

SOLO CREATOR SYSTEM

The "Lazy" 2-Video-a-Week YouTube System

The exact, low-friction system I use to show up on YouTube every week — and turn it into a sustainable, long-term digital marketing business.

Here's the honest version of how I actually make my videos. It's not fancy — that's the point. A system you'll actually do beats a perfect one you won't.

1. The whole cadence: two videos a week

That's it. Two videos, every week:

- **One talking-head video.** Me, a window, a ring light, a mic. Twenty minutes of talking on one topic.
- **One coaching clip.** I pull a teaching nugget out of my weekly coaching call and edit it down to 10–20 minutes.

I'm not trying to do more than that. I'm comfortable with it, which is exactly why it keeps happening.

2. Remove the friction (this is the real secret)

The reason most people don't publish isn't time — it's friction. Find your one blocker and design your day around removing it. Mine is hair and makeup, so I film on the same day I already have makeup on, right before my coaching call. If I work out first, I talk myself out of it — so on video day I go straight to the shower. That one change is what guarantees the video gets made.

Do this: Name the one thing that stops you from hitting record. Then rearrange your day so that obstacle is already handled before you sit down.

3. Keep the gear stupid-simple

Shoot on your phone — I bought a fancy camera and sent it back. Sit by a window for light, add a ring light with a phone-tripod hook, edit in CapCut on your phone, and publish straight to YouTube. No scripts. I just talk.

A quick note on the links below: some are affiliate links, which means I may earn a small commission if you buy through them — at no extra cost to you. I only ever share tools I actually use.

[Ring light →](#)

The one from my videos — big enough to light the whole face, with a phone-tripod hook.
(*affiliate link*)

[CapCut →](#)

Free phone app for a light makeup filter, audio boost, and one-tap publish to YouTube.

[ChatGPT](#) / [Claude](#)

I use the \$20 ChatGPT plan to make my YouTube thumbnails — and both tools for video ideas and titles.

4. Let AI do the busywork

Ask [Claude](#) or [ChatGPT](#) for video ideas, then have it look at your channel and tell you the patterns it sees — it's like coaching yourself. For thumbnails I use the \$20 ChatGPT plan: type "YouTube thumbnail," add a photo of yourself, and let it clean you up. Use a loose, consistent version of *you* — never a celebrity or someone else's likeness.

5. One voice, every platform

I don't want eight channels anymore. Same person, same message, everywhere. When I simplified to one voice, everything got easier — and the content started compounding instead of scattering. That's what makes this a business that lasts, not a treadmill.

"Time is not an excuse. Everybody has 20 minutes they can carve out of a week."

Want help building your version of this?

This is the kind of system we build together inside my group coaching — your cadence, your friction points, and the long-term income engine underneath it all.

Join group coaching at BallenAcademy.com →

About Lori Ballen

Lori Ballen is a digital marketing coach and creator who has spent 20+ years building online businesses. She teaches solopreneurs how to build a sustainable, long-term digital marketing business using content, AI, and simple systems — the same ones she uses to run her own business solo, after 50. She shares what's working every week through her YouTube channel, her newsletter, her guides, and her group coaching.

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