



HeyGen

Quick Start Guide

Clone Yourself & Scale Your Content

*"Stop being the bottleneck in your own content.
Clone yourself and let AI handle the camera work."*

AI for Small Business with Jay, the AI Guy

Friday AI Workshop Series | March 6, 2025

What is HeyGen?

Your AI Video Studio - No Camera Required

HeyGen is an AI-powered video creation platform that lets you create professional videos using realistic digital avatars. Write a script, pick an avatar, and get a finished video in minutes.

Why Small Business Owners Love It:

- ✓ Create video content without being on camera
- ✓ Clone YOUR face and voice with a Custom Digital Twin
- ✓ 700+ stock video avatars and 500+ photo avatars
- ✓ 175+ languages with lip-synced translation
- ✓ Free plan available - no credit card required
- ✓ Professional quality videos in minutes, not hours

Pricing at a Glance

Plan	Monthly	Annual	Best For
Free	\$0	\$0	Testing (3 videos/mo, 720p)
Creator	\$29/mo	\$24/mo	Solo creators & small biz
Pro	\$99/mo	\$79/mo	Advanced creators, 4K, 10x Premium
Business	\$149/mo (+\$20/seat)	~\$119/mo (+\$20/seat)	Teams & collaboration
Enterprise	Custom	Custom	Large organizations

Jay's Recommendation

Start with the Free plan today. When you're ready to remove the watermark and unlock unlimited videos, the Creator plan at \$29/month is the sweet spot for most small businesses. The Pro plan adds 4K video and 10x more access to premium features like Avatar IV.

Getting Started in 5 Minutes

1 Step 1: Go to heygen.com

Sign up with your email or Google account. The free plan gives you 3 videos per month - no credit card needed.

2 Step 2: Click 'Create Video'

You'll land in the AI Studio - HeyGen's drag-and-drop video editor.

3 Step 3: Choose Your Avatar

Browse the library: 500+ stock photo avatars on the Free plan, or 700+ stock video avatars on Creator and above. You'll find professional presenters, casual speakers, and diverse options across ages, ethnicities, and styles. Or create your own Custom Digital Twin (see page 4)!

4 Step 4: Write Your Script

Type your script directly in the editor or paste it in. Keep it conversational - write how you TALK, not how you write.

5 Step 5: Choose a Voice

Select from 1,000+ AI voices in HeyGen's voice library or use your own cloned voice. Always preview before generating!

6 Step 6: Customize the Scene

Choose a background (stock or custom upload), add your logo or branding, and adjust avatar size and position.

7 Step 7: Generate!

Click 'Generate' and wait 3-10 minutes. Download your finished video in 720p (Free), 1080p (Creator), or up to 4K (Pro/Business).

Pro Tip: Let AI Write Your Script First

Use Claude or ChatGPT to draft your script before pasting it into HeyGen. Prompt: "Write a 30-second video script for a small business owner introducing [your service]. Keep it conversational, warm, and end with a clear call to action."

Creating Your Custom Digital Twin

Clone Yourself - Your AI Twin Works While You Don't

Stock avatars work great - but YOUR face builds YOUR brand. HeyGen's Custom Digital Twin lets your AI version create content on your behalf. Every plan includes at least 1 Digital Twin.

What You Need:

- A webcam or phone camera
- Good lighting (face a window for natural light)
- A quiet environment
- 2 minutes of footage

Recording Tips for the Best Clone:

Tip	Details
1. Eye Contact	Look directly at the camera - eye contact matters
2. Speak Naturally	Use your normal tone and pace - don't be robotic
3. Move Slightly	Don't be a statue! Subtle head and hand movements look natural
4. Good Lighting	Even, front-facing light (no harsh shadows)
5. Clean Background	Solid color or clean office works best
6. Dress Normally	Wear what you'd normally present in - this becomes your avatar's look

Voice Cloning

Separately from your visual avatar, you can clone your voice. Read a provided script for voice capture, and HeyGen includes a consent verification step. Free plan gets 1 voice clone; Creator and above get unlimited. Your cloned voice works across any avatar.

"The result: An AI avatar that looks like you, sounds like you, and delivers scripts with your natural style - while you go run your business."

Video Translation - Go Global

Turn One Video Into 175+ Languages

HeyGen's video translation is one of its most powerful features for businesses serving multilingual communities. Your avatar actually appears to be speaking the new language naturally.

How It Works:

1. Upload or select any video
2. Choose your target language(s)
3. Select translation type: **Audio Dubbing** (unlimited on all paid plans) or **Lip-Sync Translation** (Premium feature - your avatar's lips match the new language!)
4. Generate and download

Best Use Cases for Translation:

- ✓ Serve bilingual communities (English + Spanish is huge for U.S. small businesses)
- ✓ Expand into new markets without hiring translators
- ✓ Create training content for multilingual teams
- ✓ Reach international customers on social media

Popular Supported Languages:

Spanish, French, German, Chinese (Mandarin), Japanese, Korean, Portuguese, Italian, Arabic, Hindi, Russian, Dutch, Polish, Turkish, Vietnamese, Thai, Indonesian, and 158+ more languages and dialects.

Game-Changer for Small Business

Take your best-performing English video, translate it to Spanish in 2 clicks, and your avatar's lips are MOVING IN SPANISH. If you serve a bilingual market - which many of you do - this alone is worth the Creator plan price.

Translation by Plan:

Plan	Max Video Length	Languages	Lip-Sync
Free	3 minutes	30+	Trial access
Creator	30 minutes	175+	Via Premium Credits
Pro	30 minutes	175+	10x Premium Credits

Business	60 minutes	175+	5x Premium + Edit/Proofread
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7 Quick Wins for Small Business

#1: Social Media Content Machine

The Problem: You know you need to post video, but filming is a hassle.

The Solution: Batch-create a month's worth of social videos in one sitting.

"Write 10 scripts on Monday. Generate 10 videos by Tuesday. Schedule for the month. Done."

#2: Website Welcome Video

The Problem: Your website has no video - or it's from 2019.

The Solution: Create a fresh, professional welcome video in 10 minutes with YOUR face on it.

"People buy from people they trust. Video builds that trust instantly."

#3: Video Email Sequences

The Problem: Email open rates are dropping. Click-through rates are flat.

The Solution: Add personalized video to your JourneyBuilder email automations.

"Imagine getting an email with a video of the owner saying 'Thanks for signing up!' That's next level."

#4: Customer Onboarding

The Problem: You explain the same onboarding steps to every new client.

The Solution: Create a video onboarding series that runs on autopilot in JourneyBuilder.

"Record it once with your avatar. Every new client gets the same great experience."

#5: Training & SOPs

The Problem: Training new employees is time-consuming and inconsistent.

The Solution: Create video SOPs that new hires can watch on their own time.

"Your avatar walks new team members through every process. Consistent and scalable."

#6: Product/Service Explainers

The Problem: Prospects don't fully understand what you do.

The Solution: Create short explainer videos for each service you offer.

"Put a 60-second explainer on every service page. Let your avatar do the selling."

#7: Multi-Language Content

The Problem: You want to reach non-English-speaking customers.

The Solution: Translate ANY video into 175+ languages with lip-synced accuracy.

"One video, translate to Spanish in 2 clicks, and your avatar's lips move in Spanish. Game-changer."

Jay's Pro Tips

#1 Script Quality > Everything

A great script makes a great video. Use Claude to draft and refine your scripts before generating. Bad script = bad video, no matter how realistic the avatar looks.

#2 Keep It Short

Social media: 30-60 seconds. Explainers: 1-2 minutes. Training/onboarding: 3-5 minutes max per segment. Nobody watches a 10-minute avatar video.

#3 Batch Your Production

Don't create one video at a time. Write 5-10 scripts, generate them all at once. Way more efficient and keeps you in a creative flow.

#4 Brand Your Videos

Upload your logo, use your brand colors for backgrounds, and always include a consistent intro/outro. Creator plan and above includes a Brand Kit feature.

#5 Always Include a CTA

Every video needs to tell the viewer what to do next: 'Book a call,' 'Visit our website,' 'Join our group,' or 'Try it free.'

#6 Use YOUR Digital Twin

Stock avatars work, but your face = your brand. Take 2 minutes to create your Custom Digital Twin. Every plan includes at least 1.

#7 Pair with JourneyBuilder

Embed HeyGen videos in your JourneyBuilder funnels, websites, and email sequences for maximum automation and impact. Video + automation = content machine.

Copy & Paste Script Templates

Use these templates as starting points. Copy, paste into HeyGen, customize the bracketed sections, and generate!

Template 1: Website Welcome Video

Hey there! I'm [Name], owner of [Business Name]. I help [target audience] with [what you do]. If you're dealing with [common problem], you're in the right place. Take a look around, and when you're ready, let's chat about how we can help. Just click the Book a Call button - I'd love to hear about your business.

Template 2: Social Media Tin

Here's a quick tip for [your industry]: [Tip]. Most people don't know this, but [insight]. Try it this week and let me know how it goes! Follow me for more tips like this.

Template 3: Service Explainer

Ever wonder how [your service] actually works? Here's the quick version: First, [Step 1]. Then, [Step 2]. Finally, [Step 3]. The result? [Key benefit]. If that sounds like something you need, the link to book a call is in my bio.

Template 4: Customer Onboarding

Welcome to [Business Name]! I'm so excited to have you on board. Here's what to expect in your first week: [Step 1], [Step 2], and [Step 3]. If you have any questions at all, just reply to this email or text us at [number]. We're here for you!

Template 5: Email Follow-Up

Hey [Name]! Just wanted to check in after our conversation. I know we talked about [topic], and I wanted to make sure you have everything you need. If you're ready to get started, just hit reply and we'll set it up. Looking forward to working with you!

Want AI to Write Custom Scripts?

Use this Claude prompt: "Write a 30-second video script for a [your industry] business owner. The topic is [your topic]. Keep it conversational, warm, include one specific tip, and end with a clear call to action to [your CTA]."

Features at a Glance

Feature	What It Does	Best For
Stock Avatars	500+ photo / 700+ video avatars ready to use	Quick videos, testing
Digital Twin	Clone YOUR face and movements	Personal branding
Voice Cloning	Clone YOUR voice (1 Free, Unlimited paid)	Authenticity
Avatar IV	Next-gen ultra-realistic avatars	Premium content
Video Agent	AI builds entire videos from a prompt	Fast production
Video Translation	175+ languages with lip-sync	Multilingual markets
Brand Kit	Logo, colors, fonts (Creator+)	Consistency
AI Studio	Full drag-and-drop video editor	Custom productions
Templates	75+ pre-built video formats	Fast starts
Interactive Video	Quizzes, links, branching (Business+)	Training/L&D

Next Steps

➤ Start Using HeyGen Today	heygen.com - Sign up free, no credit card required
➤ Join the AI Community	facebook.com/groups/jaytheaiguy - Weekly workshops, tips, Q&A
➤ Want Help Implementing?	Book a Discovery Call - Jay and team can help set it all up
➤ Explore JourneyBuilder	getjourneybuilder.com - Your all-in-one marketing platform

About Jay Vics - Founder of JVI Mobile Marketing and JourneyBuilder, helping small businesses leverage AI and automation to grow smarter. His Friday AI Workshops have helped hundreds of business owners implement practical AI tools.

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