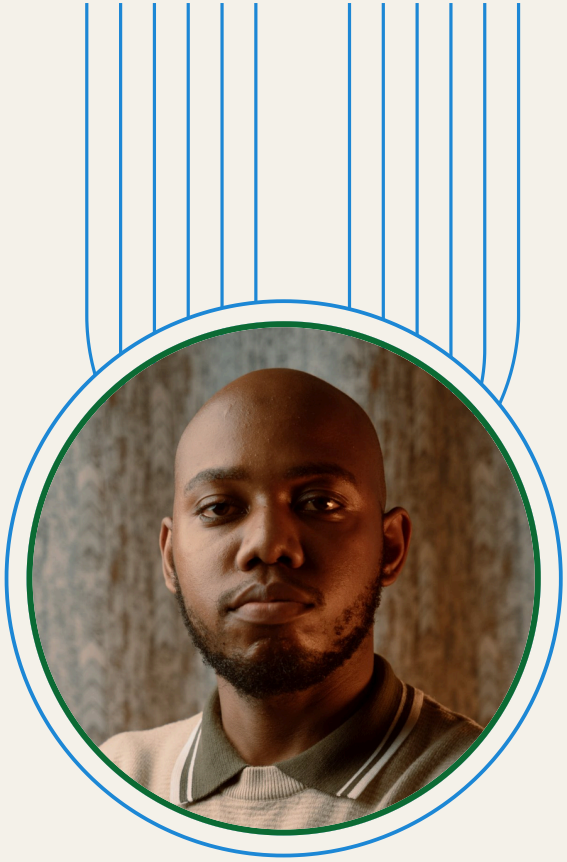
Ocular films

USE AI IN YOUR CONTENT WITHOUT FAKING IT

What AI should do for your business content, what it must never do, and how to tell the difference before you post.



A FREE GUIDE BY
Med · @he.is.med

PRESENTED BY
Ocular Films

MADE FOR
Business owners using AI

The one rule



Use AI to make your content faster and better. Never use it to make your proof.

01

Help

Let AI take the heavy lifting: ideas, scripts, captions and editing.

02

Proof

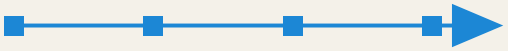
Results, reviews and before & after must come from real customers.

03

Honesty

If a viewer could mistake it for real, tell them it's AI.

The AI traffic light



Before you use AI on a post, ask which light it falls under. Green is free, yellow needs a label, red is off-limits.

GREEN	YELLOW	RED
Use it freely	Use it, but label it	Never fake it
Ideas & scripts	AI images & scenes	Before & after
Captions & replies	AI voices & avatars	Customer reviews
Editing & subtitles	Heavy photo edits	What the product does

Customers forgive a business for using AI. They don't forgive one that lied to them with it.

Green: let AI do the heavy lifting



This is where AI saves you hours, and nobody is misled.

Ideas & scripts

AI is a fast brainstorming partner. Use its ideas as a draft, then add your real stories.

TRY THIS

"Give me 10 video ideas answering what my customers ask before they buy ___."

Captions & replies

Draft captions, FAQ answers and DM replies faster. Always read before you post.

TRY THIS

Paste a customer's question and ask for a short, friendly answer in your tone.

Editing & subtitles

Auto-subtitles, cleaning up audio and cutting silences. Real footage, just polished.

TRY THIS

Run your next talking video through auto-captions and fix any wrong words.

Yellow: use it, but label it



Fine to use, as long as nobody thinks it's a real photo, a real person or a real moment.

AI images & scenes

Great for concepts, backgrounds and moods. Not for showing what your product looks like.

LABEL IT LIKE THIS

"Image made with AI" in the caption or on screen.

AI voices & avatars

Use only your own voice or a licensed one, never someone else's without consent.

LABEL IT LIKE THIS

"Voiceover made with AI" at the end of the caption.

Heavy photo edits

Light retouching is normal. Changing colour, size or quality of the product isn't.

LABEL IT LIKE THIS

Keep one untouched photo of the real product in the same post.

Red: never fake these



This is proof. The moment it's fake, it stops being proof and starts being a lie.

Before & after

AI-made results promise what your product can't deliver. Customers find out on delivery day.

DO THIS INSTEAD

Film real customers with their permission, even if the change is smaller.

Customer reviews

AI faces and voices pretending to be happy customers break trust for good.

DO THIS INSTEAD

Ask 3 real customers for a 10-second video or a WhatsApp screenshot.

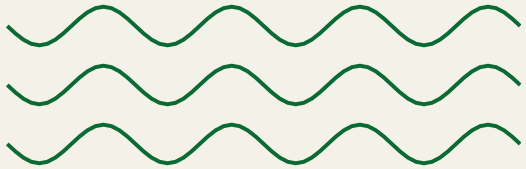
What the product does

If the post shows something the product doesn't do, it's false advertising.

DO THIS INSTEAD

Show the real product being used, in real light, by a real person.

The 6-question check before you post



Run any AI-assisted post through these. One wrong answer means fix it first.

1	Would my customer feel lied to if they found out how this was made?
2	Is this a result, a review or the product itself? Then it must be real.
3	Did every real person shown give permission for their face and voice?
4	Have I labelled anything that looks real but was made with AI?
5	Did I check the facts, prices and spelling AI gave me?
6	Does it still sound like us, not like a robot?

Do this, not that

Do	Avoid
Use AI for ideas, then add your real stories	Fake before & after videos
Film real customers and real products	AI "customers" giving reviews
Label realistic AI images and voices	Filters that change how the product looks
Check every fact and price AI writes	Posting AI text without reading it
Keep your own face and voice in the content	Copying someone's face or voice without consent

Meet the creator



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Filmmaker, content creator & strategist
Certified Public Accountant (CPA) · AI Native

Now I've grown many brands through content, including my own. Everything in this PDF is what I work on every day for my clients and for my own businesses.

This free guide is my favor to you. Now I'd appreciate it if you did me a favor too, by following my business pages.

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