

Inside The 20-Minute Lab

An engineered 4-module system built for analytical moms scaling in daily nap-time pockets.

MODULE 01 | POSITIONING

Identity Contrast Matrix

Turn your pre-kid career or degree + motherhood into instant scroll-stopping authority.

MODULE 02 | AI ENGINE

6 Master AI Prompts

Custom 6-variable prompt formulas that batch 15 scripts, hooks and captions in 20 minutes flat.

MODULE 03 | RETENTION

52 Puzzle Hook Vault

The 2-part on-screen timing formula (0-2.5s setup + 2.5-6s twist) and Edits 5-slider HD preset.

MODULE 04 | CONVERSION

Automated DM Funnel

ManyChat 'LAB' keyword trigger + 22-hour follow-up DM + 5-day email sales sequence.

20 Mins / Day

ZERO COLD DMS | 100% AUTOMATED SYSTEM

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THE 20-MINUTE MOM BUSINESS LAB

The Complete AI Prompt Engine, 52 Viral Puzzle Hooks, Edits HD Studio & Automated DM Sales System

EXECUTIVE PLAYBOOK ■
EDITION 1.0

ENGINEERED FOR
Ambitious Moms Scaling With AI

INCLUDED SUITE
AI Studio App + 52 Hooks +
Auto-Editor

MODULE 01: The Identity Contrast Framework

Why "Identity Contrast" Converts Cold Viewers Into Buyers: When you pair your pre-kid analytical career or life skill with honest, 20-minute nap-time motherhood, you trigger a 2.5-second cognitive pause. Viewers immediately trust your competence while relating deeply to your daily time constraints.

THE 3-PILLAR AUTHORITY RATIO

The Identity Contrast Matrix

40%	Pillar 1: Analytical AI & Tech Systems Show how your trained brain uses AI prompts, workflows and data to solve messy problems in minutes.
40%	Pillar 2: Honest Motherhood Reality Film real 20-minute nap pockets, coffee setups and stroller walks so ambitious moms feel seen.
20%	Pillar 3: Direct System Proof ('LAB') Over-the-shoulder demos of your toolkit and automated DM funnel generating leads on autopilot.
HIGH-CONVERTING CONTRAST BIO FORMULA '[Past Career/Degree] turned [Mom of X] Building a digital business in 20-min nap pockets with AI Comment LAB for my free 5-page Blueprint'	

The \$0-to-\$67 Value Bridge: Never sell a generic, fluffy ebook. Use your 5-Page Freebie Blueprint to teach the 30,000-foot framework (What to do & Why it works), and position your \$67 Lab Toolkit as the "Done-For-You Execution Engine" (the exact AI prompts, 52 hooks, Edits presets, and DM scripts that save 20+ hours of trial and error).

MASTER PROMPTS

MODULE 02: How to eliminate blank-page syndrome and batch 7 days of high-converting Reels in 20 minutes flat.

MODULE 02 | COPY-PASTE AI PROMPT ARCHITECTURE

The 6 Master AI Prompt Architectures

Formula: [Career] + [Kids] + [20-Min] + [Keyword]

MASTER PROMPT #01 | BRAND POSITIONING

The 'Unfair Advantage' Bio & Pillar Architect

Synthesizes your pre-kid career and current motherhood stage into 3 Contrast Authority Bios, 5 origin angles, and your 40/40/20 content matrix.

MASTER PROMPT #02 | OFFER ENGINEERING

The \$67 'System-In-A-Box' Product Builder

Turns your expertise into a 4-module toolkit (Playbook + Prompt Engine + Templates) plus a 5-page Freebie Blueprint that bridges to the sale.

MASTER PROMPT #03 | WEEKLY CONTENT ENGINE

The 15-Reel Script & B-Roll Batch Generator

Generates 3 No-Voice B-Roll Reels (7s video + 150-word teaching caption) and 2 Spoken Authority Reels (22s) with exact on-screen text timing.

MASTER PROMPT #04 | BUYER CONVERSION

The High-Buyer-Intent Product Demo Writer

Writes over-the-shoulder 'Watch Me Work in 20 Minutes' demo Reels and 3-slide Story sequences that attract \$67 buyers instead of freebie hunters.

MASTER PROMPT #05 | VOICE & COPY POLISHER

The Anti-Hustle Caption & CTA Engineer

Transforms rough voice notes into warm, analytical, peer-to-peer captions with zero fake hype and a seamless 'Comment LAB' trigger.

MASTER PROMPT #06 | CHECKOUT CONVERSION

The Mobile Sales Page & Objection Crusher

Writes your complete Stan Store / Gumroad checkout page, value stack breakdown, and FAQ answers for time-strapped moms.

MINUTES 00 - 05

1. Run Master Prompt #3

Open your Interactive AI Studio App, copy Prompt #3 into Claude/ChatGPT, and generate 5 complete Reel scripts and captions.

MINUTES 05 - 12

2. Film 3 Window B-Roll Clips

Film three 7-second vertical clips near natural window light (pouring coffee, typing at laptop, reading with toddler).

MINUTES 12 - 20

3. Apply Edits & Schedule

Apply the 5-slider HD camera preset, add your 2-part Puzzle Hook in Modern + Editor Italic, and schedule.

PART 1 | 0.0s TO 2.5s (THE AUTHORITY SETUP)

Lead With Past Career in Modern Bold Font

Ex: *'I used to run chemical engineering labs...'*

PART 2 | 2.5s TO 6.0s (THE NAP-TIME TWIST)

Contrast With Mom Life in Editor Italic

Ex: *'...now I build digital systems during 20-min naps.'*

01 | IDENTITY CONTRAST HOOKS (EX-PRO + MOM)

- * 'What a chemical engineering degree taught me about building an Instagram business with 3 kids:'
- * 'Trading my white lab coat for a baby carrier did not turn off my brain--it just changed what I build.'
- * 'Everyone told me pausing my career for 3 babies would put me behind. So I learned AI instead.'

02 | 20-MINUTE NAP-TIME POCKET HOOKS

- * 'My youngest just fell asleep. Watch me run my entire digital business in the next 20 minutes.'
- * 'You do not have a time problem. You have a starting-from-a-blank-page during nap time problem.'
- * 'How I batch 7 days of Instagram Reels while my afternoon coffee is still warm:'

03 | NO-VOICE SILENT B-ROLL HOOKS

- * 'POV: You stopped doomscrolling during nap time and started building your own digital asset.'
- * 'For the mom who loves her babies fiercely--but still misses using her brain to build something.'
- * 'The exact 5 sliders I change in Instagram Edits so my phone video looks like a cinema camera:'

04 | HIGH-BUYER-INTENT PRODUCT DEMO HOOKS

- * 'Stop selling \$27 fluffy ebooks. Here is how I engineered a \$67 AI System-in-a-Box instead:'
- * 'Why generic ChatGPT prompts sound like a robot--and the 6-variable formula inside my Lab:'
- * 'The math of making \$3,350/month from a single \$67 toolkit without 1-on-1 client calls:'

All 52 searchable, 1-click copy Puzzle Hooks are unlocked inside your MomLearnsTech-AI-Studio-App.html portal

MODULE 03: The Viral Puzzle Hook Matrix

Combine a 0–2.5s Authority Setup (in Modern Bold) with a 2.5–6.0s Motherhood Twist (with 2 words in Editor Italic) to lock in 85%+ 3-second retention across both Silent B-Roll and Spoken Reels.

MODULE 04: Automated Comment-to-DM Engine

Turn every "LAB" comment into an instant freebie delivery, a 22-hour personal follow-up nudge, and a 5-day automated email sales sequence.

STEP 01 | REEL TRIGGER

Comment 'LAB'

Every Reel caption ends with a friction-free invitation to comment 'LAB' for your free 5-page Blueprint.

STEP 02 | INSTANT DM #1

Freebie + Seed

ManyChat replies publicly in 3 seconds and DMs the 5-page Blueprint PDF + a soft link to Page 5's \$67 Lab.

STEP 03 | 22-HR NUDGE

Nap Check-In

22 hours later, ManyChat sends a warm check-in DM inviting them into the full \$67 Interactive AI Studio.

STEP 04 | EMAIL ENGINE

5-Day Sequence

Automated story emails share your Identity Contrast origin, Prompt Formula and \$67 checkout link.

COPY-PASTE MANYCHAT SCRIPT #1 (INSTANT DELIVERY)

The Opening Freebie + Seed DM

Hey mama! So glad you're here!

Here is your free copy of The 20-Minute Mom Business Blueprint:
-> [INSERT FREEBIE PDF LINK]

Quick tip: Make sure you read Page 5 -- if you want my complete Interactive AI Prompt Engine, 52 Viral Puzzle Hooks & Auto-Editing System so you never start from a blank screen, unlock the full Lab right here:
-> [INSERT \$67 CHECKOUT LINK]

COPY-PASTE MANYCHAT SCRIPT #2 (22 HOURS LATER)

The High-Converting 22-Hour Nudge DM

Hey! Quick check-in before afternoon nap time starts over here!

Did you get a chance to read through The 20-Minute Mom Business Blueprint yesterday?

If you loved the 4-step framework and want to plug straight into my Custom 6 -Prompt AI Studio + 52 Hook Vault today, you can grab full access here:
-> [INSERT \$67 CHECKOUT LINK]

Cheering you on! -- Mayang

THE 20-MINUTE MOM REVENUE PROJECTION TABLE (\$67 FLAGSHIP LAB)				
GROWTH STAGE	AVG. DAILY VIEWS	MONTHLY LEADS (3.5%)	MONTHLY SALES (4%)	AUTOMATED REVENUE
Starter (Month 1-2)	600 views / day	630 freebie leads	25 sales / mo	\$1,675 / month
Momentum (Month 3-4)	1,200 views / day	1,260 freebie leads	50 sales / mo	\$3,350 / month
Authority Scale (Month 6+)	2,500 views / day	2,625 freebie leads	105 sales / mo	\$7,035 / month

MODULE 05: HD Studio & 30-Day Sprint

INSTAGRAM EDITS & CAPCUT HD STUDIO SPECIFICATION

The 4-Environment HD Camera Slider Matrix

LIGHTING CONDITION	SHARPEN	CONTRAST	SATURATION	WARMTH / HIGHLIGHT
Window / Cafe (Signature)	+20	+10	-5	Warmth +8 / High -10
Dim Indoor / Nursery	+22	+8	-8	Warmth +6 / Exp +12
Evening Warm Desk Lamp	+18	+12	-10	Warmth -12 / Shad +10
Bright Outdoor Stroller	+16	+8	-6	Warmth +10 / High -22

INCLUDED AUTOMATED SOFTWARE SUITE

Interactive Studio + Auto-Editor

- MomLearnsTech-AI-Studio-App.html
Double-click in any phone or laptop browser to unlock your live 6-Prompt Generator, 52 Hook Vault & Revenue Calculator.
- Automated Python + FFmpeg Reels Engine
Cuts dead air/silences (-32dB), applies the 5-slider HD camera filter, and normalizes audio to -14 LUFS in one command:

```
python Reels-Editing-Engine/engine/auto_edit_reel.py
raw_clip.mp4 output_reel.mp4 --silence-db -32
```

Exports 1080p 30fps H.264 | Zero Monthly Subscriptions

YOUR 30-DAY IMPLEMENTATION ROADMAP

The 4-Week '20-Minute Nap-Time Sprint' Checklist

WEEK 01 | FOUNDATION

Identity & Store Setup

- [] Run Prompt #1 for Bio
- [] Export 5-Page Freebie PDF
- [] Upload \$67 Lab to Store
- [] Set Pin Highlight Covers

WEEK 02 | AUTOMATION

ManyChat 'LAB' Engine

- [] Connect 'LAB' Keyword
- [] Load Instant Freebie DM
- [] Set 22-Hour Nudge DM
- [] Activate 5-Day Emails

WEEK 03 | TRAFFIC

Batch 5 Puzzle Reels

- [] Film 3 Silent 7s B-Rolls
- [] Film 2 Spoken Reels
- [] Apply Edits 5-Slider Spec
- [] Use Modern + Editor Fonts

WEEK 04 | CONVERSION

Demo Reels & Scale

- [] Post Studio Demo Reel
- [] Post 3-Slide Story Link
- [] Review Top Retention Hook
- [] Film 2 Angle Variations

The 20-Minute Mom Business Lab™ ■ By Mayang Vurmova (@momlearntech) ■ Open MomLearnsTech-AI-Studio-App.html to launch your interactive portal.