

ROHIT SHAH
PRESENTS

EXCLUSIVE BONUS #5 · \$97 VALUE

The 30-Day CastAI Client Business Sprint

One focused action a day — from “I bought CastAI”
to your first client-ready offer, in thirty days flat.

7 PHASES · DAILY ACTION PLAN · 6 WORKING TEMPLATES · PRINTABLE CALENDAR



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A PERSONAL NOTE FROM ROHIT

From “I Bought CastAI” to “I Have a Client” in 30 Days

Hey, it's Rohit. Every tool purchase comes with a silent question: *okay... now what?* This sprint is the answer, written as a calendar instead of a lecture. One focused action per day, 30 to 90 minutes each, seven phases, and by Day 30 you've built a real service business: an offer, a niche, demos, a showcase page, an outreach machine, and — if you do the work — your first paying client.

Everything plugs into your other bonuses: pricing and proposals from the **Client Sales Kit** (#2), video copy from the **100 Scripts** (#3), placement and CTAs from the **Conversion Playbook** (#4). The sprint just puts dates on them.

The Three Sprint Rules

- 1. Done beats perfect.** Every deliverable in this sprint is a draft that client money will improve later. Ship the 80% version and keep moving.
- 2. Never skip an outreach day.** You can shuffle any other day. Days 16–25 are sacred — that's where clients come from.
- 3. Tick the box.** Print the Action Calendar (included), put it where you'll see it daily, and physically tick each day. Momentum is a chain; don't break it.

The Sprint at a Glance

Phase	Days	You will build	Milestone
1 · Set Up Your Offer	1–3	One productized package with a price	You can say your offer in one sentence
2 · Pick Your Niches	4–7	A 50-business prospect list	One primary niche crowned
3 · Create Demo Videos	8–10	3 personalized demos + 1 generic	Demos that sell while you sleep
4 · Build Showcase Pages	11–15	A live page with your presenter on it	Proof a prospect can click
5 · Outreach	16–20	50 sent messages	Replies in your inbox
6 · Follow-Ups & Calls	21–25	A follow-up machine + booked calls	Proposals delivered
7 · Close, Deliver, Upsell	26–30	First client live + retainer pitch	Money in, recurring offered

**PHASE 1 · Set Up Your Offer****Days 1–3****MILESTONE — DONE MEANS**

A one-package offer with a price, a payment link, and your own presenter video introducing it.

DAILY TIMEBOX

45–60 min/day

You can't sell 'AI videos.' You can sell one named package with one price. Build that first.

Day 1 — Decide the package. One core offer: 'Website Spokesperson Setup' — one presenter video, scripted, installed on one page, with CTA button. Pick your price from the Sales Kit pricing menu (a \$297-tier setup fee is the proven starter). Write what's included in 5 bullets, and what's NOT included in 2.

Day 2 — Make it buyable. Write your one-liner: 'I put a talking spokesperson on your website that greets visitors and sends them to [outcome] — done for you in [X] days for [price].' Set up a payment link (Stripe, PayPal, Razorpay or invoice template) and a delivery folder structure for client files.

Day 3 — Drink your own champagne. Create a presenter video introducing YOUR offer, using the Homepage framework from the Playbook. This becomes your live proof — if you won't put a presenter on your own page, why would a client?

SPRINT TIP

Don't build three tiers yet. One package closes faster, and the retainer (Day 30) is where the real money lives anyway.

PHASE 2 · Pick Your Niches**Days 4–7****MILESTONE — DONE MEANS**

A tracked list of 50+ local prospects, audited, with one primary niche chosen.

DAILY TIMEBOX

45–60 min/day

Riches are in niches because your demo, your scripts and your pitch all get reused. Choose where the reuse is easiest.

Day 4 — Shortlist 3 niches. Score candidates (restaurants, dentists, real estate, gyms, salons, coaches...) against four criteria: high customer value, websites that clearly need help, easy-to-find owners, and a niche you can talk about without cringing.

Day 5 — Build the list. Google Maps method: search '[niche] + [your city]', open each website, and log 25 businesses per top-2 niches into the Outreach Tracker (template inside): name, site, contact, notes.

Day 6 — Audit 10 of them. Run the Client Audit Checklist (template inside) on ten sites. Every 'no video, weak CTA, dead homepage' is a hot prospect — mark them.

Day 7 — Crown one niche. Pick the niche with the most hot audits and the easiest access. The other list stays as your backup pond.

**SPRINT TIP**

The audit isn't just research — it's your sales weapon. 'I reviewed your site and found 3 leaks' is the strongest cold opener in this business.

PHASE 3 · Create Demo Videos**Days 8–10****MILESTONE — DONE MEANS**

Three personalized demo videos for hot prospects, plus one generic niche demo.

DAILY TIMEBOX

60–90 min/day

A personalized demo — the prospect's own business name, spoken by a presenter — is the closest thing to a guaranteed reply this industry has.

Day 8 — Brief the demos. Fill the Demo Video Brief (template inside) for your 3 hottest audited prospects. Pick base scripts from the 100-Scripts library (LB, RO, DC... whatever matches the niche) and the 15 or 30-second length.

Day 9 — Generate in CastAI. Build all three: prospect's business name in the opening line, their offer in the middle, 'tap the button below me' at the end. Listen to each once, fully, before saving.

Day 10 — Build the generic + your pitch. One niche-generic demo ('imagine this on your restaurant's homepage...') for mass outreach, and one 60-second video of you pitching your offer — the Playbook's booking-page beats work perfectly for it.

SPRINT TIP

Personalization is the hook: hearing 'Welcome to Sharma Dental' does more than any sales copy you'll ever write. Three names, three demos, three very warm doors.

**PHASE 4 · Build Showcase Pages****Days 11–15****MILESTONE — DONE MEANS**

One live page that demonstrates your service — presenter installed, button working, mobile-checked.

DAILY TIMEBOX

45–75 min/day

Prospects don't buy descriptions of talking presenters. They buy seeing one talk to them. Your showcase page does the selling before you ever get on a call.

Day 11 — Build the page. One simple page (Carrd, WordPress, or your builder of choice): headline, your presenter video live via the Homepage framework, your offer, your price.

Day 12 — Add the before/after. Two screenshots: a dead homepage vs. the same page with a presenter + CTA. Add your 5-bullet package and one line about who it's for.

Day 13 — Deploy the demos. Put each personalized demo on its own hidden page (yoursite.com/demo/sharma-dental). One link per prospect — it feels made-for-them because it is.

Day 14 — The checklist pass. Run the full Deployment Checklist from Bonus #4 on every page: muted autoplay, captions, button word-match, mobile check, working links.

Day 15 — Open the calendar. Add a booking link (Calendly or similar) with a presenter above it using the booking-page framework. Your machine is now assembled.

SPRINT TIP

The hidden per-prospect demo page is the play most people skip — and it's the one that gets replies like 'okay, who ARE you?' Do not skip it.



PHASE 5 · Outreach

Days 16–20

MILESTONE — DONE MEANS

Fifty sent messages across email, DM and phone/walk-in — tracked, with replies flowing.

DAILY TIMEBOX

60 min/day — sacred, non-negotiable

Everything before this was preparation. This is the business. Ten messages a day, five days, using the Sales Kit outreach scripts with your demo links attached.

Day 16 — First ten. Your 3 hot prospects get the personalized-demo message ('I made something for your website — 20 seconds, no strings'). The other 7 get the generic demo. Log every send in the Outreach Tracker.

Day 17 — Ten more, second channel. Same message, adapted for Instagram/Facebook DM or WhatsApp Business where the owner is more reachable than email.

Day 18 — Ten more + go local. For nearby businesses: call or walk in. 'I built a 20-second video for your website — can I show you on my phone?' converts absurdly well face to face.

Day 19 — Ten more. Rotate niches if replies are thin. Keep the tracker honest: sent / opened / replied / interested.

Day 20 — Review and refine. Read your numbers. Which subject line, channel and niche pulled replies? Double down on the winner for every message from here on.

SPRINT TIP

The math to trust: 50 sends → 10–15 replies → 3–5 calls → 1–2 clients. Any single 'no' is statistically meaningless. Volume + demo = inevitability.

**PHASE 6 · Follow-Ups & Calls****Days 21–25****MILESTONE — DONE MEANS**

Every non-responder followed up (three touches), calls run, proposals in inboxes.

DAILY TIMEBOX

60 min/day

80% of yeses arrive in the follow-up, not the first message. This phase is where the money that everyone else leaves on the table becomes yours.

Day 21 — Follow-up #1. Every non-responder gets a value bump: 'Did the video reach you? Here's the link again — 20 seconds.' Log F1 in the Follow-Up Tracker (template inside).

Day 22 — Run the calls. Interested replies → booked calls, same week. Use the Sales Kit discovery script: audit findings first, demo second, price last. Proposal goes out the same day (Kit template).

Day 23 — Follow-up #2. Non-responders get the curiosity touch: one specific audit finding — 'your homepage has no CTA above the fold; the video fixes exactly that.'

Day 24 — More calls + proposals. Same-day proposals, always. Speed signals exactly the competence you're selling.

Day 25 — Follow-up #3, the breakup. 'Closing the file — should I?' The polite breakup message routinely revives a third of dead threads. After it, move on guilt-free.

SPRINT TIP

Follow-ups feel awkward until you reframe them: the owner **WANTED** to reply and got buried. You're doing them a favor. Three touches, then peace.

**PHASE 7 · Close, Deliver, Upsell****Days 26–30****MILESTONE — DONE MEANS**

First client paid, video live on their site, review captured, monthly retainer pitched.

DAILY TIMEBOX

60–90 min/day

Closing is just removing the last doubt. Delivery is following a checklist. And the retainer pitch on Day 30 is what turns a \$297 project into a real business.

Day 26 — Close. Handle the price objection with ROI math from the Sales Kit ('one extra customer a month pays for this twice'). If they hesitate, add a fast-action extra (a second page video) valid for 48 hours — honest deadline, stated once.

Day 27 — Paper and payment. Payment collected via your Day-2 link, onboarding form sent (Bonus #2 template), assets gathered: logo, offer details, page access.

Day 28 — Build and install. Script from the library, video generated, installed per the Playbook framework for their page type. Run the Delivery Checklist (template inside), every box.

Day 29 — Deliver like a pro. Walkthrough call or Loom: what's live, where the button points, what to watch (the metric from their framework). Then ask — while they're happiest — for a review and one referral.

Day 30 — Pitch the retainer. Use the Monthly Retainer Upsell Sheet (template inside): fresh videos monthly, seasonal offers, split-testing. Even one yes at \$197/month changes what this business is.

SPRINT TIP

Day 30 matters more than Day 26. One-off projects buy dinner; retainers buy freedom. Pitch it every single time — the worst case is a client who already paid you.



THE SPRINT TOOLKIT

Template 1 · The Demo Video Brief

Fill one of these before generating any demo — it forces every decision that makes demos convert.
Print one per prospect.

Business / prospect	name · website · niche
Decision maker	owner/manager name · best channel to reach them
Audit finding to mention	the one leak on their site this video fixes
Base script (Bonus #3)	script ID, e.g. RO-01 · length: 15 / 30 sec
Opening line	must include their business name in the first sentence
Their offer to feature	the special, service or promise the video sells
CTA button text	2–5 words, first person, word-matched to the spoken line
Demo page link	yoursite.com/demo/_____ · placement: overlay / inline



Template 2 · The Client Audit Checklist

Run this on any prospect's website in five minutes. Three or more ticks = hot prospect, and every tick is a talking point in your outreach ('I noticed three things...'). Bring it to calls — it makes you the expert in the room.

- | | |
|--------------------------|--|
| ☐ | No video anywhere on the homepage — the site is silent. |
| ☐ | No clear CTA above the fold — a visitor can't tell what to do in 5 seconds. |
| ☐ | The main offer is buried — specials, booking or quote form live three clicks deep. |
| ☐ | Generic welcome text — 'Welcome to our website' instead of a reason to stay. |
| ☐ | No proof up front — reviews and ratings exist (Google) but aren't shown on-site. |
| ☐ | No capture mechanism — a leaving visitor is gone forever; no offer, no opt-in. |
| ☐ | Checkout / booking friction — no reassurance at the money moment (guarantee, steps, time). |
| ☐ | Mobile experience is broken — tiny text, dead buttons, slow load. |
| ☐ | No follow-up presence — no retargeting, no reason to return. |
| ☐ | Owner is reachable — a name, email, or DM channel is findable (this one's about YOUR odds). |

THE VERDICT LINE

Write it before you reach out: "Your site loses visitors at _____, _____ and _____. One talking presenter with a button fixes the first two this week — here's a 20-second demo of exactly that."



Template 3 · The Outreach Tracker

Every send gets a row — no exceptions, no 'I'll remember.' Status codes: S = sent, O = opened/seen, R = replied, I = interested, C = call booked, X = closed file. Print more pages as your list grows (or rebuild it in the Bonus #3 spreadsheet in two minutes).

Date	Business	Niche	Channel	Demo link sent	Status	Next step



Template 4 · The Follow-Up Tracker

Three touches per prospect: F1 the nudge (Day 21), F2 the value drop (Day 23), F3 the breakup (Day 25). Date each box as you send. When F3 is dated with no response — file closed, zero guilt, next name.

Business	First msg	F1 · nudge	F2 · value	F3 · breakup	Response / outcome



Template 5 · The Delivery Checklist

Run top-to-bottom for every client delivery. This is the client-facing sibling of the Bonus #4 deployment checklist — same standards, plus the business side that gets you paid, reviewed and referred.

- ☐ Payment received and confirmed; onboarding form back with logo, offer details and page access.
- ☐ Script customized with client's real details — **zero [brackets] remaining**, names and prices verified with the client.
- ☐ Video generated and reviewed in full; pronunciation of business name checked.
- ☐ Client approved the video (or their one revision round is complete).
- ☐ Installed per the correct Playbook framework — placement, muted autoplay, captions on.
- ☐ CTA button live, word-matched, pointing to the agreed page — link clicked and tested.
- ☐ Mobile check passed on a real phone, not just the preview.
- ☐ Client shown where their 'metric to watch' lives (bookings, orders, clicks).
- ☐ Walkthrough delivered (call or Loom) and saved to the client folder.
- ☐ Review requested at the happiness peak + one referral asked for by name of niche.
- ☐ Retainer pitch scheduled or delivered (see next page) — never skip this box.



Template 6 · The Monthly Retainer Upsell Sheet

The pitch that turns projects into income. Deliver it on Day 30 — or better, at the delivery walkthrough, when the client is happiest. Say it almost word for word:

THE PITCH — BEAT BY BEAT

- 1. Anchor the win:** “Your presenter is live and pointing visitors at [their CTA]. That video is now your hardest-working employee.”
- 2. Name the decay:** “But offers go stale. The businesses that win refresh the message monthly — new special, new season, new campaign.”
- 3. Offer the plan:** “For [monthly price], I keep it fresh: a new video every month, placement split-tests, and a quick report on what it's producing.”
- 4. De-risk:** “Month to month, cancel anytime. First refresh goes live within a week.”
- 5. Close:** “Want me to put you on the calendar for [next month]'s refresh?”

Tier	What they get monthly	Anchor price
Refresh	1 new presenter video (new offer/season), installed	\$97–147 / mo
Optimize	Refresh + one split-test per month (hook, length or button) + mini report	\$197–297 / mo
Expand	Optimize + one NEW page covered per month (checkout, booking, lead capture...)	\$397–497 / mo

IF THEY HESITATE

“Totally fine — the setup is yours forever either way. I'll check in when [season/event] comes up; that's usually when owners want the message changed.” Then actually check in. Retainers often close on the second ask.



Day 1 Starts Tomorrow Morning

Thirty days from now, you will either have a client-ready business or a really well-organized excuse. The only difference is Day 1.

You have the tool (CastAI), the ammunition (100 scripts), the aiming system (the Playbook), the sales weapons (the Client Kit) — and now the calendar that connects them. Nothing is missing anymore.

Print the Action Calendar. Put it where you drink your coffee. And if you close your first client this month, email me — I celebrate every single one of these personally.

To your first client in 30 days,

Rohit Shah

rohitshah.club/castai · MORE BONUSES INSIDE YOUR PURCHASE