

THE CONTENT STACK

Automate your entire content system.

11 tools that plan, make, post and send your content, what each one does for you, what it costs, and the link to get it.

MONTHLY COST OF THE STACK

About \$30

Most of it is free. The two paid parts are the AI and the visuals.

Plan

Research and calendar

Make

Video, voice, visuals

Send

Emails and DMs

HOW IT FITS TOGETHER

Three jobs, one stack.

You do not need all 11 on day one. Start with the job you are doing by hand today, and add the tool that takes it off your plate.

1

Research

Find out what people want before you make anything.

TOOLS Apify, yt-dlp, Notion

2

Make

Write, record, edit and animate the video.

TOOLS Claude Pro, Whisper, Chatterbox, Remotion, ffmpeg, Higgsfield

3

Send

Get it to people without doing it by hand.

TOOLS Resend, ManyChat

The part that ties it together

Claude is the one that connects everything. Describe what you want in plain words and it runs the other tools for you. That is why the whole system costs about as much as one subscription.

THE TOOLS

Tools 1 to 4

**TOOL 1 OF 11**
Claude Pro**\$20**

Connects it all. The AI that runs the whole system. Tell it what you want in plain words and it builds, edits and connects the other tools for you. Claude Code, the part that works on your computer, comes with it.

Cost: Paid. \$20 a month, or about \$17 a month if you pay for the year.

Get it: claude.ai

**TOOL 2 OF 11**
Remotion**\$0**

Makes the videos. Build videos with code, so graphics, text and animation come out the same every time. Change one thing and re-render in a minute.

Cost: Free for individuals and companies of up to three people. Bigger teams need a licence.

Get it: www.remotion.dev

**TOOL 3 OF 11**
Whisper**\$0**

Turns speech into text. Listens to a recording and writes down every word with its time, so graphics can land on the exact word. Runs on your own computer.

Cost: Free and open source. Runs on your own computer, no per-minute fee.

Get it: github.com/openai/whisper

**TOOL 4 OF 11**
Chatterbox**\$0**

Voice cloning. Learns how a voice sounds from a short clip, so a script becomes narration without recording it each time.

Cost: Free and open source (MIT licence). Runs on your own computer.

Get it: github.com/resemble-ai/chatterbox

THE TOOLS

Tools 5 to 8

TOOL 5 OF 11
ffmpeg

\$0

Cuts and converts video. Trims clips, changes formats and shrinks files so they upload fast. Almost every other tool leans on it.

Cost: Free and open source.

Get it: ffmpeg.org

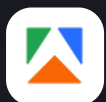
TOOL 6 OF 11
yt-dlp

\$0

Saves videos for research. Saves a video to your computer so you can study how it is built. Only use videos you are allowed to use, for learning, never to repost.

Cost: Free and open source.

Get it: github.com/yt-dlp/yt-dlp

TOOL 7 OF 11
Apify

\$0

Scrapes the web for ideas. Collects public information from websites and social pages in bulk, so you can see what people ask for before you make anything.

Cost: Free plan includes a small amount of monthly credit. Paid plans above that.

Get it: apify.com

TOOL 8 OF 11
Higgsfield

\$10

Makes the visuals. Generates the extra images and clips you cannot film yourself.

Cost: Paid. Prices change and depend on the plan, so check their pricing page before you buy.

Get it: higgsfield.ai

THE TOOLS

Tools 9 to 11



TOOL 9 OF 11

Notion

\$0

Plans the content calendar. Keeps every idea, script and post date in one place, so nothing gets lost and you see the week at a glance.

Cost: Free plan for personal use. Paid plans add more for teams.

Get it: www.notion.com



TOOL 10 OF 11

Resend

\$0

Sends the emails. Sends emails to your list from your own domain, so people get what they asked for without you pressing send each time.

Cost: Free plan covers up to 3,000 emails a month (100 a day).

Get it: resend.com



TOOL 11 OF 11

ManyChat

\$0

Sends guides in DMs. When someone comments a keyword on your post, it sends them the guide in a direct message automatically.

Cost: Free plan with a limit on active contacts. Paid plans lift the limit.

Get it: manychat.com

BUILT BY ONE PERSON

I build systems like this.

I'm Mr J, an AI engineer and software developer in Germany. Everything in this guide is how I run my own content. The same thinking goes into what I build for other people.

WHAT I BUILD

1

AI that talks to your customers

Assistants that answer questions and book calls, day and night.

2

Automations that save hours

Emails, follow-ups and routine work that run on their own.

3

Content systems

A way to plan, make and post without doing it all by hand.

SEE IT FOR YOURSELF

Come and look around.

On my website you can talk to my AI assistant, see what I build and how it works, and pick up the free guides. If you want something like this for yourself, it starts there.

buildwithmrj.com →

WANT TO TALK IT THROUGH?

Book a free 15-minute callcal.com/mr-j-havy5o/15min

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Prices and free plans change often. They were checked in October 2026. Always check a tool's current pricing before you buy. Only download or reuse videos you have the right to use.