1 AI A DAY · @JJWONG.AI

The Live-to-Clips Kit

1 AI A Day · Day 48

JJ Wong · jjwong.ai

Turn one campaign live into 5 short clips — with every old price cut out.

The idea

Your live already has the moments: a demo that landed, a question that sold. Find them with a transcript, cut them short, and post one a day.

The prompt

> Here is the transcript of my live session with timestamps.
> Find the 5 strongest moments for short clips:
> a demo, a buyer question answered, a before/after,
> a surprise, a clear benefit.
> For each: start and end time, a hook line for the first 2 seconds,
> and any price or voucher mentioned that I must cut.

Most video editors and many AI tools can make a transcript with timestamps from a recording.

The 5-moment checklist

- [ ] One product per clip
- [ ] Starts on the hook, not mid-sentence
- [ ] Captions on (many people watch without sound)
- [ ] One point per clip
- [ ] Ends on what to do next

Price check before posting

- [ ] No campaign price on screen or in the audio
- [ ] No "today only" or voucher codes
- [ ] No background music you're not sure you can reuse
- [ ] No buyer names or usernames on screen

The trap

Old campaign prices in new clips. The clip keeps playing long after the voucher ends.