

AI Influencer

Starter Checklist

The exact build steps used for Tony. Sir Tony Tostones is an AI-generated character in an orange plaid suit, made in Higgsfield.

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HONEST Views are not income yet. This checklist is about building a character people can recognize and follow. The money side gets built on top.



One character, *locked once*

1 Write the character sheet

One page. Decide it before you generate anything.

- ☐ Name, handle, one-line personality (Tony: deadpan gentleman).
- ☐ Face: hair, glasses, one signature detail.
- ☐ Wardrobe anchor worn in every post (Tony: orange plaid suit).
- ☐ Look rules: lighting, framing, film style, colors.

2 Build the reference images

Generate a full-body turnaround and face close-ups from the sheet.

- ☐ Front, side and back views in the same outfit.
- ☐ Pick the best set. Delete the rest so you never drift.

3 Train the face once

Use Higgsfield Soul ID so the same face holds in every scene.

- ☐ Upload your chosen reference images.
- ☐ Test 3 scenes. Same face in all 3? Then lock it.

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4 Label it as AI

Say it in the bio before the first post.

- ☐ Bio line: AI-generated character.
- ☐ Original face only. Never a real person.

Short clips, *one series*

5 Keep clips short

Tony's two best clips ran 14 and 24 seconds.

- ☐ One idea per clip, 7 to 25 seconds.
- ☐ Hook in the first frame: character dead center.
- ☐ Write a one-line caption in his voice.

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6 Start a numbered series

Give people a reason to follow for the next one.

- ☐ Pick one repeatable format (Tony's next one: Sir Tony Rates, coming soon).
- ☐ Same structure every time: hook, action, signature bit.
- ☐ Put Ep. number on screen and in the caption.

7 Set a rhythm you can keep

A character only earns attention while he keeps showing up.

- ☐ Batch 10 episodes before you post the first.
- ☐ Pick posting days and write them down.
- ☐ Never go more than a week without a post.

MY POSTING DAYS

Days _____

Times _____

Check it, then *post it*

PRE-POST CHECK

- ☐ Same face, same outfit as the character sheet.
- ☐ AI label in the bio.
- ☐ Clip is 25 seconds or less.
- ☐ Episode number on screen and in the caption.
- ☐ Next episode is already made.

THE THREE MISSES TO AVOID

- ☐ **The middle:** most of Tony's posts sat far below his top two. Study what the winners did and repeat the format.
- ☐ **Follows:** people enjoyed a clip and left. A numbered series gives them a reason to come back.
- ☐ **Consistency:** Tony stopped posting after Oct 10. Do not build momentum and then go quiet.

TOOLS Tony is made in Higgsfield. The button below is my affiliate link, so I may earn a commission if you sign up.

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