample.
4. Review the audio for:
    - background noise
    - mumbling
    - inconsistent pacing
    - clipping or distortion
5. Upload the best voice sample.
6. Create the cloned voice.
7. Test the cloned voice using a short sentence.
8. Adjust settings if needed for:
    - stability
    - similarity
    - clarity
9. Save the final voice clone.

Teaching Notes

- A calm, clean audio sample usually beats an overly dramatic one.
- Encourage students to sound like themselves, not like a radio commercial.

Deliverable

- 1 working cloned voice

PHASE 4 — Write the Script

Goal

Create a script that sounds natural when spoken by the cloned voice.

What to Explain

Not every written sentence sounds good in AI voice form. The script must sound natural, conversational, and easy to deliver.

Step-by-Step

1. Choose the purpose of the video:
    - listing promo
    - personal introduction
    - neighborhood video
    - market update
    - buyer tip
    - seller tip
2. Pick one simple message.
3. Write the script using short spoken lines.
4. Remove anything too formal or robotic.
5. Break long sentences into smaller sections.
6. Read it out loud.
7. Edit for rhythm and realism.
8. Finalize the script.

Script Rules

- Keep it conversational.
- Avoid long paragraphs.
- Avoid hard-to-pronounce wording.
- Make it sound like something the student would really say.
- Aim for clarity over cleverness.

Deliverable

- 1 finalized script

PHASE 5 — Create the Voice Audio in ElevenLabs

Goal

Turn the written script into a polished voiceover file.

What to Explain

This step turns the written script into an actual audio asset that can be used inside the talking clone workflow.

Step-by-Step

1. Open ElevenLabs.
2. Select the student's saved voice clone.
3. Paste in the final script.
4. Generate the first audio version.
5. Listen closely for:
    - awkward pacing
    - mispronunciations
    - unnatural emphasis
    - rushed words
6. Edit the script slightly if needed.
7. Re-generate until it sounds correct.
8. Download and save the final audio file.

File Naming Example

- intro-voiceover-v1.mp3
- listing-script-final.mp3
- market-update-voice.mp3

Deliverable

- 1 final voiceover audio file

PHASE 6 — Put the Voice + Clone Image Together in Magica

Goal

Create the student's talking AI clone video.

What to Explain

This is where the student's visual clone and voice clone become one asset. This is the point where the clone starts to feel real and usable for marketing.

Step-by-Step

1. Open Magica.
2. Upload the selected clone image.
3. Upload the final voiceover audio.
4. Match the image and audio settings.
5. Generate the speaking video.
6. Review for:
    - lip sync quality
    - facial realism
    - mouth movement naturalness
    - expression consistency
    - overall believability
7. Re-run if needed using a better image or cleaned-up audio.
8. Save the best version.

Teaching Notes

- Some clone images animate better than others.
- Slightly simpler, cleaner portraits often perform better than overly stylized images.

Deliverable

- 1 speaking clone video

PHASE 7 — Put the Clone Video into Canva as a Template

Goal

Create a reusable branded video layout.

What to Explain

Now that the student has a talking clone, that content needs to be turned into a repeatable marketing format, not just a single loose file.

Step-by-Step

1. Open Canva.
2. Create the correct video size.
3. Upload the speaking clone video.
4. Place it into the design.
5. Build the base template structure.
6. Set up areas for:
    - headline text

    - logo
    - lower-third name/title
    - listing photos
    - call to action
7. Save this as the student's reusable template.

Template Goal

The student should be able to reuse this design again and again with only small edits.

Deliverable

- 1 reusable Canva video template

PHASE 8 — Add Graphic Design and Branding

Goal

Make the video look polished, professional, and brand-specific.

What to Explain

This is where basic media becomes a real marketing asset. Good design makes the clone feel intentional, premium, and trustworthy.

Step-by-Step

1. Add brand colors.
2. Add name and title.
3. Add company or personal logo.
4. Add clean headline text.
5. Add supporting text where needed.
6. Add subtle motion graphics or transitions.
7. Keep the design clean and readable.
8. Avoid clutter.

Key Design Principles

- clean layout
- readable text
- consistent fonts
- strong brand identity
- simple motion
- no visual overload

Deliverable

- 1 branded video layout

PHASE 9 — Grab MLS Photos and Turn Them into Videos

Goal

Create motion-based property visuals from listing images.

What to Explain

The talking clone is the presenter, but the property visuals give the video context and value. Static listing photos should be turned into movement whenever possible.

Step-by-Step

1. Gather the MLS property photos.
2. Choose the best 5–10 images.
3. Sort them in a logical order:
    - exterior
    - entry
    - main living areas
    - kitchen
    - primary bedroom
    - bathrooms
    - backyard or special features
4. Convert those still images into video clips or motion scenes.
5. Review the movement for realism and smoothness.
6. Save the best clips.
7. Bring those clips into Canva.

Teaching Notes

- The motion should feel smooth, premium, and realistic.
- Avoid overly aggressive movement that feels fake or distracting.

Deliverable

- 5–10 motion property clips or imported animated MLS visuals

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PHASE 10 — Final Assembly and Export

Goal

Complete the final marketing video.

What to Explain

This is the final production stage where the student combines clone, branding, and property visuals into one polished piece.

Step-by-Step

1. Arrange the speaking clone in the template.
2. Add the property motion clips.
3. Add text overlays and call to action.
4. Make sure pacing feels natural.
5. Check for visual clutter.
6. Review the full video from start to finish.
7. Export the final version.
8. Save an editable Canva version for reuse.

Final Review Checklist

- Does the clone look like the student?
- Does the voice sound natural?
- Does the lip sync work?
- Does the branding look professional?
- Do the property visuals support the message?
- Is the video clean enough to post publicly?

Deliverable

- 1 completed branded real estate clone video
