

**45,000 Organic followers.
One local media
content system.**



AI, consistency, authenticity and community value

Sagun Sedai

What I believe drove the growth

- 01 A clear reason for people to follow
- 02 Consistency supported by a repeatable process
- 03 AI that helps me keep my own voice
- 04 Value that gives back to the community

Sagun Sedai

Founder, The Austin Report

85+ local businesses served

8 years in software and automation

Community builder.

Creator. Systems enthusiast.



Why The Austin Report exists

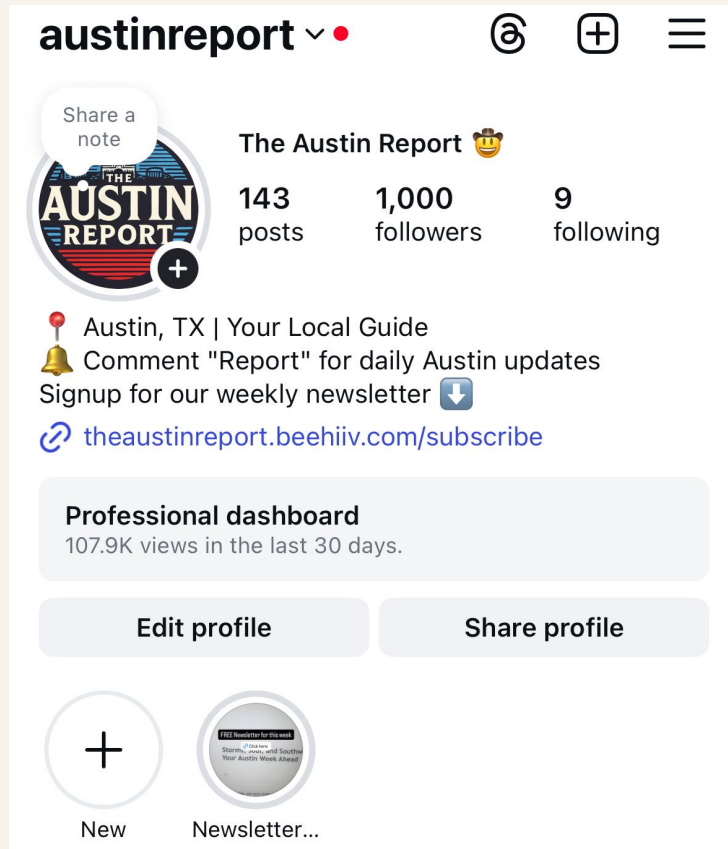
What's being built?
What's worth knowing?
Who should we discover?

Useful local stories connect
people with places and businesses.



1,000 to 45,000 followers

JUNE 2025



Profile view for 'austinreport' as of June 2025. The profile shows 143 posts, 1,000 followers, and 9 accounts being followed. The bio identifies it as 'The Austin Report' from Austin, TX, offering local guides and daily updates. A link to a newsletter subscription is provided. A 'Professional dashboard' shows 107.9K views in the last 30 days. At the bottom, there are buttons for 'Edit profile', 'Share profile', and a 'New' post button.

austinreport

Share a note

The Austin Report

143 posts 1,000 followers 9 following

Austin, TX | Your Local Guide
Comment "Report" for daily Austin updates
Signup for our weekly newsletter

theaustinreport.beehiiv.com/subscribe

Professional dashboard
107.9K views in the last 30 days.

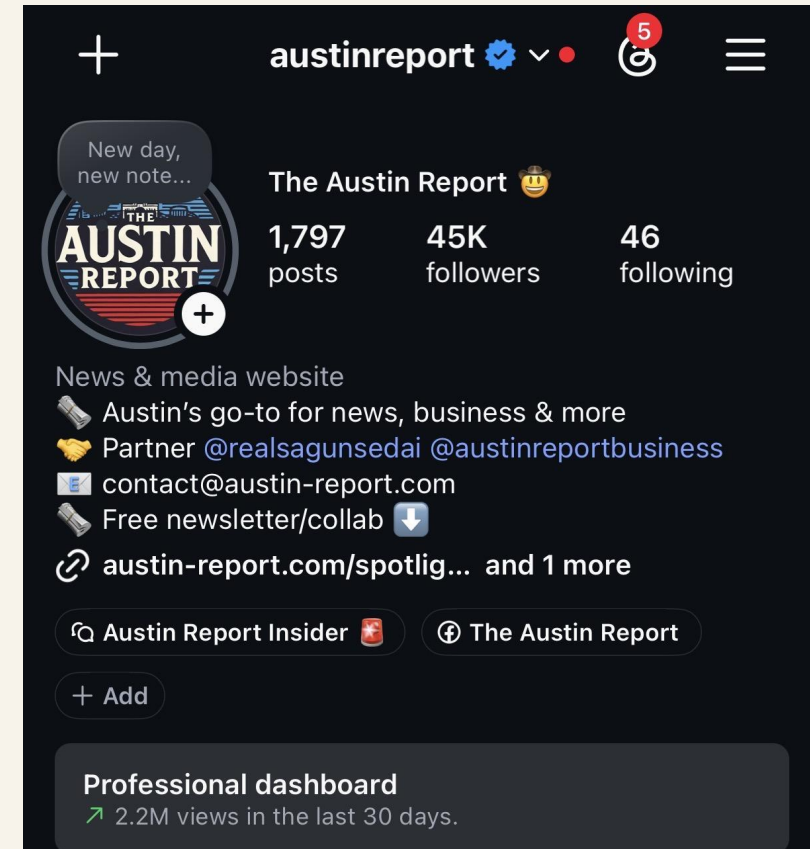
Edit profile Share profile

New Newsletter...

45x

in 15 months

SEPTEMBER 2026



Profile view for 'austinreport' as of September 2026. The profile shows significant growth with 1,797 posts, 45K followers, and 46 accounts being followed. The bio remains the same, but the 'Professional dashboard' now shows 2.2M views in the last 30 days. The bottom section includes buttons for 'Austin Report Insider' and 'The Austin Report', along with an 'Add' button.

austinreport

New day, new note...

The Austin Report

1,797 posts 45K followers 46 following

News & media website
Austin's go-to for news, business & more
Partner @realsagunsedai @austinreportbusiness
contact@austin-report.com
Free newsletter/collab

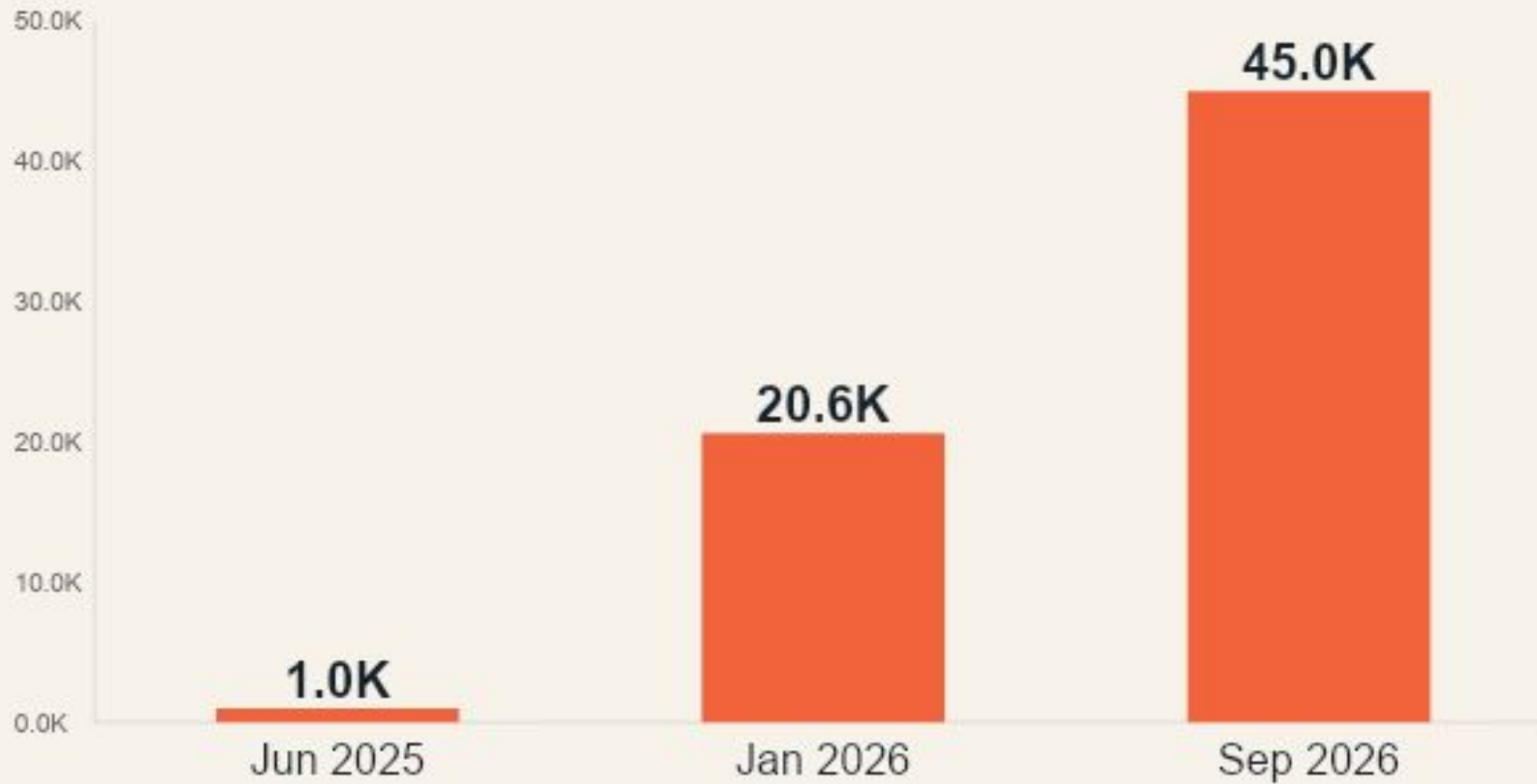
austin-report.com/spotlig... and 1 more

Austin Report Insider The Austin Report

+ Add

Professional dashboard
2.2M views in the last 30 days.

The growth curve



45x

the starting
audience

The audience beyond the follower count

7M

views / 90 days

1M+

unique viewers / 90 days

303K

interactions / 90 days

66.1%

views from non-followers

1,400+

newsletter subscribers

85+

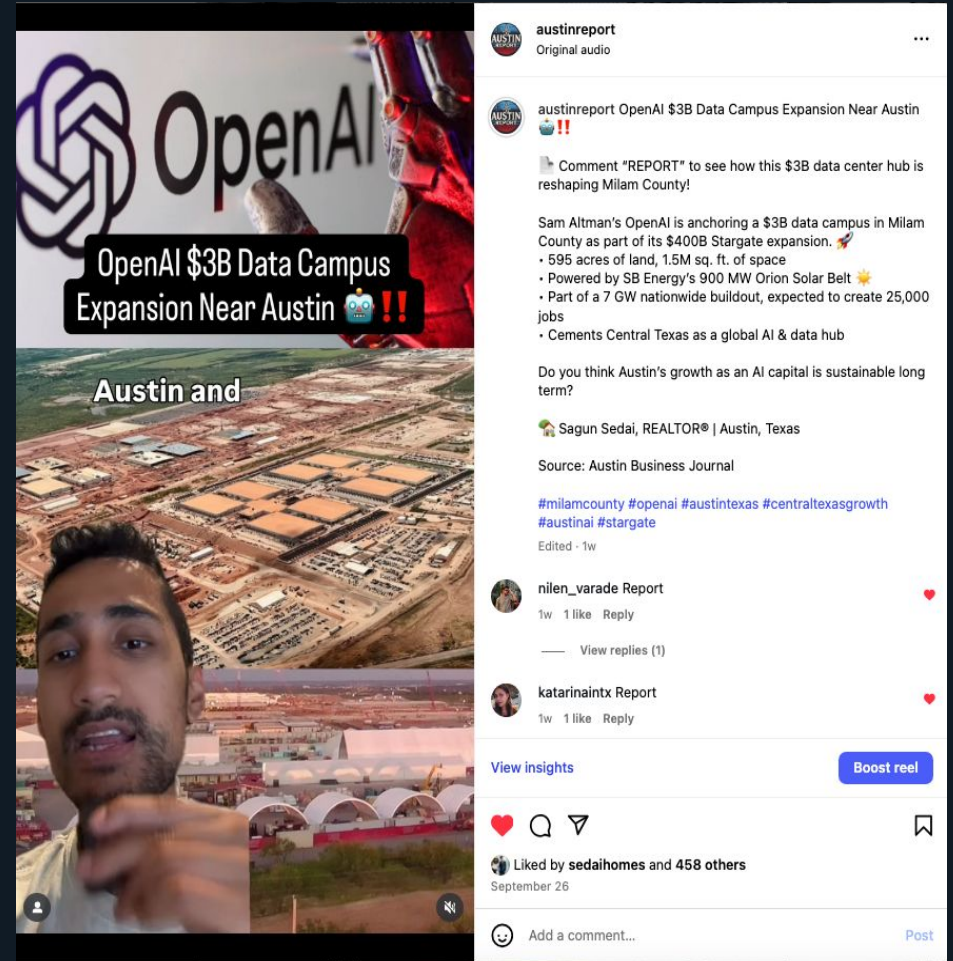
business clients served

The bottleneck was me

Every post depended on my time.

Research. Write. Film. Edit. Publish. Repeat.

I needed a process someone else could run.



My AI-assisted content workflow

Claude

01 Research

Austin stories and source links

02 Rank

Prioritize the strongest topics

03 Script

Draft in my voice

04 Produce

Film, edit and caption

05 Publish

Schedule and distribute

06 Learn

Review the response

Research starts with local questions

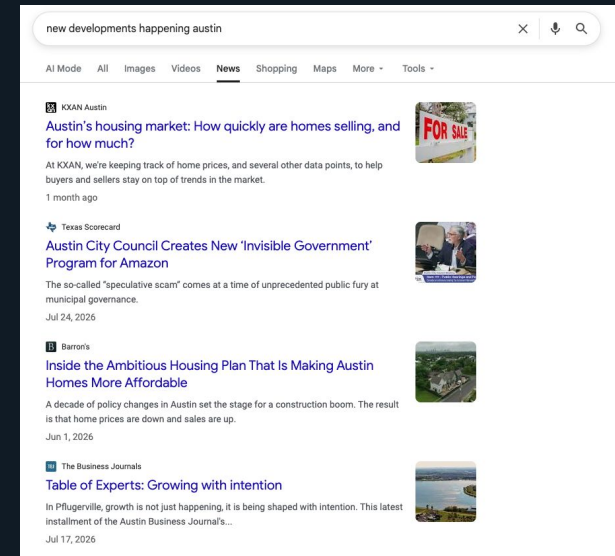
INPUTS

Permits and council agendas
Business announcements
Local reporting
Audience questions

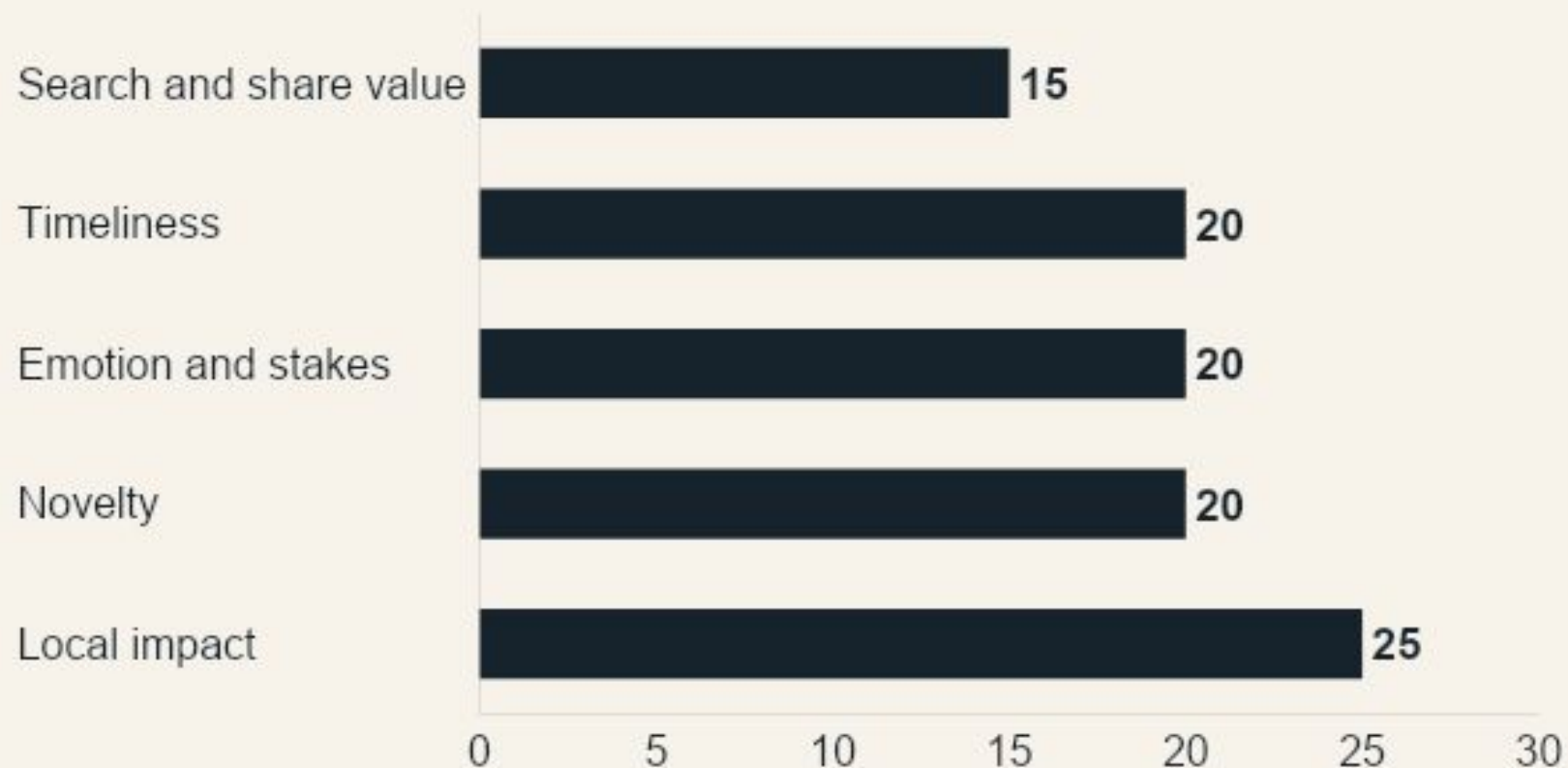
A USEFUL RESEARCH BRIEF

What is happening?
Where and when?
What does it change locally?
What source confirms it?

The output is a shortlist I can check and choose from.



My 100-point topic score



60

minimum score

**Top 3 topics
get filmed daily**

A five-part reel script

- 01 Hook: one reason to keep watching
- 02 Facts: what, where and when
- 03 Relevance: why the viewer should care
- 04 My take: informed local perspective
- 05 Next step: one clear invitation

Authenticity is part of the work

**The final words need
to sound like me.**

My curiosity. My perspective. My responsibility.

I edit the draft until I can say it naturally on camera.



How a local question becomes a reel

- 01 Question: “What is opening in this neighborhood?”
- 02 Research: confirm the place, timing and source
- 03 Script: explain the facts and why they matter
- 04 My edit: add context and speak naturally
- 05 Publish: give people one clear next step

The handoff that keeps work moving

- 01 Topic, sources and approved script
- 02 Footage, edit instructions and caption
- 03 Owner, deadline and approval step
- 04 Scheduled post and a recorded result

Who does what

AI

Research and ranking
First drafts
Repurposing copy

VIRTUAL ASSISTANT

Asset organization
Scheduling and
publishing
Agreed response
workflows

ME

On-camera presence
Relationships and sales
Final judgment

Clear ownership makes the process repeatable.

My operating rules

**“If I cannot write the process down,
I cannot hand it off.”**

A clear brief. A named owner. A final approval.

My judgment stays attached to my name.

What I learn from the response

DISTRIBUTION

Views
Reach
New viewers

RESPONSE

Shares and saves
Comments
Audience questions

NEXT STORY

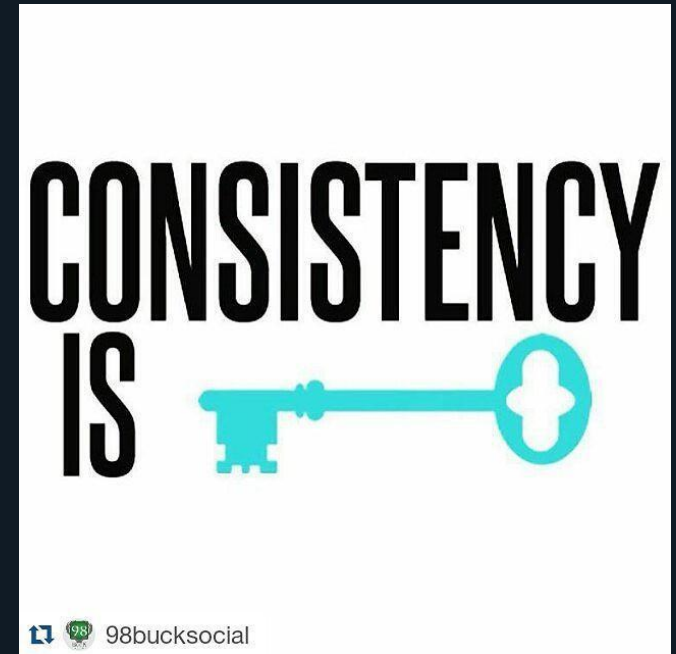
What needs clarity?
What matters locally?
What deserves a
follow-up?

Useful conversations can grow into real relationships.

Consistency needs a process

- 01 A shortlist makes the next topic easier to choose
- 02 A script structure makes the next draft easier to start
- 03 Clear handoffs keep production moving
- 04 A publishing routine supports repeatability

The goal is a rhythm I can sustain.



Providing value is giving back

People should get something useful from following me.

Understand a change. Discover a place.
Find a local business worth knowing.

Trust can open doors. The value comes first.



The lessons I would repeat



- 01 Choose a subject you care enough to keep covering
- 02 Make the work repeatable before handing it off
- 03 Use AI for preparation and keep the final judgment
- 04 Give people a reason to come back

What I want you to remember

AI helps me prepare.

Consistency keeps me showing up.

Authenticity keeps it personal.

Value makes it worth following.

The community is the reason for the work.



Follow & Connect

- Instagram: @austinreport @realsagunsedai
- Tiktok: @theaustinreport
- Facebook: The Austin Report
- Linkedin: The Austin Report
- Newsletter: Every Sunday 9 AM CST
- Message me if you have any more questions about how to set up AI systems and VAs, business ideas, real estate, insurance

Business Owners of Austin
Let's work together

