

ROHIT SHAH  
PRESENTS

EXCLUSIVE BONUS #2 · \$197 VALUE

# The CastAI Client Sales Kit

Everything you need to pitch, price, close and deliver  
AI spokesperson videos to real businesses.

PITCH DECK · PROPOSAL · PRICING MENU · OUTREACH SCRIPTS · ONBOARDING · CHECKLISTS



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### A PERSONAL NOTE FROM ROHIT

# Welcome — You Now Own a Client-Getting Machine

Hey, it's Rohit. Most people who buy an AI video tool make one video, post it somewhere, and move on. You're not going to do that — because CastAI isn't just a video maker. It's a **service you can sell**. Every business with a website needs what you can now produce in minutes: a professional spokesperson that greets visitors, pitches the offer and pushes a clickable button that goes straight to checkout — in any face, any outfit, any of 300+ languages, with no camera, no actors and no reshoots.

This kit is the exact toolbox I'd hand a friend who said: *"I have CastAI — now get me paying clients."* Nothing theoretical. Scripts you can copy-paste today, prices that businesses actually say yes to, a pitch deck you can present tomorrow, and the paperwork — proposal, onboarding form, invoice wording, delivery checklist — that makes you look like a real agency from client #1.

### HOW TO GET VALUE FROM THIS KIT IN THE NEXT 60 MINUTES

1. Skim Part 1 and pick ONE niche from the target list.
2. Choose your two launch packages in Part 2 (I recommend Starter + Monthly Refresh).
3. Copy Email #1 and WhatsApp Script #1, personalize the brackets, send 10 of each.
4. When someone replies, run the Discovery Questionnaire (Part 7), send the Proposal template, invoice with the wording in Part 10, deliver with the checklist in Part 11.

## What's in the box

| File                     | What it is                                                                          | When you use it                       |
|--------------------------|-------------------------------------------------------------------------------------|---------------------------------------|
| This PDF                 | The master playbook — packages, pricing, every script, invoice wording, checklists. | Your desk reference, start to finish. |
| Client Pitch Deck (PPTX) | A 14-slide client-facing presentation, ready to rebrand.                            | Discovery and sales calls.            |
| Proposal Template (DOCX) | A fill-in-the-brackets proposal with scope, timeline, terms and signature block.    | Right after the discovery call.       |
| Onboarding Form (DOCX)   | Collects every asset and answer you need before production.                         | The moment a client pays.             |



## PART 1 · THE OPPORTUNITY

# Why Businesses Will Pay You For This

You are not selling “an AI video.” You are selling a salesperson that never sleeps, never calls in sick, and works on every page of their website. Frame it that way and price stops being an objection.

## The pitch in one paragraph

**MEMORIZE THIS**

“Right now, visitors land on your website, look around in silence, and most leave without doing anything. I install a professional video spokesperson that appears the moment they arrive, welcomes them, explains your best offer, and points them to a clickable button that takes them straight to booking or checkout. It runs 24/7, it can speak your customers’ language — literally — and you never have to film anything. I handle everything and you’ll see the first version within a few days.”

## Who to sell to first (easiest yes → hardest)

- **Local service businesses** — dentists, clinics, salons, gyms, real-estate agents, law firms. They already pay for ads; a greeter that converts that traffic is an easy story.
- **Coaches, consultants & course creators** — a presenter on the booking or sales page directly lifts the metric they care about: booked calls.
- **E-commerce stores** — product-page presenters and offer announcements; multilingual packs for stores that ship internationally.
- **Marketing agencies** — white-label your service; they resell to their whole client roster (this is your volume play).
- **SaaS & online businesses** — demo-style presenters on landing pages and onboarding pages.
- **Restaurants & hospitality** — a host that presents the menu, events and booking button; tourist areas love the multilingual angle.

## The money math (be conservative)

| Scenario    | Deals / month                                                      | Revenue                              |
|-------------|--------------------------------------------------------------------|--------------------------------------|
| Side income | 2 × Starter Website Presenter at \$247                             | <b>\$494/mo</b>                      |
| Freelancer  | 2 × Starter + 1 × Pro Sales Page at \$747                          | <b>\$1,241/mo</b>                    |
| Agency mode | 2 × Pro + 1 × Multilingual + 3 clients on Monthly Refresh at \$397 | <b>\$3,682/mo, \$1,191 recurring</b> |

Your delivery cost is CastAI credits and a couple of hours per project. That is a margin most service businesses can only dream about — and the Monthly Refresh plan turns one-off projects into income that



stacks.



## PART 2 · YOUR SERVICE PACKAGES

# Four Productized Packages That Sell Themselves

Never sell “custom video work by the hour.” Sell fixed packages with clear deliverables and fixed prices. Quote a range on the call, anchor high, and land where the client’s situation fits.

## PACKAGE

**1 · Starter Website Presenter \$197 – \$297**

*The foot-in-the-door offer. Fast to deliver, easy to say yes to.*

- One AI spokesperson video (up to 60 seconds) for their homepage or a key landing page
- Professionally written welcome / offer script (you write it, they approve it)
- Spokesperson matched to their brand and audience
- Deployed live on their website as a floating overlay or inline embed
- One clickable call-to-action button (checkout, booking or contact)
- One round of revisions

**Perfect for:** Local businesses and first-time clients who have never bought video before.

**Upsell path:** Add a second page + button for \$97, or move them to the Monthly Refresh plan after 30 days.

## PACKAGE

**2 · Pro Sales Page Presenter \$497 – \$997**

*Your bread-and-butter offer for businesses that sell online.*

- Full sales-page presenter video (up to 3 minutes) built around their core offer
- Persuasion-focused script: hook, problem, offer, proof, call to action
- Full HD 1080p rendering — ad-ready and client-ready
- Up to 3 presenter variations (different face / outfit / style) to split-test
- Deployment on up to 3 pages with clickable buttons on each
- Two rounds of revisions + a 30-day performance check-in

**Perfect for:** Coaches, course creators, e-commerce stores and anyone running paid traffic to an offer.

**Upsell path:** The split-test angle naturally leads to the Monthly Refresh plan — “let’s keep testing what converts.”

**PACKAGE****3 · Multilingual Video Pack \$997+**

*The premium package. One presenter, every market they sell to.*

- Everything in Pro Sales Page Presenter
- The same presenter translated into up to 5 languages with native lip-sync (extra languages: see pricing menu)
- Localized on-page deployment per language / region
- Localized call-to-action buttons per market
- Delivery of all video files for use in ads and social

**Perfect for:** Exporters, tourism, e-commerce shipping internationally, multi-location brands, and any business with immigrant or multilingual customer bases.

**Upsell path:** Price per additional language is almost pure margin — CastAI does the translation and lip-sync for you.

**PACKAGE****4 · Monthly Video Refresh Plan \$297 – \$497 / month**

*The recurring engine. This is how you build predictable income.*

- One new or refreshed presenter video every month (new offer, promo or season)
- Script updates whenever their offer changes — lips re-sync automatically, no reshoots
- Up to 2 deployed pages maintained, buttons and links kept current
- One presenter face/outfit refresh per quarter so the site never feels stale
- Priority support and a monthly “what changed” summary email

**Perfect for:** Any client from packages 1–3. Pitch it at delivery, when they’re happiest.

**Upsell path:** Ten clients on this plan at \$397 is \$3,970/month before you sell a single new project.



## PART 3 · THE À LA CARTE PRICING MENU

# Add-Ons That Quietly Double Your Invoice

Quote the package, then read two or three of these out loud. Most clients add at least one. Print this page and keep it next to you on every call.

| Add-on                           | What the client gets                                                                             | Price                  |
|----------------------------------|--------------------------------------------------------------------------------------------------|------------------------|
| Additional language              | Same video, translated with native lip-sync, deployed to a localized page.                       | <b>\$147 each</b>      |
| Additional page deployment       | Presenter + clickable button installed on one more page.                                         | <b>\$97 each</b>       |
| Extra presenter variation        | Alternate face / outfit / style of the same video for split-testing.                             | <b>\$97 each</b>       |
| Custom spokesperson (their face) | The owner or their team member becomes the presenter — from one photo/video, no filming session. | <b>\$297</b>           |
| Script copywriting upgrade       | Long-form persuasion script rewrite with hooks and objection handling.                           | <b>\$147</b>           |
| Rush delivery (48 hours)         | Project jumps the queue.                                                                         | <b>+50% of package</b> |
| Video-only license               | Rendered files delivered for ads and social, beyond website use.                                 | <b>\$97</b>            |
| Quarterly A/B face test          | Two presenter versions rotated and compared each quarter.                                        | <b>\$197 / quarter</b> |

## PRICING RULES I WANT YOU TO STEAL

**Anchor high, land mid.** Say “projects like this run \$297 to \$997 depending on scope” — then place them.

**Never itemize your time.** You’re selling the outcome (a 24/7 salesperson), not hours in CastAI.

**50% upfront, always.** The deposit is the commitment. Wording is in Part 10.

**Raise prices every 5 clients.** Your portfolio compounds; your prices should too.



## PART 4 · COLD EMAIL SCRIPTS

# Five Emails That Start Conversations

Rules: one idea per email, under 120 words, no attachments, one question at the end. Personalize every [bracket] — one specific detail about their business doubles replies.

**EMAIL 1 · THE LOCAL BUSINESS OPENER**

**Subject:** Quick video idea for [Business Name]

Hi [First Name],

I was on [Business Name]'s website earlier — great [specific detail, e.g. before/after gallery], but I noticed nothing greets visitors when they land. Most people click away in silence.

I install AI video spokespersons: a professional presenter appears on your site, welcomes visitors, explains your offer, and points them to a "Book Now" button. No filming on your side — I handle everything.

Worth a 10-minute call this week to show you how it would look on your homepage?

— [Your Name]

**Why it works:** Leads with their website, not your service. The "nothing greets visitors" line creates an instant, visual problem.

**EMAIL 2 · THE E-COMMERCE ANGLE**

**Subject:** A 24/7 salesperson for [Store Name]

Hi [First Name],

Imagine your best salesperson standing on every product page of [Store Name] — pointing customers to "Add to Cart," answering the obvious question, never off shift.

That's what I build: AI presenter videos deployed directly on your store with clickable buy buttons. One video can even be translated into the languages your customers actually speak, with perfect lip-sync.

Can I send over a 60-second example of how it would look on your best-selling product page?

— [Your Name]

**Why it works:** The offer of a free visual example ("can I send...") gets a yes because it costs the prospect nothing.



**EMAIL 3 · THE COACH / CONSULTANT ANGLE**

**Subject:** Your booking page — but it talks

Hi [First Name],

People land on your booking page already interested — and then a wall of text has to close them. That's a lot of pressure on a paragraph.

I create AI spokesperson videos for coaches: a presenter greets the visitor, restates the transformation you deliver, and points to your calendar button. Clients typically use it on their booking and sales pages.

If I mocked one up for [their program name], would you want to see it?

— [Your Name]

**Why it works:** "Would you want to see it?" is a micro-commitment. You build the mock-up only after they say yes.

**EMAIL 4 · THE AGENCY / WHITE-LABEL PARTNERSHIP**

**Subject:** White-label video presenters for your client roster

Hi [First Name],

You already manage websites and traffic for your clients — I supply the piece most agencies can't: AI spokesperson videos, deployed on-page with clickable CTAs, delivered white-label under your brand.

You sell it at your price; I produce and deploy at a flat wholesale rate per video. Your clients get a 24/7 presenter on their sites, you get a new line item with real margin.

Open to a quick call to see wholesale pricing and samples?

— [Your Name]

**Why it works:** One agency partner can hand you 5–20 projects. Quote wholesale at roughly 50–60% of your retail menu.

**EMAIL 5 · THE “I MADE THIS FOR YOU” CLOSER (HIGHEST REPLY RATE)**

**Subject:** I made a video for [Business Name] — it's attached to nothing, it's live

Hi [First Name],

Rather than describe what I do, I did it: I created a short AI spokesperson video for [Business Name] — a presenter welcoming your visitors and pointing them to [their main CTA].

Watch it here: [link to demo video]

If you like it, I can have it live on your website this week — presenter, script and clickable button included. If not, no hard feelings; it took me minutes with the platform I use, not hours.

Want it?

— [Your Name]

**Why it works:** This is the CastAI superpower: demos cost you minutes. Send five of these a day and you WILL close clients.

**SUBJECT LINE BANK (MIX AND MATCH)**

“Your website is silent — I can fix that” · “A salesperson that never sleeps, for [Business]” · “Saw your site — one thing is missing” · “This plays when someone lands on [domain].com” · “[Competitor] type stores are doing this now” · “60 seconds that could change your homepage” · “Video idea for your [service] page” · “Speak to your customers in their language (literally)”



## PART 5 · WHATSAPP &amp; DM SCRIPTS

# Short-Form Scripts for WhatsApp, Instagram, Facebook & LinkedIn

DMs are conversations, not pitches. Keep messages under 3 lines, never send a link in the first message, and always end on a question. Send message 2 only after they reply.

**WHATSAPP · LOCAL BUSINESS (2-STEP)**

**Message 1:** Hi [First Name] I visited [Business Name]'s website today — really liked [specific detail]. Quick question: have you ever thought about having a video presenter greet visitors when they land on your site?

**Message 2 (after reply):** It's an AI-created spokesperson — a professional presenter appears on your homepage, welcomes visitors and points them to your booking button. No filming needed from you. I can send a 30-second sample made for your business — want me to?

**Why it works:** WhatsApp works brilliantly for local businesses in most markets — it feels personal, not corporate.

**INSTAGRAM DM · E-COM / CREATOR**

**Message 1:** Hey [Name]! Loved your recent post about [topic]. Random q — does your website convert as well as your IG does?

**Message 2 (after reply):** Asking because I build AI spokesperson videos — a presenter that lives on your site/sales page, pitches your offer and sends people to checkout with a clickable button. Happy to mock one up for [their product] so you can see it. Interested?

**Why it works:** The compliment must be real. Generic flattery gets left on seen.

**FACEBOOK MESSENGER · FROM LOCAL GROUPS**

Hi [Name]! Saw your post in [Group Name] about [their business/question]. I help local businesses add a video spokesperson to their website — it greets every visitor and points them to "Book Now." I'm taking on two local businesses this month at a founding rate. Want me to send a sample of how it'd look for [Business Name]?

**Why it works:** Local buy/sell and business-owner groups are full of people already asking for marketing help.

**LINKEDIN · CONNECTION NOTE + FOLLOW-UP**

**Connection note (300 chars):** Hi [First Name] — I create AI video spokespersons for [industry] websites (a presenter that greets visitors and drives them to a CTA). Thought it was relevant to what you're building at [Company]. Happy to connect!

**After they accept:** Thanks for connecting, [First Name]! Quick one — if a professional presenter could welcome every visitor on [Company]'s site, in any language your customers speak, and point them to [their CTA]... is that something you'd want to see? I can send a 60-second demo, no strings.

**Why it works:** LinkedIn is where the Multilingual Pack sells best — exporters and B2B firms live here.



## PART 6 · FOLLOW-UP SCRIPTS

# The Fortune Is in the Follow-Up (Really)

Most replies come from touches 2–4, not the first message. Space them: Day 2, Day 5, Day 9, Day 14. Every follow-up adds something new — never send “just bumping this.”

**FOLLOW-UP 1 · DAY 2 — THE GENTLE NUDGE**

**Subject:** Re: [original subject]

Hi [First Name] — just floating this back up. The short version: I put a professional video presenter on your website that greets visitors and sends them to [their CTA]. You film nothing; I handle it all.

Would a 60-second sample for [Business Name] be useful?

**FOLLOW-UP 2 · DAY 5 — SHOW, DON'T TELL**

**Subject:** Made this in 20 minutes (example inside)

Hi [First Name],

Here's an example of the kind of presenter I'd put on a site like yours: [demo link].

Notice the button under the presenter — that's clickable, and it goes wherever you want: bookings, checkout, WhatsApp. That button is the whole point.

If I built one around [Business Name]'s main offer, what would you want it to say?

**Why it works:** Asking what THEIR video would say gets them designing it in their head. People buy what they helped create.

**FOLLOW-UP 3 · DAY 9 — THE SPECIFIC IDEA**

**Subject:** One idea for your [page name] page

Hi [First Name],

Looked at your [specific page] again. Idea: a presenter appears, says “[one-line script sample written for their business]”, and a [Book Now / Buy Now] button pulses underneath.

That whole thing — script, presenter, deployment — is a \$[price] project on my end and it would be live within [X] days. Want me to hold a slot this month?

**Why it works:** Naming the price in a follow-up filters for serious buyers and often triggers the reply.

**FOLLOW-UP 4 · DAY 14 — THE PROFESSIONAL BREAK-UP****Subject:** Closing the loop

Hi [First Name] — I'll assume the timing isn't right and stop nudging. If a video presenter for [Business Name] becomes interesting later, my door's open and the sample offer stands.

Either way — [genuine compliment about their business]. Rooting for you.

**Why it works:** Break-up emails get a surprising number of "wait, actually..." replies. Send it with zero guilt.

**AFTER THE DISCOVERY CALL · SAME DAY****Subject:** Great speaking today — next steps

Hi [First Name], great talking earlier. As promised: I'll send the full proposal by [day]. It will cover the [package name] we discussed — presenter, script, deployment on [pages] with a [CTA] button — at \$[price]. Meanwhile, if any question pops up, just reply here. Talk soon!

**PROPOSAL SENT, NO RESPONSE · DAY 3****Subject:** Your proposal — one question

Hi [First Name], checking you received the proposal for the [package name]. One question: is anything in there unclear or not quite what you pictured? Happy to adjust scope — the goal is a version of this you're excited about.



## PART 7 · DISCOVERY CALL QUESTIONNAIRE

# The 15-Minute Call That Closes the Deal

Print this page. Ask in order. You're doing two things at once: gathering everything production needs, and letting the client sell themselves on the problem.

**A · BUSINESS SNAPSHOT**

1. Tell me about the business — what do you sell, and who's the ideal customer?
2. What's the single offer or service you most want more of?
3. Who's the face of the brand — you, a team member, or would a professional presenter fit better?

**B · WEBSITE & TRAFFIC**

1. Walk me through what happens when someone lands on your site today. What do you want them to do?
2. Which pages matter most — homepage, sales page, booking page, product pages?
3. Where do visitors come from — ads, Google, social, referrals?
4. What platform is the site on (WordPress, Shopify, Wix, custom)? Who can add a small embed code?

**C · VIDEO, BRAND & LANGUAGES**

1. Any existing videos, or would this be your first?
2. How should the presenter feel — formal, friendly, high-energy, premium?
3. Do your customers speak languages other than [primary language]? Which ones?
4. Any presenter preferences — age range, style, or "someone like our staff"?

**D · GOALS & SUCCESS**

1. If this works, what changes in 90 days — more calls booked, more sales, fewer "what do you do?" questions?
2. How do you measure that today?

**E · BUDGET & TIMELINE**

1. Projects like this run from \$197 for a single-page presenter to \$997+ for multilingual packs. Which end of that feels right for where you are?
2. When would you want this live?
3. If the proposal looks right, are you the person who signs off, or is anyone else involved?



### QUALIFY BEFORE YOU QUOTE — GREEN LIGHTS & RED FLAGS

■ **Green lights:** has traffic already · a clear offer · one decision-maker · answered the budget question without flinching · asked “how fast can this be live?”

**Red flags:** wants “to think about the script for a few weeks” · no website or a site nobody can edit · asks for spec work beyond one sample · haggles below Starter pricing. Politely pass — your minutes are better spent on the next prospect.



## PART 8 · CLIENT ONBOARDING

# Collect Everything Once — Then Disappear and Deliver

The moment payment lands, send the Client Onboarding Form (included as an editable DOCX in this kit). Here's what it captures and why each piece matters.

| Section of the form   | What you collect                                                                       | Why it matters in CastAI                                  |
|-----------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Business & contact    | Legal name, contact person, phone/WhatsApp, billing email.                             | Proposal, invoice and delivery all reference this.        |
| Brand assets          | Logo, brand colors, fonts, any existing video/photos.                                  | Presenter styling and on-page look match their brand.     |
| The offer             | The product/service to feature, its price, the promise, proof points.                  | This becomes the script's hook, body and CTA.             |
| Presenter preferences | Face/style direction, own-face upload (photo/video), tone of voice, language(s).       | Drives spokesperson choice, voice clone and translations. |
| Website access        | Platform, page URLs, who installs the embed code (them / you), button destination URL. | Deployment is a paste-one-snippet job when this is right. |
| Approvals & deadline  | Script approver, revision contact, target go-live date.                                | Protects your timeline and your revision rounds.          |

### ONBOARDING EMAIL TO SEND WITH THE FORM

**Subject:** Welcome aboard — 10 minutes and we're in production

"Hi [First Name], payment received — welcome! One thing stands between us and your presenter going live: the attached onboarding form. It takes about 10 minutes. The moment it's back, I start on your script and you'll have a draft within [X] business days. — [Your Name]"



## PART 9 · SENDING THE PROPOSAL

# A Proposal That Reads Like a Confirmation, Not a Pitch

Use the included DOCX template. By the time it arrives the client should feel the decision is already made — the proposal just writes it down.

- **Send it within 24 hours of the discovery call.** Every day of delay costs real conversion.
- **Mirror their words.** If they said “our site feels dead,” the proposal says “bring the site to life.”
- **One recommended package, one alternative.** Never three columns of confusion — the deck already showed the menu.
- **Price sits next to outcomes,** never next to a task list. “Presenter live on 3 pages with clickable CTAs — \$747.”
- **Expiry date on every proposal** (7 days). Urgency you can point to politely.
- **End with the smallest next step:** “Reply ‘approved’ and I’ll send the deposit invoice today.”

## WHAT'S INSIDE THE DOCX TEMPLATE

Branded cover · “What you told me” recap · Recommended solution · Scope & deliverables table · Timeline · Investment & payment schedule · Terms (revisions, usage rights, cancellation) · Signature / acceptance block. Every [bracket] is find-and-replace ready.



## PART 10 · INVOICE WORDING

# Copy-Paste Invoice Language That Gets Paid Fast

Use these exact blocks in Wave, PayPal, Stripe, Razorpay, Zoho — any invoicing tool. Professional wording is quiet proof you've done this before.

**DEPOSIT INVOICE · 50% TO BEGIN**

**Line item:** AI Spokesperson Video — [Package Name] · Project deposit (50%) · Includes scriptwriting, presenter production and scheduling of deployment for [Business Name].

**Note on invoice:** "This deposit confirms your project slot. Production begins on receipt, and the balance is due on approval of your presenter video, before deployment to your website."

**FINAL INVOICE · BALANCE ON APPROVAL**

**Line item:** AI Spokesperson Video — [Package Name] · Final balance (50%) · Presenter video approved on [date]; includes deployment to [pages] with clickable CTA button(s) and [N] revision round(s) as scoped.

**Note on invoice:** "On payment, your presenter goes live within [X] business days and all deliverables and usage rights transfer to [Business Name] as per our agreement."

**MONTHLY REFRESH PLAN · RECURRING**

**Line item:** Monthly Video Refresh Plan · [Month, Year] · One presenter video update, script changes, maintenance of [N] deployed pages, and CTA/link updates for [Business Name].

**Note on invoice:** "Billed monthly in advance. Pause or cancel anytime with 14 days' notice before the next billing date."

**STANDARD TERMS BLOCK (PASTE AT THE BOTTOM OF EVERY INVOICE)**

"Payment due within 7 days of invoice date. Work products remain the property of [Your Business Name] until paid in full, after which [Client Business Name] receives full usage rights to the delivered videos on its websites and marketing channels. Late payments may pause deployed services. Prices exclude any applicable taxes."

*Adjust for your local tax rules (GST/VAT/sales tax) and, for larger projects, have a local professional glance over your terms once — it's cheap insurance.*



## PART 11 · THE DELIVERY CHECKLIST

# Deliver Like an Agency of Ten (Even If It's Just You)

Run every project through this list. Consistent delivery is what turns one-off projects into referrals and Monthly Refresh subscriptions.

**PHASE 1 · PRE-PRODUCTION (DAY 0-1)**

- ☐ Deposit received and onboarding form returned in full
- ☐ Brand assets saved to the client folder (logo, colors, links)
- ☐ Script drafted from the onboarding answers — hook, offer, CTA
- ☐ Script sent for approval with a reply-by date
- ☐ Presenter direction confirmed (library face, style, or client's own face uploaded)

**PHASE 2 · PRODUCTION IN CASTAI (DAY 1-3)**

- ☐ Presenter video created; face/outfit/style transformed to match the brand
- ☐ Voice checked — tone, pacing and pronunciation of brand names
- ☐ Speech edits applied where the client tweaked wording (lips re-sync automatically)
- ☐ Rendered in the highest quality your plan allows (1080p if you have Pro / the bundle)
- ☐ Translations generated for each contracted language and reviewed

**PHASE 3 · DEPLOYMENT (DAY 3-4)**

- ☐ Presenter deployed as overlay or inline embed on every contracted page
- ☐ Clickable CTA button connected to the exact destination URL and tested
- ☐ Checked on mobile and desktop, and on a browser the client actually uses
- ☐ Page load sanity-checked after embed
- ☐ Client walkthrough recorded or scheduled — show them it working live



#### PHASE 4 · HANDOFF & UPSELL (DAY 4-7)

- ☐ Final invoice sent with the wording from Part 10
- ☐ Video files delivered (plus ad/social versions if licensed)
- ☐ One-page summary sent: what's live, where, and how to request changes
- ☐ Review / testimonial requested while enthusiasm is highest
- ☐ Monthly Video Refresh Plan pitched: "want me to keep this fresh every month?"



## PART 12 · YOUR FIRST CLIENT IN 7 DAYS

# The Day-by-Day Launch Plan

Everything in this kit, sequenced. Block 60–90 minutes a day for one week.

| Day          | Do this                                                                                                            | Kit tools you'll use       |
|--------------|--------------------------------------------------------------------------------------------------------------------|----------------------------|
| <b>Day 1</b> | Pick ONE niche from Part 1. Set up your CastAI workspace. Choose your two launch packages.                         | Part 1, Part 2             |
| <b>Day 2</b> | Build one killer demo video for a fictional (or your own) business in that niche. Deploy it on a page you control. | CastAI + Part 11 checklist |
| <b>Day 3</b> | List 25 prospects with names, emails, phones and one personal detail each.                                         | Part 1 niches              |
| <b>Day 4</b> | Send 15 cold emails + 10 WhatsApp/DMs. Personalize every bracket.                                                  | Parts 4 & 5                |
| <b>Day 5</b> | Follow-up round 1. Book discovery calls with everyone who replied.                                                 | Parts 6 & 7                |
| <b>Day 6</b> | Run calls with the questionnaire. Send proposals within 24 hours.                                                  | Parts 7 & 9 + pitch deck   |
| <b>Day 7</b> | Close: deposit invoice on approval, onboarding form out, production begins.                                        | Parts 8, 10 & 11           |

**ONE LAST PUSH FROM ME**

The difference between people who make money with CastAI and people who don't is not talent, tech skills or luck. It's twenty-five sent messages. Everything else in this kit exists to make those twenty-five messages convert. Go send them — and when you close your first client, hit reply on any of my emails and tell me. I genuinely want to hear it. — **Rohit**



# Thank You — And Go Get Paid

Thank you for grabbing CastAI through my link. This kit exists for one reason: so the platform you just bought starts paying for itself with real client money.

Pick one niche. Send twenty messages. Close one deal at \$297.  
Do that once and everything in this kit becomes a repeatable system.

I only promote tools I would build a service on myself — and I stand behind every bonus I ship. If you ever need help with a pitch, a price or a proposal, reply to any of my emails. I read them personally.

**To your first client,**

**Rohit Shah**

[rohitshah.club/castai](https://rohitshah.club/castai) · MORE BONUSES INSIDE YOUR PURCHASE