

Ai Video Creation for Professionals

Your quick guide to AI video production

- 1 Write a clear, structured script before inputting text into AI video tools.
- 2 Test Synthesia for corporate training and marketing videos with avatars.
- 3 Try Pictory for social media content and text-to-video conversion projects.
- 4 Use RunwayML for creative editing and generative visual effects work.
- 5 Select Lumen5 if you need branded templates for marketing campaigns.
- 6 Generate AI subtitles on all videos to improve accessibility and SEO.
- 7 Use AI tools for draft versions, then polish with human editors afterward.
- 8 Leverage multilingual voiceover options to expand content across global markets.
- 9 Replace traditional video shoots with AI avatars to cut production costs.
- 10 Compare at least three AI tools before committing to one platform.
- 11 Start with the free tier or trial versions to assess tool fit.
- 12 Document your workflow to establish repeatable, efficient video creation processes.