

The YouTube Repurposer Setup Cheat Sheet

Fill In Your CLAUDE.md Before You Run a Single Command — and Claude Builds Your Chrome Extension Right the First Time

01

What Is CLAUDE.md & Why It Matters

CLAUDE.md is Claude Code's project memory. Every time you open a session, Claude reads it first — before anything else. Fill it in with your brand details, API IDs, voice settings, and audience context before running a single command. It eliminates hours of back-and-forth corrections and keeps Claude building exactly what you envisioned.

QUICK TIPS

- Fill this in completely before pasting the master prompt into Claude Code
- The more specific your audience and tone descriptions, the better Claude writes your scripts

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Branding: Extension Name, Colors & Icons

Set your extension name (what viewers see in their browser), then add three hex color codes for the popup UI: Primary (buttons & highlights), Accent (secondary elements), and Background (the popup window — dark themes work best). Prep your logo icons at 16px, 48px, and 128px and drop them into `extension/icons/`.

QUICK TIPS

- Dark popup backgrounds like #0D0D0D look most professional for video tools
- Use coolors.co to generate a matching color palette from your brand

03

Target Audience & Short-Form Defaults

Describe who will use the extension in 1–2 sentences. Then set your platform default (TikTok, Instagram Reels, or YouTube Shorts), your target clip duration (30s, 45s, or 60s), and your default CTA — the line Claude adds to the end of every generated script. These three settings control the tone, pacing, and structure of every AI-generated short.

QUICK TIPS

- Be specific: "online coaches repurposing YouTube trainings into daily TikTok clips" beats "content creators"
- Your default CTA examples: "Comment YES if you want the template" or "Link in bio for the free guide"

04

Script Tone, Hook Style & ElevenLabs Voice

Pick 1–3 words that describe your script tone (energetic and punchy, calm authority, educational and direct). Choose your hook style — question-based, bold statement, or stat-first. Then add your ElevenLabs Voice ID and select 2–4 emotion tags Claude will embed in the script: [excited], [confident], [energetic], or [dramatic].

QUICK TIPS

- Find your ElevenLabs Voice ID in your Voices dashboard — it's in the URL or voice detail panel
- Leave Stability at 0.55 and Similarity Boost at 0.80 unless you've already fine-tuned your voice

05

HeyGen Avatar & Remotion Composition

Add your HeyGen Avatar ID (go to HeyGen → Avatars → click your avatar — the ID is in the URL). Set your avatar style: normal for a standard talking head, circle for overlay-style, or closeup for tighter framing. Then lock in your Remotion visual defaults: background color (default #000000), text font (Inter or Montserrat), text color (#FFFFFF), and text size (72px).

QUICK TIPS

- HeyGen Avatar ID is separate from your HeyGen Voice ID — grab both from your account
- Go larger with text size (80–96px) for bold/hype styles, smaller (56–64px) if you need more text on screen

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Pre-Build Checklist — Tick All 9 Before You Start

Before you paste the master prompt into Claude Code, confirm every item is filled in: (1) Extension name (2) 3 hex color codes (3) Target audience — 1–2 sentences (4) Platform + duration defaults (5) Default CTA written out (6) Tone and hook style defined (7) ElevenLabs Voice ID added (8) HeyGen Avatar ID added (9) Remotion visual settings confirmed.

QUICK TIPS

- Once all 9 are done, Claude builds the entire extension from a single prompt — no repeated explanations needed
- Use the Notes section in CLAUDE.md as a running scratchpad for API quirks and decisions as you build

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Quick Start — Run These 2 Commands First

Before you open Claude Code, run these two commands in your terminal. The first installs all Remotion skills; the second opens Claude Code so you can paste your master prompt and start building immediately.

QUICK TIPS

- `npx skills add remotion-dev/skills` — install all Remotion skills
- `claude` — open Claude Code, then paste your prompt

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Tools Used in This Build

IDE: [Anti-Gravity](#)

AI Brain: [Claude 4.7 Opus & Sonnet 4.6](#)

Voice: [11 Labs v3](#)

Avatar: [HeyGen API](#)

Video Engine: [Remotion Skill](#) — `npx skills add remotion-dev/skills`

Social Posting: [Blotato](#)

Database: [Airtable](#)

Dictation: [WisprFlow AI](#)

Ready to go deeper?

This cheat sheet is just the start. In Vibe Coding Mastery you get the full Chrome Extension source code, the master prompt, and step-by-step build walkthroughs so you can launch your repurposer without getting stuck.

[Join the Vibe Coding Build - Youtube Repurposer →](https://builds.digicuratoragency.com/youtube-repurposer/)

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YouTube Repurposer — Claude Code Project Memory

What This Is

Chrome Extension + Node.js backend that repurposes YouTube videos into short-form content.
Uses: Claude API, HeyGen Avatar IV, ElevenLabs V3, Remotion.

Architecture

- `extension/` → Chrome Extension (Manifest V3)
- `backend/` → Node.js Express server (port 3000)
- `backend/remotion-comp/` → Remotion video composition (React + TypeScript)

API Keys (set in `backend/.env`)

- `CLAUDE_API_KEY`
- `HEYGEN_API_KEY`
- `HEYGEN_AVATAR_ID`
- `ELEVENLABS_API_KEY`
- `ELEVENLABS_VOICE_ID`

Branding

- Extension name: `[YOUR_EXTENSION_NAME]`
- Primary color: `[YOUR_HEX_COLOR]` (used in popup UI)
- Accent color: `[YOUR_ACCENT_HEX_COLOR]`
- Background color: `[YOUR_BACKGROUND_HEX_COLOR]`
- Logo/icon path: `extension/icons/` (replace placeholder PNGs)

Target Audience

[Describe who this tool is for — e.g. "coaches who repurpose webinars", "e-commerce brands turning product demos into Reels", "educators converting lectures into short-form clips"]

Short-Form Format Defaults

- Platform: `[TikTok / Instagram Reels / YouTube Shorts — pick your primary]`
- Video resolution: `1080x1920` (portrait) — change if needed
- Target duration: `[45s / 60s / 30s]`

- Default CTA: [YOUR_DEFAULT_CALL_TO_ACTION — e.g. "Follow for more", "Link in bio", "Comment below"]

Script Style & Tone

- Tone: [e.g. energetic, conversational, educational, hype, calm authority]
- Hook style: [e.g. question-based, bold statement, stat-first, story opener]
- Niche/topic context: [e.g. "finance content for millennials", "fitness tips for busy moms", "SaaS founder insights"]

ElevenLabs Voice Settings

- Voice ID: [YOUR_ELEVENLABS_VOICE_ID]
- Model: eleven_v3
- Preferred emotion tags: [list the tags that match your tone — e.g. [excited], [confident], [energetic]]
- Stability: 0.55 (adjust 0.0-1.0)
- Similarity boost: 0.80 (adjust 0.0-1.0)

HeyGen Avatar Settings

- Avatar ID: [YOUR_HEYGEN_AVATAR_ID]
- Avatar style: normal (options: normal, circle, closeup)
- Voice ID (HeyGen): [YOUR_HEYGEN_VOICE_ID — separate from ElevenLabs]

Remotion Composition

- Layout: avatar bottom 40%, text/hooks top 60%
- FPS: 30
- Background color: [YOUR_BG_COLOR — default - Text font: [e.g. Inter, Montserrat, system-ui]
- Text color: [e.g. - Text size: [e.g. 72px]

Key Design Decisions

- YouTube transcript extracted directly via Innertube API (no npm dependency — more reliable)
- HeyGen is async: POST to start, poll GET /v1/video_status.get until complete

- ElevenLabs V3 uses inline audio tags: [excited], [energetic], [confident], [dramatic], [pause]
- Extension popup communicates with backend via fetch to localhost:3000

Commands

- Start backend: `cd backend && npm run dev`
- Start Remotion preview: `cd backend && npm run remotion`
- Load extension: chrome://extensions → Developer mode → Load unpacked → select `extension/`

Notes

[Add any project-specific decisions, constraints, or reminders here as you build]

How to Fill In Your CLAUDE.md

This guide walks you through every placeholder in the `CLAUDE.md` file so Claude Code understands your project from the start. Fill this in before you run a single command — it saves you hours of back-and-forth corrections.

Why This File Matters

`CLAUDE.md` is Claude Code's memory for your project. Every time you open a session, Claude reads it first. If it has your brand details, your voice, your defaults, and your API IDs — Claude builds exactly what you want without you explaining yourself repeatedly.

Section-by-Section Instructions

Branding

Extension name What do you want the Chrome extension to be called in the browser? Example:

`Clip Machine`, `RepurposeAI`, `QuickReels`

Primary color / Accent color / Background color These are the hex codes used in the popup UI (the small window that opens when you click the extension icon).

- Primary = main buttons and highlights
- Accent = secondary interactive elements
- Background = the popup background (dark themes work best for video tools)

Example: `#6366F1` / `#10B981` / `#0D0D0D`

If you're unsure, use your brand colors or pick from coolors.co.

Logo/icon You'll replace the placeholder PNG files in `extension/icons/` with your own. Just have them ready in three sizes: 16px, 48px, 128px.

Target Audience

One or two sentences describing who will use this tool and what they do with the output.

Examples:

- "Marketing agencies turning client interview footage into weekly Reels"
- "Online coaches repurposing their YouTube trainings into daily TikTok clips"
- "Faceless brand accounts extracting value clips from long-form content"

This helps Claude write better AI script prompts tailored to your audience's language and needs.

Short-Form Format Defaults

Platform Pick your primary platform: TikTok, Instagram Reels, or YouTube Shorts. This sets the tone, pacing, and CTA style Claude uses when generating scripts.

Target duration Choose: 30s, 45s, or 60s. This controls how long the generated script is written to be.

Default CTA What do you want viewers to do at the end of every video? Examples:

- "Follow for more AI tools"
 - "Comment YES if you want the template"
 - "Link in bio to grab the free course"
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Script Style & Tone

Tone Pick 1-3 words that describe how you want the script to sound. Examples: energetic and punchy, calm authority, educational and direct, hype and motivational

Hook style How do your best-performing videos start? Examples:

- Question-based: "Did you know most creators waste 80% of their content?"
- Bold statement: "This one AI tool just replaced my entire content team."
- Stat-first: "47% of marketers are already doing this – are you?"

Niche/topic context One sentence describing what your content is about. Example: "AI automation tools for creators and online business owners"

ElevenLabs Voice Settings

Voice ID Find this in your ElevenLabs account → Voices. Click any voice → copy the Voice ID from the URL or settings panel.

Preferred emotion tags ElevenLabs V3 responds to inline tags in the script. Choose the ones that match your style:

- `[excited]` — high energy, punchy
- `[confident]` — authoritative, assured
- `[energetic]` — fast-paced, enthusiastic
- `[dramatic]` — slow, weight behind words
- `[whispers]` — intimate, leaning in
- `[pause]` — natural breathing room

List 2-4 you want Claude to use most often.

Stability & Similarity Boost Leave at defaults (0.55 / 0.80) unless you've already tuned your voice in ElevenLabs and know what works.

HeyGen Avatar Settings

Avatar ID In HeyGen → Avatars → click your avatar → the ID is in the URL or the avatar detail panel.

Avatar style

- `normal` — standard talking head
- `circle` — circular crop (good for overlays)
- `closeup` — tighter framing

HeyGen Voice ID This is separate from your ElevenLabs voice. In HeyGen → Voices → copy the ID. If you're using ElevenLabs for voice and HeyGen only for the video body, you can leave this as a placeholder and the audio will be swapped in at the render step.

Remotion Composition

Background color Default is `● #000000` (pure black). Works well for social. Change to match your brand if needed.

Text font What font should captions and hooks use? If you're not sure, `Inter` or `Montserrat` are clean and widely used for short-form content.

Text color Default is `○ #FFFFFF` (white). Change if your background isn't dark.

Text size Default is 72px. Go larger (80–96px) for bold/hype styles, smaller (56–64px) for more text on screen.

Notes Section

Use this as a running scratchpad as you build. Some things to add here:

- API quirks you discovered
- Decisions you made and why
- Things you want Claude to avoid doing
- Custom behavior for your specific use case

Example notes:

- "Avatar should always use the 'closeup' style – normal looks too distant"
 - "Scripts should never mention competitors by name"
 - "Always end with a question to boost comments"
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Quick Checklist Before You Start Building

- Extension name filled in
- Brand colors added (3 hex codes)
- Target audience described in 1-2 sentences
- Platform and duration defaults set
- Default CTA written
- Tone and hook style defined
- ElevenLabs Voice ID added
- HeyGen Avatar ID added
- Remotion visual settings confirmed

Once this is done, paste the master prompt into Claude Code and let it build.