



FREE RESOURCE

The AI Video Workflow

A 6-stage system for turning one idea into a published, ad-ready video — without a camera, a studio, or a video team.



Why this workflow exists

Short-form video is the fastest way to get in front of new customers right now — but most businesses stall at the same place: no time to film, no editor, no video team. This guide replaces that entire production pipeline with AI tools, so you can go from an idea to a published, ad-ready video in under a day.

This isn't about replacing good marketing thinking with AI. It's about removing the production bottleneck so you can test more ideas, faster, and let the data — not your gut — decide what to scale.

How to use this guide

- Each stage tells you what it's for, which tools to use, and gives you a prompt you can copy directly. You don't need every tool listed — pick one per stage and move on to the next.
- Treat every video as a test, not a masterpiece. Ship it, watch the data, adjust.

The 6 stages at a glance

- **01** — Define the Offer & the Hook
- **02** — Generate the Script
- **03** — Voice & Presenter
- **04** — Visuals & B-roll
- **05** — Edit, Caption, Pace
- **06** — Publish, Test, Iterate



STAGE 01 Define the Offer & the Hook

No AI tool here — this is the only step that decides whether the rest of the workflow is worth running. Nail these three things down before you open anything:

- One offer (not three) — pick the single thing you want this video to sell or explain
- One audience — who exactly is this for, in one sentence
- One hook — the first line or visual that stops the scroll in the first 2 seconds

PRO TIP Write 5 different hooks for the same offer before you pick one. Most losing ads lose in the first 2 seconds, not the last 20.

STAGE 02 Generate the Script

Use a chat-based AI tool to turn your offer and hook into a tight, spoken script.

ChatGPT **Claude**

PROMPT

Write a 30-second video ad script for [business/offer]. The audience is [describe audience]. Open with this hook: [your hook]. Structure it as: hook (0-3s), problem (3-8s), solution/offer (8-20s), clear call to action (20-30s). Keep sentences short enough to read aloud in one breath. Avoid corporate jargon.

PRO TIP Ask for 3 versions of just the hook line first, mix and match, then generate the full script around the winner.



STAGE 03

Voice & Presenter

Turn the script into a voice — either narration over visuals, or a full AI avatar presenter.

HeyGen — avatar + voice, multilingual **ElevenLabs — voice only**

BRIEF

Generate a [avatar / voice-only] reading this script in a [warm / confident / energetic] tone, paced for a 30-second ad, in [language].

PRO TIP Multilingual campaigns benefit most here — one script, several languages, no reshoots or re-recordings needed.

STAGE 04

Visuals & B-roll

Generate the footage or motion that sits behind your voiceover.

Runway — highest visual quality **Google Veo (Ads Asset Studio)** **Creatify — product photo → UGC ad**

CapCut — free stock + templates

PROMPT

[Product/scene description], [camera angle or movement], [lighting/mood], [duration] seconds, vertical 9:16, no visible text or logos.

PRO TIP Generate 3 short clips, one per script beat, instead of one continuous shot — easier to fix one bad clip than regenerate the whole video.

**STAGE 05** **Edit, Caption, Pace**

Assemble the clips, add captions, and tighten the pacing for short-form attention spans.

CapCut — auto-captions, templates **Opus Clip** — long-form to short clips

Pacing rules for short-form

- The hook must land visually in the first 1-2 seconds, not just verbally
- Cut or change the frame every 2-4 seconds
- Captions on by default — most people watch with the sound off
- Keep it under 30 seconds unless the offer genuinely needs more

STAGE 06 **Publish, Test, Iterate**

Treat the video as a hypothesis, not a finished product.

- Publish 3-5 hook variations of the same core video
- Change one variable at a time between tests — hook, thumbnail, or CTA
- Track hook rate (3-second view rate) and watch-through, not just likes
- Kill underperformers fast, double down on winners



Platform quick reference

Platform	Aspect ratio	Ideal length	Notes
Instagram Reels	9:16	15-30s	Captions essential, hook in frame 1
TikTok	9:16	15-34s	Native, slightly unpolished tends to perform well
YouTube Shorts	9:16	15-60s	Slightly longer hooks are tolerated

Want this running for your business — without doing it yourself?

Hamd builds and runs this exact workflow for businesses who'd rather hand it off than learn six new tools.

Contact Hamd →