A FREE PLAYBOOK FROM NAYA BERE

The Content Engineering Blueprint

How I'm using AI, automation, and engineering principles to build a $1M/year media company.

Viral · Scribe · Vicky · Scout · Qualy · Curt

Six bots. One content team. A finished draft waiting every morning.

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Built from my own meeting notes, production database and weekly reports · October 2026

WELCOME

Start here

I'm Naya. I taught myself to code, worked as a software engineer, then left to create full time. My first year paid $20K. That year taught me to treat content like an engineering problem: study the data, find the patterns, repeat what works.

Today a team of AI bots researches ideas, drafts scripts from my real stories, records the voiceover, finds the footage and assembles a first edit while I sleep. I review it in the morning.

This playbook opens up that system and gives you a simpler version to build for yourself.

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WHAT YOU GET

- **3 starter AI prompts** for strategy, hooks and video planning (page 10)
- **A weekly scorecard** for your creator business (page 11)
- **A 7-day checklist** to build your own system (page 12)
- **A behind-the-scenes build session** of my video system (page 6)

6
bots on one overnight team

~2 hrs
per AI-assisted edit

35 to 40
hours to build the system

Short on time? Read page 3, then the centerpiece on pages 7 and 8.

Disclosure: some links in this playbook are referral or partner links. I may earn a commission or be compensated if you sign up.

THE SHIFT

01 From content creator to content engineer

A content creator makes every piece by hand. A content engineer builds the system that makes the pieces, then spends their hours on the decisions only they can make.

My content operating system

1
Research
Find what already works in my niche.

Viral bot

›

2
Ideas
Mix proven structures with my own notes.

Scribe bot

›

3
Production
Voice, footage, checks and edit, done by morning.

Vicky, Scout, Qualy, Curt

›

4
Distribution
Trial Reels first, then my main feed.

Six platforms

›

5
Revenue
Brand deals, my paid community, products.

Weekly scorecard

The weekly scorecard feeds the next round of research, so every week starts with better data.

Three rules I borrowed from engineering

Automate the repeatable
If I do a step three times, it becomes a bot.

Measure everything
Saves, shares, follows and sign-ups get logged every week.

Fix the slowest stage
One bottleneck at a time, starting with the one that costs the most hours.

How my system grew
Year one: pen and paper, studying competitors' content for patterns. **Early 2026:** an AI strategist doing that research. **October 2026:** six bots that hand work to each other overnight. One idea is adapted for six platforms: TikTok, Instagram, LinkedIn, YouTube, Threads and Substack.

TAKEAWAY Write your process as these five stages. Time one real piece of content through each, and circle the slowest. That stage is your first build.

SYSTEM 1

02 The AI content strategist

Each month the strategist answers one question: what should I make next? It replaces guessing with a ranked list built from my audience, my history and what works in my industry.

1 · WHAT I FEED IT

- My last 60 days of posts and their results
- Top creators in tech, AI and business
- My audience: ambitious women in their 20s and 30s
- My four content pillars and scripting rules

2 · WHAT IT PRODUCES

- Patterns that repeat across winning posts
- Outlier posts with paid partnerships removed
- A spreadsheet of about 51 winning hooks and scripts
- A monthly audit of what stopped working

3 · HOW IT SHAPES MY CALENDAR

- A monthly call turns findings into approved topics
- Every idea sits in Notion with a pillar, platform, format and status
- Results flow back into the same row

What counts as an outlier

A post with engagement far above what the creator's size predicts: 5K+ likes under 100K followers, 20K+ likes from 100K to 200K. Ad spend inflates paid posts, so I remove them.

A real result

When I ran a YouTube version across five channels in my niche, it found one template. Hooks that open with a warning, videos of about 13 minutes, and a free asset early in the video.

I built mine in Perplexity because it browses the live web. The same prompt works in Claude or ChatGPT, and the output can live in Notion or a spreadsheet. Start free.

TAKEAWAY Copy Prompt 1 from the toolkit on page 10. Run it monthly with fresh numbers, and save every output in one database.

SYSTEM 2

03 The AI hook and idea generator

My best material sits in places I already visit: meeting notes, voice notes and an end-of-day brain dump. This system mines them and hands me a menu of hooks every Monday.

STEP 1

Capture

Calls go into Granola. Voice notes and a nightly brain dump go into Obsidian through Wispr Flow.

STEP 2

Mine

Each Monday an automation reads my week and emails one-line hooks grouped by format.

STEP 3

Flag

A star marks top picks. A lock marks anything to check before posting.

STEP 4

Script

Scribe turns the chosen hook and my notes into a script, with tension in the first breath.

One set of notes, three hooks, one script

RAW NOTES

- Training the editor took about 14 hours on day one
- Later edits take about 2 hours
- Six bots hand work to each other

HOOKS IT PRODUCED

- **Transformation:** "My first AI-edited video took 14 hours of training. Now it takes 2."
- **Starred:** "I have 6 AI bots that edit my videos."

FINISHED SCRIPT

A 10-slide carousel with one bot per slide. Full breakdown on page 7.

My four-question idea filter

- **Is it mine?** The story is in my notes.
- **Is there proof?** Similar posts won in my niche.
- **Can I test it cheaply?** A trial Reel first.
- **Is it safe to publish?** No fees or unconfirmed claims.

Four yes answers: develop it now. Three: test it. Fewer: back to the idea bank.

TAKEAWAY Mine your own week before you search for trends. Copy Prompt 2 from the toolkit on page 10 and paste in seven days of notes.

SYSTEM 3

04 The AI video editor

My human editor and my AI bots follow one rulebook: my editing SOP. My six bots live in Grok Bot, where each has one job and they hand work to each other in group chats.

Viral
Finds high-performing posts in my niche and logs their hooks and scripts.

Scribe
Writes the script from the research and my own notes.

Vicky
Records the voiceover with a clone of my voice from ElevenLabs.

Scout
Indexed about 2,000 of my clips in a night and finds the exact second each line needs.

Qualy
Checks clips for blur, shake and other problems.

Curt
Trims, cuts to the voiceover, then adds captions, sound effects and graphics.

NEEDS MY JUDGMENT

- **Concept and taste:** which reference videos to follow
- **Approval:** I review every draft
- **Publishing:** the system has no access to my main Instagram, and I re-record winners in my own voice
- **Guardrails:** I filter what the bots can read from my second brain

AUTOMATED

- Trend research
- First-draft scripts and captions
- Voiceover, clip search, quality checks
- Trimming, captions, sound effects, graphics
- Overnight drafts: one finished video arrived at 6:18 AM without a new prompt

14 hrs
of training on day one

2 hrs
per video after that

4+ hrs
when I edit by hand

TAKEAWAY Start with the 6-step workflow on page 11 and Prompt 3 on page 10. Watch me build it with my community: skool.com/disgustingly-paid/about

THE CENTERPIECE · PART 1 OF 2

One idea, reverse-engineered

Here is one idea followed from my raw notes to a published post: the carousel "the content system that edits while I sleep," published October 24, 2026.

1 RAW INPUT

October 8

I trained an AI to edit in my style, live with my community. My notes caught the 14-hour first day and the drop to about 2 hours per video.

October 22

An evening voice debrief on the whole system. A finished video had arrived at 6:18 AM without a new prompt.

2 AI-GENERATED HOOKS

Accepted

- The starred hook: six bots that hand work to each other
- Describing each bot by its job
- Giving the scripter prompt away on a slide

Held back

- A hook naming a brand deliverable
- Every deal amount
- Training-hour numbers that conflicted between notes

3 FINISHED POST · 10 SLIDES

Cover	Promises the outcome: a content system that edits while I sleep
Catch-up	Orients new readers in two lines
The bots	One bot per slide, each opening with the problem it solves, with the scripter prompt on slide 5
Proof	The finished video and caption waiting in my chat
Call to action	"Comment CONTENT" for the link to the full system

See the post: instagram.com/p/De4uLqloJLI

THE CENTERPIECE · PART 2 OF 2

From finished video to results

3 THE EDITING WORKFLOW, ONE OVERNIGHT RUN

Weekly	Viral scans my niche, applies my thresholds and drops paid posts
Overnight	Scribe rewrites a winning script with my stories. Vicky records the voiceover.
Overnight	Scout finds the clips and Qualy checks them. Curt cuts, captions and exports.
6:18 AM	A finished video and caption wait in my chat. I review, then post as a trial Reel.

4 RESULTS I CAN MEASURE TODAY

~2 hrs
per edit, against 4+ hours by hand

13,000
views on my latest trial Reel

100
new followers from that Reel

Trial Reels show videos to non-followers, so every view is a possible new follower. My first two autonomous trial Reels earned about 2,500 and 3,000 views, my best numbers since September 5, and one earlier trial Reel brought about 10,000 followers. Building the whole system took 35 to 40 hours.

Business impact

The carousel's call to action sends people into Disgustingly Paid, which crossed $2,000 in monthly recurring revenue in early October. The post carried a comment keyword and I did not log results against it, so I cannot give you an honest member count for this one post. Every call to action now gets a tracked link.

What I would change

- Add the privacy guardrail on day one
- Use a character voice for trial Reels, then re-record winners in my own voice
- Index the clip library first, because it removes the biggest manual step

TAKEAWAY A system is easy to copy when you can see every handoff. Trace one of your own pieces the same way: note, hook, script, edit, result.

05 Output, growth and revenue are three numbers

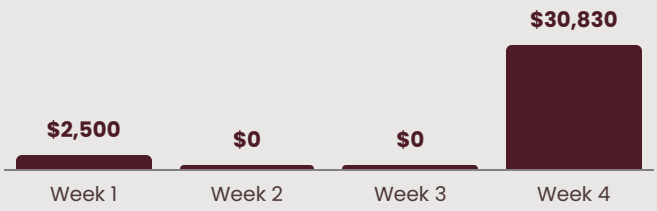
Every brand deal, product sale and community member starts with a piece of content. These three numbers move on different schedules, so I track all three.

1
Output
How much I publish. I control it directly.

2
Audience growth
New followers and email subscribers. It follows output with a delay.

3
Revenue
What gets paid. It arrives in lumps.

One real month: September 2026



Total: $33,330. Two weeks paid $0, and the audience still grew:

- +30,000 followers in 60 days
- 1,000 new email subscribers in 30 days
- 30,000+ Story views from one chat flow

Weekly revenue can look empty while growth is strong. Revenue rises when reach becomes inquiries and the inquiries meet an offer people can find.

How content supports my partnership pipeline

- **Inbound deals carry more pricing power.** Consistent posting makes me findable.
- **Price follows more than followers:** a defined audience, the platform and format, engagement, usage rights and paid amplification all count.
- **Platform mix opens budgets.** Brands ask for long-form YouTube and for LinkedIn, where B2B budgets run larger.

My owned revenue

My paid community, Disgustingly Paid, launched in mid-August 2026 and crossed $1,000 in monthly recurring revenue in September and $2,000 by early October.

THE GOAL I'm building toward a $1M a year media company: systems, products and distribution that keep working when I am not starting every task by hand.

+ Your three starter prompts

Copy each prompt into Claude, ChatGPT or Perplexity. Replace the [brackets] with your own details.

Prompt 1 · Content strategist

SYSTEM 1

```
You are my content strategist. Use facts only. If something is missing, write "missing".

ABOUT ME
Niche: [your niche]   Audience: [who they are and what they want]
Main platform: [platform]   Pillars: [3 to 4 themes]   90-day goal: [a number]

1. I will paste my last 60 days of posts with views, saves, shares, comments and follows.
   Rank them by save, share and follow rate. What do my top 3 have in common?
2. Find 5 to 10 creators in my niche. Keep posts with engagement far above what their
   size predicts and remove paid partnerships. Extract each hook, format and length.
3. List patterns that appear in 3 or more outliers. Label each: use now, test, or ignore.
4. Give me 12 ideas across my pillars with a hook, format and reason each should work.
   Ask me for the personal story behind each. Never invent one.
```

Prompt 2 · Hook miner

SYSTEM 2

```
You are my hook miner. Below are my notes from the last 7 days. Use only what is written there.

1. Find every milestone, number, surprising lesson, mistake, decision or before and after.
2. Write one-line hooks for each: Transformation, Impressive thing plus "here's how you can
   do it too", Unknown tip, Expert advice, Milestone, Story opener.
3. Quote the exact supporting line from my notes, with its date.
4. Star the top 3. Lock any hook that reveals money, a contract or a brand, or that
   criticizes a named company.
5. List every number that conflicts between notes so I can confirm it.
If the notes do not contain it, write "missing".
```

Prompt 3 · Video production planner

SYSTEM 3

```
You are my video producer. Plan this video before I film or edit anything.
Script: [paste]   My style rules: [for example: tight cuts, captions on every word]
Footage I have: [clip names]

1. A shot list with one shot per script line, naming the clip or the shot I still need to film.
2. A voiceover pace: target seconds and where to pause.
3. A caption plan, and a sound and graphics plan. Keep effects light.
4. A pre-export checklist built from my style rules.
5. A post caption that makes people want to watch. Leave the video's insights out of it.
If footage is missing for a line, tell me what to film.
```

+ Starter workflow and scorecard

A video workflow with no code and no bots

1 · SCRIPT
Run Prompts 1 and 2, pick one hook and write a 60 to 75 second script.

2 · VOICE
Record on your phone in a quiet room. Add an ElevenLabs clone later.

3 · FOOTAGE
Keep one folder of your best clips, named the day you film them.

4 · EDIT
Reuse one CapCut template: same font, captions and sounds.

5 · CHECK
Run your style rules, then watch the whole export once.

6 · TEST AND LOG
Post as a trial Reel and log the result in your scorecard.

Your weekly creator-business scorecard

Block 30 minutes every Sunday and fill in one row per line.

LINE	WHAT TO COUNT	THIS WEEK	LAST WEEK
Output	Posts published and hours spent per piece		
Reach	New followers and views across all platforms		
Engagement	Save rate, share rate and follow rate per post		
Inquiries	Keyword comments, DMs, email sign-ups, brand emails		
Revenue	Money received, new members, recurring revenue		

A worked example: one Reel, one row

My Reel about turning voice notes into a life system (September 14, 2026) earned 3,551 Instagram views, 81 saves (2.3%), 14 shares (0.4%) and 25 comments (0.7%). Rate = count divided by views. Rank posts by saves, shares and follows, and give raw views less weight. Watch the Reel

TAKEAWAY Fill in last week from your analytics today, then fill in this week on Sunday. After four weeks you will see which line moves first and which one holds you back.

YOUR TURN

06 Build your system in 7 days

One week, one bottleneck, one new workflow. Tick each box as you go.

- [ ] DAY 1 **Audit.** Write your process as five stages and time one piece of content through each.
- [ ] DAY 2 **Pick your bottleneck.** Circle the slowest stage and write one goal for it.
- [ ] DAY 3 **Run Prompt 1.** Save the 12 ideas in one database.
- [ ] DAY 4 **Run Prompt 2.** Mine last week's notes and apply the four-question filter.
- [ ] DAY 5 **Build one workflow.** A script, voiceover or edit template. Time it from start to export.
- [ ] DAY 6 **Publish one piece.** Add a comment keyword and a tracked link, then post it as a trial Reel.
- [ ] DAY 7 **Score it.** Fill in the scorecard and compare your hours with Day 1.

THE CHALLENGE

Create one piece of content with the new system and document the results: hours spent, views, saves, shares, inquiries. A small honest number beats a big guess.

YOUR NEXT STEP

This blueprint gives you the framework. Disgustingly Paid helps you build it.

Inside the community we build, implement and monetize these systems together, with live build sessions on Thursdays, Tech Tuesdays for troubleshooting and open chats on Saturdays.

Join: skool.com/disgustingly-paid/about

Links: Perplexity perplexity.ai · Claude claude.ai · ChatGPT chatgpt.com · Notion notion.so · Granola go.granola.ai/naya-bere · Wispr Flow ref.wisprflow.ai/nyaradzo-bere-li-3 · Grok Bot x.ai/bot · Obsidian obsidian.md · ElevenLabs elevenlabs.io · CapCut capcut.com · Newsletter theblackfemaleengineer.substack.com · Instagram @theblackfemaleengineer