Jidotori

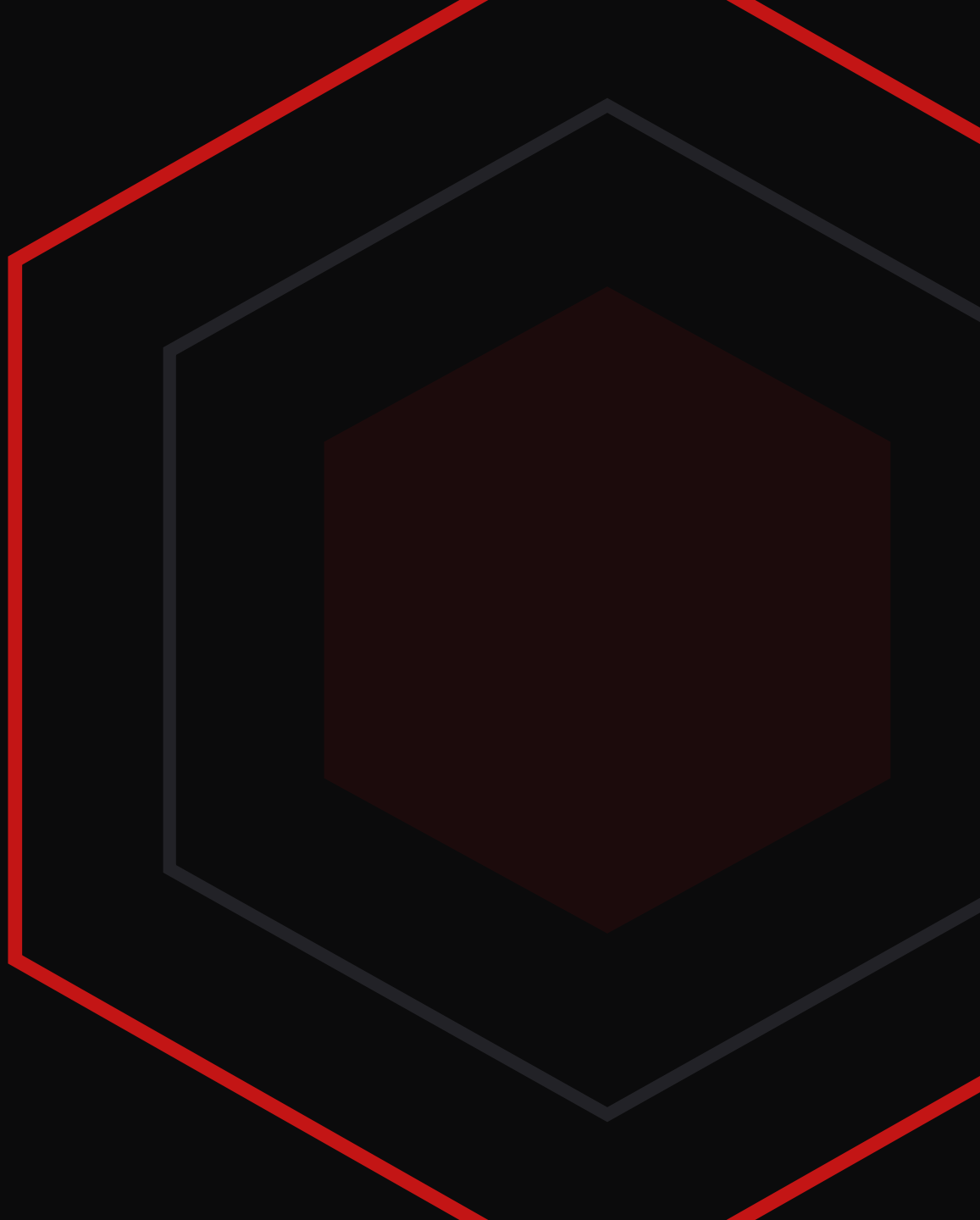
PRACTICAL PLAYBOOK · AI AUTOMATION

How to Build an AI Influencer

An end-to-end workflow for creating a consistent virtual character, giving it lifelike motion, and feeding it with an automated script engine.

Format	Stack	Outcome
7 phases · 3 blocks	**Picasso · HeyGen · n8n**	**~7 videos / week**

Automate the busywork. Spend the time on what matters.

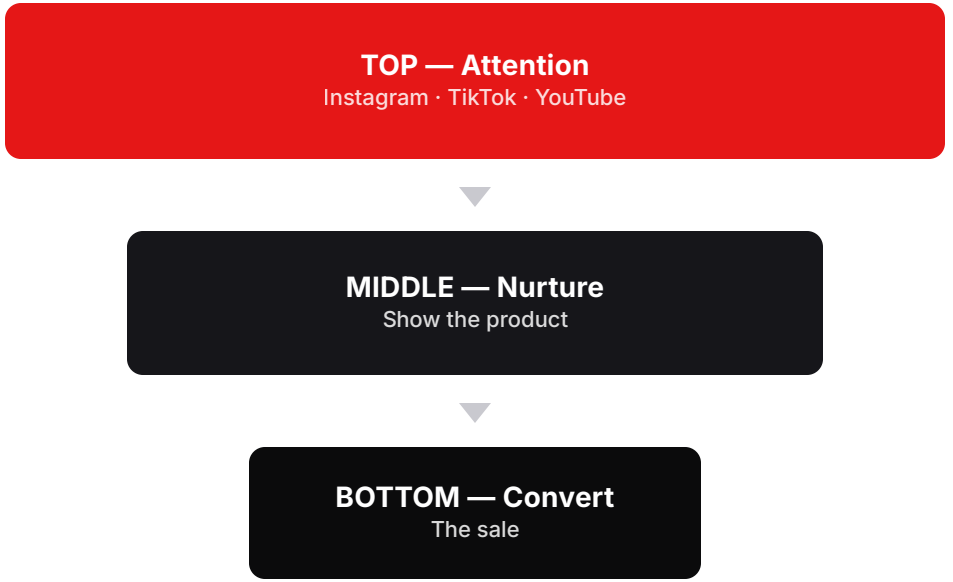


BEFORE YOU START

The approach

The common mistake is treating the avatar as an end in itself — a character that shows up on camera and racks up empty views. The smarter play: make the avatar the top of a funnel that delivers real value to a specific niche.

THE FUNNEL



WHY IT WORKS

The avatar captures attention on social media, moves that audience toward a product, and converts. For the funnel to work, the content must carry weight — and value comes from two ingredients this guide automates:

- **Up-to-date information** pulled from sources that are already performing.
- **Proven video structures** that have already gone viral.

SETUP

Tools you'll need

Picasso and HeyGen are used here for their balance of quality and ease. Valid alternatives exist (ComfyUI, Leonardo); test them and keep what fits your case.

ChatGPT
Writing & refining prompts, via web or API.

Free / usage

Picasso AI
Image generation on the Flux model.

~€0.05 / image

HeyGen
Image-to-video conversion (motions).

from $29 / mo

ElevenLabs
Voices for the avatar (optional).

Free tier

n8n / Make
Automating the script workflow.

Per plan

Apify
Scraping YouTube channels.

Per usage

Airtable / Sheets
Storing generated scripts.

Sheets free

ComfyUI
Optional — workflow-based images, max control.

Self-hosted

ROADMAP

The process at a glance

Seven phases, grouped into three blocks — from a consistent character to a finished, automated video.

BLOCK 1

Build the character

Produce a visually consistent avatar — the single hardest part to get right.

- 1 · Define the prompt
- 2 · Generate base images
- 3 · Build a consistent set
- 4 · Upscale & train

BLOCK 2

Animate it

Turn the still image into video with natural, repeatable gestures.

- 5 · Avatar & motions

BLOCK 3

Produce content

Generate quality scripts automatically and assemble them into video.

- 6 · Automate scripts
- 7 · Render the final video

BLOCK 1 · BUILD THE CHARACTER

1 Define the avatar prompt

The goal is a precise text prompt describing the character. The most effective route is to start from a reference image, then refine in a loop with ChatGPT.

THE STEPS

01 Find an online image of a person with the traits you want (e.g. dark hair, blue eyes, short cut).

02 Upload it to ChatGPT — web or the API chat dashboard — and ask for a prompt based on that image.

03 Take the returned prompt as your starting point: the **initial prompt**.

04 Refine it in a feedback loop until you reach the **final, polished prompt**.

> **IMPORTANT**
>
> The reference image only helps the model extract concrete features. The **final character won't resemble that person** — no one's identity is being impersonated.

THE REFINEMENT LOOP

P **Current prompt**
Feed it back to ChatGPT

A **Ask in plain language**
"Lower the age" · "more realism" · "frame from the hips up" · attach a 2nd image for the hairstyle

R **Refined prompt → repeat**
Loop until the description is exact

BLOCK 1 · BUILD THE CHARACTER

2 Generate base images in Picasso AI

Picasso runs the Flux model on its own servers — no local GPU needed. Low cost when used with discipline. Configure it in the AI image generator.

RECOMMENDED SETTINGS

PARAMETER	VALUE
Model	Flux
AI character	Empty — generate from scratch
Lora Style	**Blank / ultra realistic**
Prompt adherence	Mid-range, avoid extremes
Aspect ratio	9:16 (vertical)
Images per run	4

COST

~€0.20 per set of four (~€0.05 each). Credits ("gems") are bought in lots — top up 50 at a time.

THE KEY TECHNIQUE — THE SEED

Hit **"copy settings"** on a run you like to lock the seed. Re-run while changing one detail and the face stays put.

Run A · slot 1
black top

Run B · slot 1
white top — same face

Run A · slot 2
candidate 2

Run B · slot 2
matches slot 2

Same seed keeps slot order across runs — compare candidates in parallel. Work in batches: each run takes ~1 min.

BLOCK 1 · BUILD THE CHARACTER

3 Build a consistent image set

This is the make-or-break point: facial consistency. If the character isn't near-identical across images, it shows the moment you go to video.

THE METHOD

01 Start from the base image you like most and copy its seed & settings.

02 Introduce **subtle changes** only: clothing, expression, head orientation.

03 Aim for **10–12 consistent images**. To force a front-facing pose, add `look directly to the camera, body facing forward`.

SHORTCUT

Ask ChatGPT: *"Send me copy-paste prompts based on this one, each changing only the clothing or a subtle detail."* You'll get variations that alter just the essentials.

GREATER CONTROL

ComfyUI generates images via custom workflows (similar in spirit to n8n/Make, applied to imagery), giving more consistency. Picasso is used here for convenience; ComfyUI is the option when you need finer control.

10–12 consistent images is the target for this phase — the raw material for training the avatar.

BLOCK 1 · BUILD THE CHARACTER

4 Upscale & train the model

Optional upscaling sharpens realism; training fixes the face into a reusable model. Three valid routes — test and compare.

UPSCALE IN PICASSO (OPTIONAL)

SETTING	GUIDANCE
Resolution	2 MP is enough; 4 MP costs more for little gain
Intensity	0–50; ~30% works well
Region	Face + body

WATCH OUT

Upscaling is partly random — it can add/remove freckles or invent a piercing. Review each result. If the Lora is already ultra-realistic, upscaling is barely needed.

TRAINING ROUTES

① Upscale → train in Picasso · 3 trainings · ~2,500 steps · ~60 min

② Train directly in HeyGen

③ No training — stack Picasso images under one HeyGen avatar

EACH STEP DILUTES THE FACE

Chaining too many trainings amplifies the loss. This guide takes upscaled Picasso images straight into HeyGen — **without retraining** — to keep features closest to the original.

BLOCK 2 · ANIMATE IT

5 Create the avatar & motions in HeyGen

HeyGen turns the images into video (paid plan, from ~$29/mo). A motion is a 5–10s gesture pattern that gets replicated across the final video — so it looks natural, not like an animated still.

CREATE THE AVATAR

01 `Avatars` → `create new avatar` → `photo avatar`.

02 Upload your ~10 selected images.

03 Pick a voice, or add a custom one.

04 **Looks** (outfit variants) are already done in Picasso. **Motions:** ⋯ menu → `add motion` → tune the prompt.

TRICK

Adding `moving hands` yields natural hand motion even if the source had none — but the model may invent rings or watches. Keep them consistent across videos.

MOTION MODELS

MODEL	TRAIT	VERDICT
Minimax	More hand movement, realistic look	quality dips
Kling	Holds realism well	low expression
Runway v3 / v4	Best overall results; v3≈v4	recommended

Generate motions in batches — they take time — and trial each model before settling on the one that fits the character.

BLOCK 3 · PRODUCE CONTENT

6 Automate script generation

The phase that gives the project meaning. Combine fresh information from sources that already work with video structures that have already gone viral. Built in n8n (or Make), run once a week.

SOURCE SELECTION

On YouTube, find well-performing channels in your niche. Use English keywords (the flow translates to Spanish): AI tools 2025, winning products Shopify 2025. Collect 3–5 channel URLs.

THE FORMULA

Structure from the verticals (viral Instagram reels, scraped for their shape) **+ information from the horizontals** (long-form source videos). That mix is what the AI agent turns into a script.

THE N8N WORKFLOW

1. **Scrape with Apify**
   One request, the channel URLs → pull their content
2. **Filter by date**
   Keep only the last week
3. **Download & transcribe**
   HTTP GET, then the `OpenAI` node
4. **Translate (optional)**
   EN → ES if sources are English
5. **Reformat**
   Horizontal (10–25 min) → vertical script (1–2 min)
6. **AI agent writes the script**
   Viral-structure examples + fresh info → final script
7. **Store + notify**
   Airtable / Google Sheets, then a Telegram ping

BLOCK 3 · PRODUCE CONTENT

7 Render the final video

Two ways to assemble the video. Both work — the choice depends on your priorities: full automation, or a layer of human oversight.

OPTION A — Automated · HeyGen API

1. Get the **Avatar ID** via `list all avatars`, or copy it from the UI (⋯ → `copy avatar ID`). Here it's a **Talking Photo ID** (string).
2. Get the **Voice ID** from ElevenLabs (integrate the API key in HeyGen) or HeyGen's own library.
3. Fire the `video creation` POST with `talking_photo_id` + `voice_id` + `input_text`.
4. Wire the Airtable/Sheets node to this HTTP request — every script auto-renders.

Docs: docs.heygen.com → API Reference (`request example` gives the full template).

OPTION B — Manual · recommended to start

1. Copy the scripts from Airtable / Sheets.
2. In HeyGen, open your avatar → `create with AI Studio` → vertical format.
3. **Review each script** — ~30 min a week: fix, trim, polish, and make sure nothing inappropriate ships.
4. Pick the voice. A **1.2× speed** adds pace and dynamism.
5. Hit `Submit` and generate.

Manual adds a safety layer over what the avatar says, at the cost of a little time.

END TO END

The full pipeline

From a polished prompt to a publish-ready vertical video — repeatable every week.

Polished prompt

ChatGPT

Consistent images

Picasso / ComfyUI

Avatar + motion

HeyGen

Quality script

n8n · info + structure

Vertical video

1–2 min · HeyGen

WHAT MATTERS MOST

Two things to get right

Everything else is tooling. These two decide whether the avatar reads as believable.

Facial consistency

01

The most frequent failure and the most visible. Hold it with copied seeds, homogeneous image sets, and the fewest chained trainings possible.

The voice

02

A voice that doesn't fit the character breaks the illusion. Invest time finding one that matches — in ElevenLabs or HeyGen's library.

Build it once.
Let it run weekly.

Automate the busywork. Spend the time on what matters.

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