

# How To **Clone** Any Business Owners **& Build** Your **AI Agency**

**Billy Gene's** complete step-  
by-step system from building  
**The Client Cloning System** to  
Instagram automation.

# Step 1: Build Their Digital Brain

Train a custom GPT on the owner's emails, posts, scripts and history — it writes exactly like them.

- 1 Collect 3–6 months of their content — emails, captions, podcasts, sales scripts, etc.
- 2 Go to [chat.openai.com](https://chat.openai.com) → Explore GPTs → Create. Name it **The Client Cloning System: [Name]**
- 3 In the instructions, tell it who it is, what it should help with, and how it should sound. Upload examples like emails, captions, website copy, scripts, FAQs, and brand notes. Paste this prompt and save it.

**You are [NAME], founder of [COMPANY]. You speak exactly like them — their tone, humor, catchphrases. Use uploaded files as your knowledge base. Write content exactly as [NAME] would. Never break character.**

- 4 Test it — ask it to write a caption or sales email. Refine until it sounds just like them

# Step 2: Clone Their Face & Photo

Nano Banana generates a hyper-realistic AI portrait from a single image — this becomes their HeyGen avatar.

- 1 Start with a clean, clear photo of the business owner.
- 2 Open [gemini.google.com](https://gemini.google.com) for Nano Banana, upload the photo and paste the prompt into Nano Banana.

Use the provided image as the reference for the person. Keep the face, identity, and key features exactly the same.

Place this person in: [car interior, office, coffee shop, home setup, gym, outdoor street, modern workspace]

Use lighting that is: [natural daylight, soft indoor lighting, dim lit room, bright window light, sunset lighting]

Camera angle should be: [straight-on, slight side angle, close-up, wide shot, over-the-shoulder, tripod, windshield-mounted]

Facial expression should be: [neutral, slight smile, talking, focused, laughing, thinking]

Outfit should be: [casual t-shirt, business attire, hoodie, gym wear, jacket, button-up shirt]

Maintain strong identity consistency so it clearly looks like the same exact person.

The image should feel natural and realistic—like a real photo, not AI-generated. Include natural skin texture, real lighting, and subtle imperfections.

You can adjust pose and framing to match the scene, but do not change the person's identity.

No filters, no over-smoothing, no unrealistic lighting, no text, no logos, no watermarks.

Style: ultra-realistic, candid, smartphone photo, authentic

- 3 Generate the image, review the results and pick the best version, and save the best clone image.

# Step 3: Clone Their Voice

ElevenLabs clones any voice from 1–5 min of audio. Combined with CloneGPT scripts — their voice on demand.

- 1 Open ElevenLabs and go to Instant Voice Clone.
- 2 Upload a short audio clip of the business owner and let ElevenLabs process the voice.
- 3 Create and save the voice clone.
- 4 Type in the script or words you want it to say, generate the audio, listen back and make sure it sounds right.
- 5 Download the final voice file.

# Step 4: Animate The Clone With HeyGen

Combine the Nano Banana photo + ElevenLabs audio inside HeyGen → professional talking-head video. No filming needed.

- 1 Go to [heygen.com](https://heygen.com) → Avatars → Photo Avatar (not Video Avatar)
- 2 Upload the clean PNG from Nano Banana. HeyGen detects the face and prepares animation
- 3 Select your Photo Avatar and upload the audio saved from ElevenLabs
- 4 Preview — the AI portrait will speak the cloned voice with matched lip movement
- 5 Export at 1080p to post

# Step 5: Find What To Post

Answer the Public reveals exactly what people search for — unlimited content ideas in any niche. Feed them into The Client Cloning System for instant scripts.

- 1 Go to [answerthepublic.com](https://answerthepublic.com) → type the owner's niche keyword
- 2 Search and review the questions it gives you, pick a few high-potential ideas (clear, common, or interesting questions).
- 3 Take a top question → prompt The Client Cloning System: "Write a 60-sec Reel script answering this in my voice"

# Step 6: Schedule & Automate Posts

Use Meta Business Suite or a scheduling tool to automate posting — turning the full pipeline into a hands-off content machine.

- 1 Click Create post or Create reel. Instagram supports scheduling both posts and reels.
- 2 Upload your photo or video. Write your caption and add any details you want.
- 3 Instead of publishing now, choose Schedule for later. Meta's scheduling flow lets you pick a date and time before publishing.
- 3 Select the day and time you want the content to go live and click Schedule.

Go to your scheduled content if you want to edit, reschedule, or manage upcoming posts later. Instagram and Meta both provide ways to manage scheduled posts and reels.