

Two videos a week. A face. An invoice. Not AdSense.

Cap is 2 public videos a week. Scripts exist. Uploads do not.

Sample KPIs below are targets, not a dashboard.

Fieldstone Advisory

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AI drafts. Human review. Then send. We are not a CPA firm. We are not a law firm. Circular 230 did not get an AI exception.

WHERE IT STANDS

Automated enough to draft. Not enough to publish.

PIECE	STATUS	NOTE
Scripts	Ready	Six episodes queued. Cold opens written. Shot lists name a human face for sixty seconds.
Bumper	Asset	Six-second jobsite clip exists. It is a bumper, not an episode.
Voice draft	Capped	In-app draft, 500 characters, lux. Not the episode. Not a publisher.
Headless export	Ready	JSON for a later n8n handoff. It does not upload.
YouTube Data API	Hold	Default insert quota is real. Unverified projects stay private. Studio until Google audits the project.
Public uploads	Zero	Nothing is public. No watch hours. No subscriber count. No YPP.
AdSense / YPP	Not the model	1,000 subs and 4,000 watch hours, or the Shorts bar, are a tax on vanity. The dollar is a Transition invoice.
Cadence we will hold	2 / week	Human on camera. Unlisted 24 hours. Then public if the red pen is clean. Quality, not the 100-insert cap.

QUEUE

Six scripts. Zero public.

Why Friday job cost is still an argument. 8–10 min. CTA sits in the shot list. Intent: job cost bookkeeping contractors.

Retainage is not profit — Texas GC. 8–10 min. CTA sits in the shot list. Intent: retainage bookkeeping construction Texas.

QBO jobs vs classes for a 12-crew painter. 8 min. CTA sits in the shot list. Intent: QuickBooks jobs vs classes contractors.

Eight months dark: the catch-up sequence. 9 min. CTA sits in the shot list. Intent: catch up QuickBooks construction books.

What \$1,500 a month actually buys (not Bench). 7 min. CTA sits in the shot list. Intent: construction bookkeeping cost vs Bench.

Field cutoff SOP in eight minutes. 8 min. CTA sits in the shot list. Intent: job cost cutoff SOP contractors.

MONETIZATION

The dollar is a Transition, not a mid-roll.

PATH	NOW	LATER
AdSense	\$0	Ignore until a file has paid. Do not optimize titles for RPM.
Channel memberships / Super	\$0	Wrong buyer. Contractors do not join a fan club.
Affiliate (QBO, Gusto)	\$0	Optional after ten public videos. Disclose. Do not let the affiliate pick the advice.
Lead → Transition \$1,000	Open	The only monetization that matches the muse. Description CTA. Invoice after the call.
Lead → founding wrap \$6,500	Open	Episode 4 (eight months dark) is the only one allowed to name the wrap.
Course upsell on YouTube	Refused	Workshop is a room for firms. It is not the end screen of a contractor video.

Keep these in view or the channel becomes a mill.

Faceless slideshow gets views

Do not scale it. YouTube repetitious-content labels hit AI sludge first. Reshoot with a face or delete.

A comment asks for their retainage number

No file advice in comments. Point to a consult. A comment is not an engagement letter.

Intern wants their face on the channel

No, until they can pass the red pen on the demo file ten times. The channel is the steward's voice, not a content intern.

A video implies we file the 1040

We are not a CPA firm. Circular 230 has no AI exception. Say who signs. If we do not sign, do not say "we file."

Episode about October 15 after the wall

Unlist or delete. Stale walls are a trust hit. Noindex was the page rule. Same rule on video.

Someone offers to buy the channel's leads at \$200

Same as BKL white-label. No. The end client pays the floor or they are not a client.

API audit clears and someone wants 6 uploads a day

Quota is not permission. Two a week stays. The edge is looking like a mill the week you finally can upload.

Music, B-roll, or a client jobsite in frame

No licensed track you do not own. No faces of crew. No company names on the truck. Bumper stays generic dusk.

Giveaway X-ray leaks a real job name

Interns train on Harbor Painting, the demo. A live X-ray never leaves without the steward's pen and the client's documents.

4HWW math says hire three interns now

One intern, offline, on the demo, until the red-pen miss rate is under 10% on ten papers. Then a second. Not three.

KPI SAMPLES

Count deposits and face time. Ignore the YPP badge.

KPI	SAMPLE	TARGET
Owner hours on production Red pen does not count as liberation.	10 / wk	≤ 4 / wk after 6 retainers
Intern papers red-penned Offline stack. Not a client.	0	10 demo X-rays before a live name
Red-pen miss rate One invented EIN fails the paper.	—	< 10% invented figures
Deposits / fortnight Invoice or Extension card. Not AdSense.	0	1 Transition or 1 Extension
Giveaway → sit-down Sample. No live traffic yet.	—	1 in 8 X-rays
Public videos Unlisted 24h first.	0	2 / wk after domain + face
Face seconds / video Bumper does not count.	0	≥ 60
Attributed invoices from video Ask how they heard. Do not buy attribution software yet.	\$0	1 Transition / 8 videos
Watch hours / subs Vanity until a deposit has a video source.	0 / 0	Ignore YPP
Declines logged Decline is a KPI, not a failure.	—	Every mill, will, and inside-7-day file

