
FREE BLUEPRINT

How My Clone **Accidentally Built** 2 Million Free Visitors/Mo.

We created a MASSIVE free traffic machine with my AI clone — while I was bedridden and unable to work. \$0 in ads. No filming. No writing.

\$200K

/month revenue

2M+

views/month

3-5 hrs

work week

Julia McCoy

Founder, First Movers AI

firstmovers.ai

My Doctor Said "No More." My Business Should Have Died.

A year ago, I was in the ER fighting for my life. Atrial fibrillation for a month straight. Long COVID. Lyme disease. Mold toxicity. Adrenal failure. Over 100 symptoms.

I couldn't sit at my desk. It was literally life or death. And everything in my business — the content, the marketing, the leads, the revenue — depended on MY face, MY voice, MY presence.

After 13 years of building. A 100-person writing agency. 200+ speaking engagements. 60,000+ client projects completed. 100-hour work weeks. I was the single point of failure. And the bottleneck was about to break.

I had two choices: lose everything I'd built in 13 years — or figure out how to show up without showing up.

I chose door number two. I built an AI clone — trained it on everything I know. It didn't just keep my business alive. It scaled it to levels I never reached in 13 years of doing everything myself.

How many of you are the bottleneck of your business?

THE RESULTS

While I Healed. From Bed. From My Phone.

\$200K/mo

Revenue

While healing from bed

2 Million

Monthly Views

Zero dollars in ads

3–5 Hours

Work Week

Down from 100+ hours

9,900%

More Reach

Than human-written content

\$30K/week in sponsorship + ad revenue

95% of all business leads come from YouTube

250K+ subscribers — every video AI-cloned

\$3M/year business — built in 15 months with a small team

\$160K in sponsorship revenue in 2026 alone

AI Didn't Just Save My Business. It Saved My Life.

BEFORE

100-hour work weeks
100 employees to manage
7 years to scale to revenue
ER visits, body shutting down
Single point of failure — me
Everything stops if I stop

AFTER

3-5 hour work week
Small team + AI clone
12 months to \$200K/month
Healing, thriving, present
\$3M/year business
Business runs without me

THE CLONE ECONOMICS

THE REAL ME
\$700/hr
live consulting

MY CLONE
\$4K / 10 min
booked every week

Build Your AI Avatar

Use the BEST avatar software — HeyGen

HOW I BUILT DR. McCOY:

1 Record 3 clips — 2 minutes each

This gives HeyGen enough training data to understand your facial movements, expressions, and natural speaking patterns.

2 Wear 3 different outfits

Variety in clothing helps the AI generate more natural-looking videos. You won't be locked into one look forever.

3 Use a DSLR camera + studio setup

Quality in = quality out. A well-lit, professional setup makes the difference between a clone people trust and one they bounce from.

4 Upload to HeyGen

Their custom avatar creation process handles the rest. They specialize in human-like AI avatars — it's what they do best.

5 That's it. Your clone is born.

Once processed, your avatar can perform any script you feed it. Unlimited videos. No filming. Ever again.

PRO TIPS FROM HEYGEN:

Speak expressively for at least 15 seconds per clip

Use natural expressions and gestures — don't be stiff

Pause between sentences to give the AI clean data

Choose a quiet, well-lit space with consistent lighting

Build Your Professional Voice Clone

Use the BEST voice software — ElevenLabs

PVC = PROFESSIONAL VOICE CLONE

01 Upload 2 hours of your voice

The more data you provide, the more accurate and natural your clone sounds. Use clean audio — podcasts, video narrations, or dedicated recordings all work.

02 ElevenLabs processes it into a PVC

A Professional Voice Clone is indistinguishable from the real you. This isn't a robotic text-to-speech voice. It captures your cadence, tone, pauses, and personality.

03 Use it for everything

Videos, audiobooks, podcasts, course narration, ad reads. Once your PVC exists, you can generate unlimited audio content in your voice — without ever stepping in front of a mic again.

MILESTONE:

I was the first author EVER to get an AI-cloned voice approved on Amazon Audible. Their TOS said "no AI." I proved my clone was good enough — and they accepted it.

DON'T SETTLE.

If your clone looks cheesy, it won't build real trust. Generic AI avatar tools create uncanny valley. Bad voice clones create instant distrust. People can FEEL when it's off — and they bounce. Invest in the best tools.

Train Your AI Brain

Claude AI — Your "Brain on a Shelf"

WHAT I TRAINED IT ON

- 13 years of my writing
- My belief system & frameworks
- My speaking style & tone
- Best-performing content
- My entire knowledge base

WHAT IT WRITES FOR ME

YouTube scripts (every single one)

Email campaigns & sequences

Social media posts

Blog content & articles

Sales copy & landing pages

HOW TO SET UP YOUR CLAUDE PROJECT:

1. Create a Claude Project

Go to Claude AI and create a new Project. This becomes your dedicated AI brain — a persistent workspace trained on your voice and knowledge.

2. Upload your best content

Start with 10–20 pieces of your best-performing content: blog posts, scripts, emails, social posts. This is the foundation the AI learns from.

3. Add your frameworks

Document your belief system, your unique methodologies, your tone preferences, and your opinions on key topics. The more specific, the better.

4. Write a system prompt

Tell Claude who it is: 'You are my AI copywriter. You write in my voice based on these samples. You never use words I wouldn't use.'

5. Test and refine

Generate content, compare it to your real writing, and adjust. It takes 3–5 rounds of feedback to get it dialed in. Then it's indistinguishable.

Deploy at Scale

Your clone + AI brain = content machine that runs 24/7

THE 4-STEP CONTENT PIPELINE:

CLAUDE writes the script

1

Your trained AI brain generates a full video script in your voice, with your frameworks, your opinions, and your tone.

ELEVENLABS speaks it

2

Your Professional Voice Clone narrates the script. It sounds exactly like you — cadence, pauses, personality and all.

HEYGEN performs it

3

Your AI avatar lip-syncs the narrated script with natural facial expressions and gestures. It looks like you filmed it.

YOUTUBE publishes it

4

The finished video goes live on your channel. It generates views, subscribers, leads, and revenue — while you sleep.

Content, marketing, lead gen — 24/7, while you sleep.

The Monetization Flywheel

Turn free traffic into real revenue — on autopilot.

2026 CLONE REVENUE BREAKDOWN:

\$160K Sponsorship Revenue

AI tool companies pay \$4K-\$8K per 10-minute sponsored segment. We're booked every single week.

\$40K YouTube Ad Revenue

2M+ monthly views generates consistent AdSense revenue. This is pure passive income.

\$491K Business Revenue (YTD)

95% of all leads come from YouTube. The clone drives consulting, Labs memberships, and course sales.

THE FLYWHEEL:

1. Clone creates high-value YouTube content consistently
2. YouTube algorithm rewards consistency with more views
3. More views attract higher-paying sponsors
4. Sponsor revenue funds team + better production
5. Better production gets more views — cycle repeats
6. Meanwhile: every video generates leads for your core business

Zero ads. All organic. The traffic compounds.

The 30-Day Launch Roadmap

Your week-by-week implementation plan.

WEEK 1: FOUNDATION

- Set up your Claude Project and upload your best 10–20 pieces of content
- Write your system prompt (voice, tone, frameworks, beliefs)
- Generate 3 test pieces and compare to your real writing — refine
- Research HeyGen plans and ElevenLabs PVC requirements

WEEK 2: CLONE CREATION

- Film your 3 avatar training clips (2 min each, 3 outfits, DSLR)
- Upload to HeyGen and create your custom avatar
- Record 2+ hours of clean voice audio for ElevenLabs
- Submit your PVC application and begin processing

WEEK 3: FIRST CONTENT

- Generate your first 3 YouTube scripts with Claude
- Produce your first AI clone video end-to-end
- Edit, add B-roll, captions, and thumbnail
- Publish your first clone video — measure response

WEEK 4: SCALE & OPTIMIZE

- Produce 2–3 more videos (aim for 2–3x per week cadence)
- Set up your lead magnet and email capture
- Begin sponsor outreach or set up AdSense monetization
- Review analytics, refine scripts, and systemize your workflow

YOUR NEXT MOVE

The Blueprint Gets You Started. We Get You There.

You now have the exact system behind 2 million monthly visitors, \$200K/month in revenue, and a 3-5 hour work week. But reading about it and building it are two different things. Here's how we can help:

BUILD IT YOURSELF

AI Labs

Join 400+ professionals learning AI skills with 50+ courses, weekly live coaching calls, and a community of builders who get it. Learn to build your clone, train your AI brain, create content systems, and automate your marketing — step by step.

- 50+ hands-on AI courses
- Weekly live coaching calls
- Clone-to-Scale course
- Community of builders

FirstMovers.ai/Labs

HIGHEST IMPACT

WE BUILD IT FOR YOU

Consulting

Want to be in the room with Julia? Get your clone filmed in an epic studio, your content strategy built, and full AI marketing, sales, and operations systems done for you. This is the highest tier — everything from clone creation to revenue-generating content pipelines.

- Professional clone filming in our studio
- Full AI marketing automation build
- AI operations & sales systems
- Direct access to Julia & the team

FirstMovers.ai/Consulting

Your Message Is Too Important to Be Limited by Your Presence.

Whether you face a health crisis, burnout, or simply the physical limits of a 24-hour day — the system is the same.

Build your clone. Train your brain. Deploy at scale.
Then go do what no machine will ever be able to do.

BE HUMAN.

Julia McCoy

Founder, First Movers AI

@JuliaEMcCoy · YouTube: Julia McCoy · firstmovers.ai

firstmovers.ai/labs | firstmovers.ai/consulting