PNEUMA AI

PNEUMA AI COURSE OUTLINE

Structured curriculum | 9 modules

FOUNDATIONS • CREATION • AUTOMATION • MONETIZATION

CURRICULUM DOCUMENT

CURRICULUM OVERVIEW

Your learning journey

Nine clearly organised modules, with original lesson topics, practical activities and deliverables.

Module 01 Understanding Generative AI . . . 3

Module 02 Getting Started with AI Tools . . . 4

Module 03 Prompt Engineering . . . 5

Module 04 AI Video Generation . . . 6

Module 05 Web Applications . . . 10

Module 06 AI Automation . . . 12

Module 07 AI Agents . . . 14

Module 08 Local AI . . . 16

Module 09 Monetization . . . 18

Editorial treatment — The repeated Monetization / The Money Magnet section has been combined once. The unavailable phone-AI lesson breakdown is clearly indicated rather than invented.

MODULE 01 / FOUNDATIONS

Understanding Generative AI

Core foundations and practical learning activities

TOPICS COVERED

- What Generative AI is and how it works.
- How to use generative AI in business and the workplace.

Practical activity

Use the 'AI Workflow Framework' to identify opportunities for using AI in your work and business.

MODULE 02 / FOUNDATIONS

Getting Started with AI Tools

Core foundations and practical learning activities

TOPICS COVERED

- How to choose the Generative AI tool to use – ChatGPT, Perplexity, Claude, Gemini.
- How to set up an account on Generative AI platforms.
- How to create your first output – Text Generation, Image Creation, Video Creation

Practical activity

Create an AI output in text, picture, and video

MODULE 03 / FOUNDATIONS

Prompt Engineering

Core foundations and practical learning activities

TOPICS COVERED

- Introduction to prompt engineering for beginners
- Advanced prompt engineering frameworks to get the best quality of results.
- How to build a Prompt Library for your work or business.

Practical activity

Use your 'prompt stack' to create high quality AI outputs.

MODULE 04 / THE CREATOR

INTERMEDIATE | 12 COURSES

AI Video Generation

Which tools to use, what they cost, and how to make the content people are asking for.

COURSE 01

AI Image and Video — What to Use and What It Costs

Which tool for images, video, avatars, voice, music and editing. What one finished piece actually costs. Choosing a starter stack you can afford.

LESSON TOPICS

- Which tool for image, video, avatar, voice, music and editing
- Choosing a model inside a platform
- Subscriptions versus credits versus pay per generation
- What one finished image or video actually costs
- Planning tests and revisions without wasting credits
- Choosing a starter stack you can afford

COURSE 02

Creating Realistic Product Images

Turn one product photo into studio shots, lifestyle shots, ghost mannequin shots and campaign visuals.

LESSON TOPICS

- Preparing the product reference
- Studio shots on clean backgrounds
- Lifestyle and in-use shots
- Ghost mannequin shots for clothing
- Building a full product image set for a campaign

COURSE 03

Creating Realistic AI Images with Consistent Characters

Natural faces, skin, lighting and hands, a locked character that stays recognizable, and an AI influencer built on it.

LESSON TOPICS

- What makes an AI image look fake
- Prompting for natural skin, lighting and hands
- Writing the character sheet and locking the face
- Changing outfits and locations without losing the face
- Designing the influencer personality and pages

- Producing the first month of posts
- Ways an AI influencer makes money

COURSE 04

Turning Images into Realistic AI Videos

Camera movement, motion prompts and references so your images become videos that hold together, planned with a storyboard prompt in Claude.

LESSON TOPICS

- Choosing the right image to animate
- Writing the storyboard prompt in Claude
- Writing motion and camera prompts
- Using start and end frames
- Keeping the video from warping
- Extending and stitching clips

COURSE 05

Character Transfer and Motion Transfer

Put your locked character into a scene, or transfer a real performance clip onto them.

LESSON TOPICS

- Placing your character into a new scene
- Transferring movement from a real clip
- Keeping the face consistent through the transfer
- Fixing common failures

COURSE 06

Creating AI UGC Videos and Product Ads

Creator-style testimonials, product demos and short ads with a hook, a message and a call to action.

LESSON TOPICS

- Writing the hook, the message and the call to action
- Creating the AI creator holding the product
- Product demos and unboxings
- Making three versions of the same ad
- Editing and exporting for ads

COURSE 07

Creating AI Short Dramas and 3D Stories

Script, characters, connected scenes, voices and a finished episode.

LESSON TOPICS

- Writing a short script
- Creating the characters

- Generating connected scenes
- Adding voices and sound
- Assembling the finished episode

COURSE 08

Creating an AI Clone of Yourself

Your own avatar and voice with HeyGen and ElevenLabs, then talking-head content you never had to film.

LESSON TOPICS

- Recording the footage and audio the clone needs
- Cloning your voice
- Creating your avatar
- Producing talking-head videos from a script
- Keeping it looking like you

COURSE 09

How to Edit Videos with Claude

Take existing footage, plan the edit with Claude, create the supporting assets and finish a short video.

LESSON TOPICS

- Organizing your footage and getting transcripts
- Planning the edit with Claude
- Removing pauses and unnecessary sections
- Turning long videos into short clips
- Creating captions, titles, motion graphics and supporting visuals
- Cutting and assembling with the connected editing tools
- Exporting for each platform

COURSE 10

How to Edit Videos with ChatGPT

The same editing workflow, this time with ChatGPT and its connected tools.

LESSON TOPICS

- Organizing your footage and transcripts
- Planning the edit with ChatGPT
- Removing pauses and unnecessary sections
- Turning long videos into short clips
- Creating captions, titles and supporting visuals
- Cutting and assembling with the connected tools
- Exporting for each platform

COURSE 11

Build a Marketing Creative Studio Inside ChatGPT

Go from audience research and messaging to images, video, audio and one assembled mini campaign, all from ChatGPT and its connected tools.

LESSON TOPICS

- Researching the audience and setting the message
- Writing the campaign copy
- Creating the images with ChatGPT and connected tools
- Creating the video
- Adding voiceover and audio
- Assembling the mini campaign

COURSE 12

Build a Marketing Creative Studio Inside Claude

The same campaign workflow, run from Claude with Higgsfield and its other connected tools.

LESSON TOPICS

- Setting up Claude with Higgsfield and the tools the campaign needs
- Writing the campaign copy
- Creating the images from Claude
- Creating the video
- Adding voiceover and audio
- Saving the workflow as a Skill so the next campaign is faster

What you build

- A product image set
- An AI influencer page
- A product ad
- One short AI drama
- One AI mini campaign

MODULE 05 / THE BUILDER

INTERMEDIATE | 5 COURSES

Web Applications

Build websites and apps people would pay for, then get them in front of users.

COURSE 01

Vibecoding & Building Websites — Tools, Cost and Setup

The setup before you build anything.

LESSON TOPICS

- Vibe coding 101: what it is and what it is not
- Emergent, Lovable and Replit compared
- What each one costs and where the credits go
- Setting up your accounts, GitHub and a deployment target
- Choosing the right tool for your first paid build

COURSE 02

Introduction to Codex

A business website a client would pay $10k for, built with Codex and deployed live.

LESSON TOPICS

- Setting up Codex and ChatGPT sites
- Writing the brief for a website a client would pay $10k for
- Finding design inspiration and turning it into a brief
- Building the pages
- Adding animations and polish
- Adding the enquiry form and making it send
- Deploying and connecting your domain

COURSE 03

Introduction to Claude Code

The same build on the Claude side, from the terminal, with design, animations and inspiration.

LESSON TOPICS

- Installing Claude Code and setting up your project
- Planning the site with a PRD
- Finding design inspiration and turning it into a brief
- Building and previewing the pages
- Adding animations and polish

- Fixing bugs by asking
- Deploying with Vercel and connecting your domain

COURSE 04

Build an AI Web App in the Terminal

Move from a website into actual software: an app with accounts, saved data, payments and one AI feature.

LESSON TOPICS

- Setting up VS Code or Cursor with Claude
- Turning an idea into a web app and planning the features first
- Frontend and backend basics
- Adding a database and login
- Adding payments with Paystack or Stripe
- Adding one AI feature with the Claude API
- Deploying on Cloudflare and moving from prototype to something real users can use

COURSE 05

Mastering App Distribution

Getting the thing you built in front of people who will pay for it.

LESSON TOPICS

- Finding your first paying users
- SEO basics for a new site or app
- Landing page and copy that converts
- Promotion: content, communities and outreach
- Tracking what works and doing more of it

What you build

- A live business website
- A working AI web app with accounts and payments
- Your first paying users

MODULE 06 / THE AUTOMATOR

INTERMEDIATE TO ADVANCED | 5 COURSES

AI Automation

Build automations that run without you.

COURSE 01

Workflows vs Automations vs Agents

Look at a task or business problem and decide whether it needs a workflow, an automation, an agent, or a combination, using a routine as the first example.

LESSON TOPICS

- What each one is and what it is good at
- Schedules and routines as your first automated workflow
- Cost, reliability and control for each
- Deciding for five real business problems
- Choosing the build for your own project

COURSE 02

Build a Practical Workflow Automation

A complete workflow that joins the call, captures it, writes the notes and drafts the follow-up before you've closed the tab.

LESSON TOPICS

- Setting up auto-join for your meetings
- Capturing the transcript and dictation with Wispr Flow
- Turning the transcript into notes and action items
- Drafting the follow-up for your approval
- Filing the notes where your team can find them

COURSE 03

Create an Automated Workflow with Claude or ChatGPT Skills

Put the Operator pieces together into one workflow that runs on a schedule without you.

LESSON TOPICS

- Choosing a recurring task worth automating
- Building the Skill that does the work
- Connecting the apps it needs
- Putting it on a routine or schedule
- Testing it for a week and fixing what breaks

COURSE 04

Build Your First Automation with n8n and Claude

Set up n8n, connect a trigger to several actions, put Claude in the middle and test the whole thing, then repeat the pattern on three business builds.

LESSON TOPICS

- Setting up n8n
- Triggers, actions and how nodes connect
- Building a workflow with one trigger and three actions
- Adding a Claude step and using its response in the next action
- Example build: a content generation system that turns one idea into posts for every platform
- Example build: an automatic proposal generator from call notes
- Example build: invoice and payment collection
- Testing with real data and adding a failure alert

COURSE 05

Lead Capture and Follow-Up

Connect a live site to n8n so every enquiry is logged and followed up without you.

LESSON TOPICS

- Sending a form submission into n8n with a webhook
- Saving the submission to a sheet or CRM
- Writing the follow-up with Claude
- Approving the follow-up before it sends
- Sending the confirmation and the follow-up
- Testing the flow on the live site

What you build

- A meeting workflow
- A scheduled Skill workflow
- One n8n automation with a Claude step
- A live lead capture system

MODULE 07 / THE PROFESSIONAL

ADVANCED | 5 COURSES

AI Agents

Build agents that hold context, use tools and complete jobs for people and businesses.

COURSE 01

Build a Voice Agent Customer Assistant

A phone agent that answers questions from business information and hands over to a person when it cannot resolve something.

LESSON TOPICS

- Setting up the phone number and voice
- Loading the business information the agent answers from
- Handling the common questions
- Transferring to a person when it cannot resolve something
- Testing calls and tracking cost per call

COURSE 02

Build a WhatsApp AI Agent

An agent that answers messages, collects information and completes one defined job, such as handling enquiries or taking orders.

LESSON TOPICS

- Setting up the WhatsApp connection
- Giving the agent its job and its business information
- Collecting information from the customer step by step
- Completing the job: an enquiry, an order or a booking
- Handing over to a person when it gets stuck
- Testing with real conversations and tracking cost

COURSE 03

Introduction to Advanced Agents

What a personal agent actually does, how Hermes and Grokbot differ, and how to decide if you need one.

LESSON TOPICS

- How agent systems work
- What Hermes is for and what Grokbot is for
- What each one costs to run
- Giving an agent a multi-step job and watching it complete it

- Deciding whether an agent is for you or an automation would do

COURSE 04

The Hermes Agent Deep Dive

Install Hermes, give it tools and permissions, and talk to it from WhatsApp or Telegram.

LESSON TOPICS

- Installing and configuring Hermes
- Giving the agent tools and setting permissions
- What it must never do on its own
- Connecting it to WhatsApp or Telegram
- Adding memory so it remembers context
- Running a full job from your phone

COURSE 05

The Grokbot Agent Deep Dive

Set up Grokbot so it runs continuously, watches for what you care about and acts on it.

LESSON TOPICS

- Setting up Grokbot
- Giving it tools and a standing job
- Keeping it running always-on
- Getting updates and results back to you
- Where it beats Hermes and where it does not

What you build

- A voice agent
- A WhatsApp agent
- A personal agent you can talk to from your phone

MODULE 08 / THE SPECIALIST

ADVANCED | 5 COURSES

Local AI

Run AI on your own laptop and phone, and know what your hardware can handle.

COURSE 01

Local AI — What Can Run on Your Laptop or Phone

What local means, which models fit your RAM and storage, download sizes, speed versus quality, and when a workflow still needs the internet.

LESSON TOPICS

- What local AI means and why people want it
- Checking your RAM, storage and graphics card
- Choosing a model size that fits your device
- Download sizes and running costs
- Speed versus quality trade-offs
- When a workflow still needs an online service

COURSE 02

Run Local AI Models with LM Studio

Install a model, chat with it and test it on your real tasks.

LESSON TOPICS

- Installing LM Studio
- Downloading and loading a model
- Chatting with it and adjusting settings
- Testing it on your real tasks
- Using it with your own documents

COURSE 03

Run Local AI Models with Ollama

Set up a model and connect it to an app, a script or an n8n workflow.

LESSON TOPICS

- Installing Ollama and pulling a model
- Running it from the terminal
- Connecting it to an app or script
- Using it inside an n8n workflow
- Swapping models for different tasks

COURSE 04

Create AI Images and Videos with ComfyUI

Install it, understand nodes and run image and video workflows on your own machine.

LESSON TOPICS

- Installing ComfyUI and downloading models
- Understanding nodes and how they connect
- Running your first image workflow
- A product image workflow with reference images
- A consistent character workflow
- Running a video workflow and what your hardware can handle

COURSE 05

Run AI on Your Phone

Pick an app and a model, test on-device tasks and understand storage, battery and offline limits.

Individual lessons are not available in the source document.

What you build

- A working local AI assistant
- One reusable ComfyUI workflow

MODULE 09 / THE MONEY MAGNET

BUSINESS APPLICATION | 4 COURSES

Monetization

Turn what you can make into services and products people pay for.

COURSE 01

Choosing an AI Service You Can Sell

Pick one: product images, UGC ads, websites, automations, WhatsApp agents or voice agents. Test it with real conversations before committing.

LESSON TOPICS

- The services people actually pay for right now
- Matching a service to what you can already make
- Talking to five potential buyers before you commit
- Choosing one service to start with

COURSE 02

Package and Price Your AI Services

Deliverables, production costs, revisions, support and the price. Scope it like a studio, not a freelancer guessing.

LESSON TOPICS

- Defining exactly what the client gets
- Working out your production cost per project
- Setting revisions, timelines and support
- Writing the offer document

COURSE 03

Find Clients, Send Pitches and Close Projects

Where the buyers are, how to write a pitch that gets a reply, running the discovery call and sending the proposal.

LESSON TOPICS

- Where your buyers are
- Updating your portfolio with client-ready examples and demos
- Writing a pitch that gets a reply
- Running the discovery call
- Sending the proposal and the follow-up
- Closing, and what to do when they say no

COURSE 04

Sell Templates, Skills and Automations as Digital Products

Package a reusable resource with instructions and examples, write the sales page and launch it.

LESSON TOPICS

- Choosing what to package
- Adding instructions and examples so it works without you
- Writing the sales page
- Setting up payment and delivery
- Launching to your audience

What you build

- A published offer
- A sales portfolio
- An active outreach process