Nikhil Sharma
BUSINESS GROWTH MAESTRO

AI TIPS & TRICKS · NO. 01

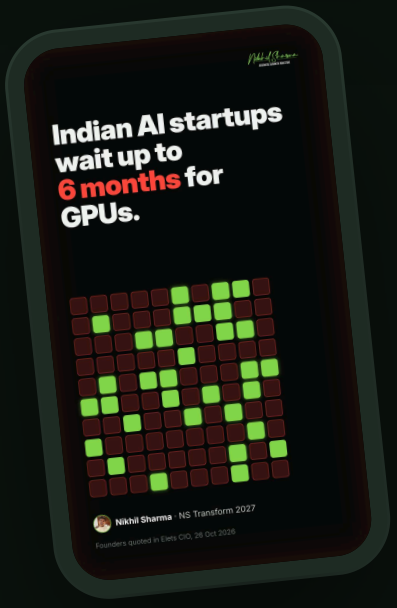
Turn any post into an *animated infographic* with Claude.



The exact workflow behind my LinkedIn reels. No video editor. No timeline. Just prompts.

Claude · Claude Code · Playwright · FFmpeg

5	4	~30 min
steps	prompts	per video





Nikhil Sharma
Founder, Fabulous Media · since 2008
NS Transform 2027 · nikhilsharma.com

BEFORE → AFTER

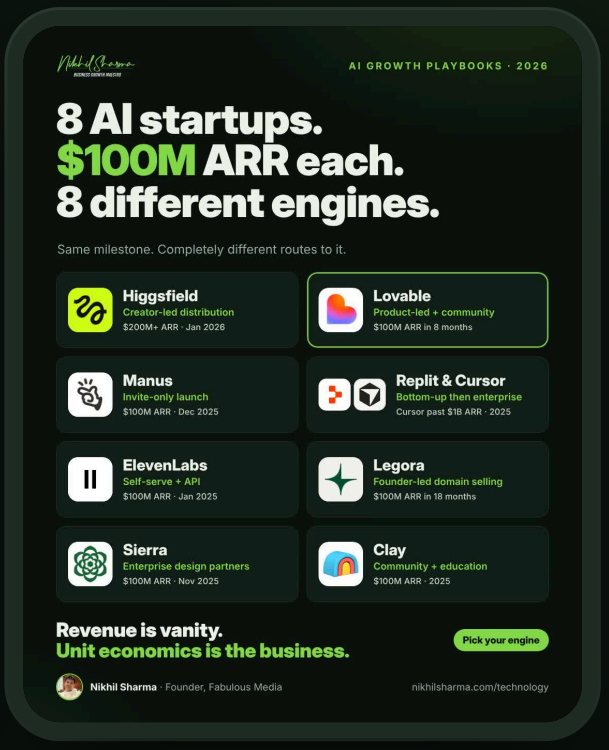
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A text post went in. *This video* came out.

A LinkedIn text post

"How 8 AI startups reached $100M ARR"

Wall of text. Easy to scroll past.



Same facts. Real logos. Numbers that move. Every figure checked against its source before a single frame was drawn. The original creator credited in the caption.

THE WORKFLOW

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Five steps from *post to video.*

1

Grab the source

Paste the post, article or report into Claude with its link.

Claude

2

Check every number

Claude verifies each figure with web search and cites it. Anything unconfirmed is dropped.

Claude + web search

3

Script one number per scene

6 to 8 scenes. One big number, one short line, one simple visual each.

Claude

4

Build it as a web page

Claude Code writes one HTML page where every frame comes from a single time value. Playwright captures 30 frames a second.

Claude Code + Playwright

5

Brand, encode, export

Your logo, photo and end card. FFmpeg makes the MP4 in 4:5 for LinkedIn and 9:16 for Reels.

FFmpeg

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Four prompts. *Use them in order.*

1 Verify

```
Here is a post I want to turn into an infographic video: [paste text + link]. List every number and claim in it. Verify each one with a web search and give me the source link. Mark anything you cannot confirm. Do not change the meaning.
```

2 Script

```
Using only the verified numbers, write a 35-second script for a vertical video: a hook headline, then 8 scenes. Each scene has one big number, one line under 10 words and the best simple visual (bar, ring, dots, counter, icon). End with one takeaway line for founders.
```

3 Build

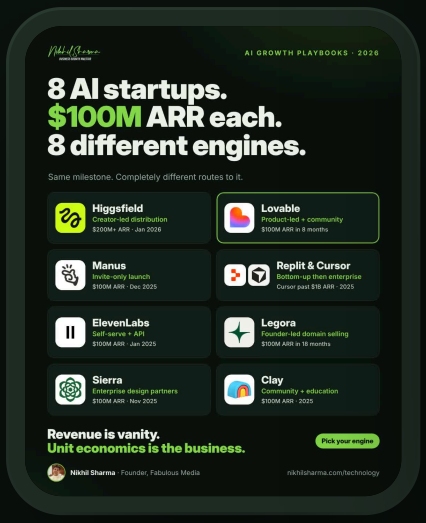
```
Build this as one self-contained HTML page at 1080×1350. Draw every scene from a single function render(t) where t is seconds, so any frame can be captured exactly. Use my colours [hex codes] and my logo file [name]. Then write a Playwright script that captures 30 frames per second and an FFmpeg command that joins them into an MP4.
```

4 Polish

```
Take screenshots at 3 key moments and check for overlapping text, cut-off words and weak contrast. Fix them. Add a 3-second end card with my name, photo and "Follow for more". Export a 9:16 version for Reels too.
```

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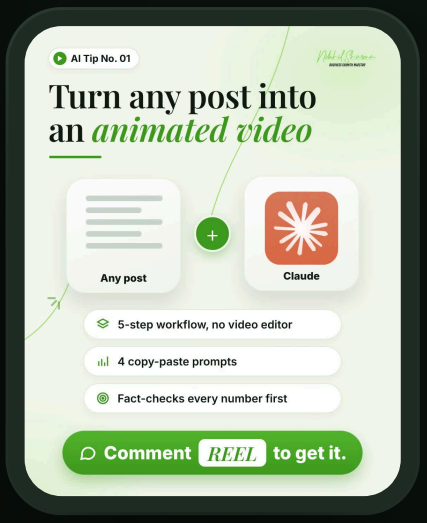
Three formats. *One method.*



Data infographic
8 AI startups to $100M ARR



Alarm reel
India's idle AI GPUs



Animated single post
This guide's own promo

Do

- Open on your strongest number
- One idea per scene, big type
- Show sources in small text
- Use real logos and your real photo
- End with a lesson, not a summary

Don't

- Publish an unverified number
- Cram three stats in one frame
- Recolour anyone's logo
- Run past 40 seconds
- Post twice on LinkedIn in a day

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AI is the lever. *Growth* is the goal.



NS Transform 2027 works with founders who want to scale with AI at the core: sharper go-to-market, leaner operations and a clear path to capital.

01
Growth diagnosis
Find the one bottleneck holding your revenue back.

02
AI-first go-to-market
Content, demand and sales engines built on AI.

03
Path to scale
Plans, partners and capital for the next stage.

Meet us in Pune 16 & 19 November 2026

Two rounds of founder meetings. Startup applications are open now.

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