CASE STUDY · CLIENT VIDEO

How we made a $1,200 video *with AI.*

Reference, script, voiceover, footage, editing and sound design. Every step, every prompt.



THE RESULT

One 43 second explainer. *Sold for $1,200.*

$1,200	~4 hrs	43s	V4
PAID BY THE CLIENT	EDITING WITH CLAUDE	FINAL VIDEO	VERSION WE SHIPPED



00

The process *at a glance.*

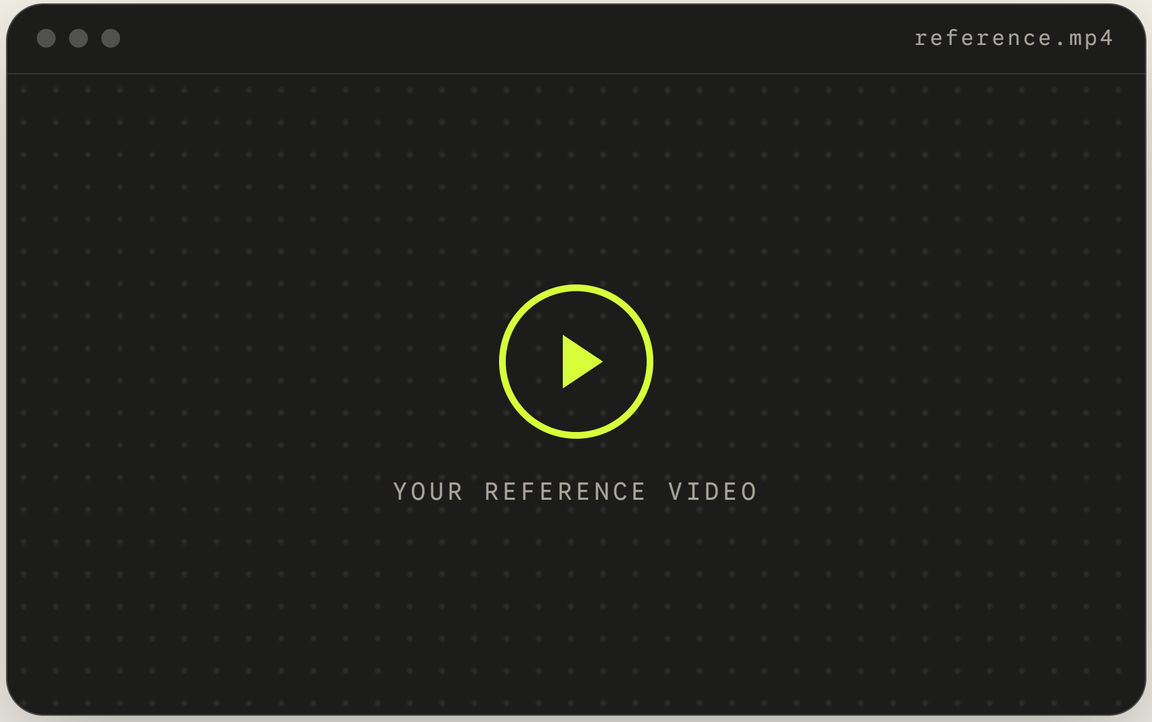
Most of the work happened in one conversation with Claude. Run the prompts in order, in the same chat.

01	**Inspiration**	Reference video, broken down by Claude
02	**Script**	Same structure, our story
03	**Voiceover**	ElevenLabs narrator plus a radio effect
04	**Footage**	30 to 40 clips from YouTube, Envato, Pixabay
05	**News cut**	3 to 5 headlines cut into one sentence
06	**Main cut**	Jump cuts matched to every line
07	**Final cut**	Merge both cuts into one edit
08	**Sound design**	Effects placed on a cue list
09	**Honest summary**	What it really takes

01

Start with a video *you love.*

- Give Claude a reference that has the feel you want.
- Ask it to break down why it works before writing anything.
- The breakdown becomes the target for every step after.



STEP 01 · PROMPT

Break down the reference

COPY AND FILL THE [BRACKETS]

I'm sharing a reference video for a new project. Don't write anything yet. First, break it down for me:

1. Total length and how many sections it has
2. The hook: what happens in the first 3 seconds and why it grabs attention
3. Pacing: average shot length in each section, where it speeds up and slows down
4. Tone of the voiceover: speed, energy, type of voice
5. Visual style: footage types, colour, text on screen, transitions
6. Sound: music mood, sound effects and where they hit
7. The structure as beats (Hook, Stakes, Turn, Proof, Close or whatever fits)

Then tell me in 3 lines what makes this video work, so we can use the same structure for [TOPIC] for [CLIENT].

02

Write the script *from the structure.*

- Borrow the structure of the reference, never its lines.
- Short spoken sentences, marked by beat and timecode.
- Ask for a footage idea next to every line.

00:00	HOOK	Largest crypto hack in history.
00:03	STAKES	$6.3 billion in digital assets stolen.
00:13	NAME IT	Crypto-jacking.
00:20	TURN	The verifiers.
00:33	PROOF	Formal verification of everything for security.
00:39	CLOSE	Dowsers.

BEATS TAKEN FROM THE ON SCREEN TEXT OF THE FINAL VIDEO

STEP 02 · PROMPT

Script

COPY AND FILL THE [BRACKETS]

Using the reference breakdown above, write a script for a [LENGTH] second video about [TOPIC] for [CLIENT / BRAND].

Follow the same structure and pacing as the reference, but do not copy any of its lines.

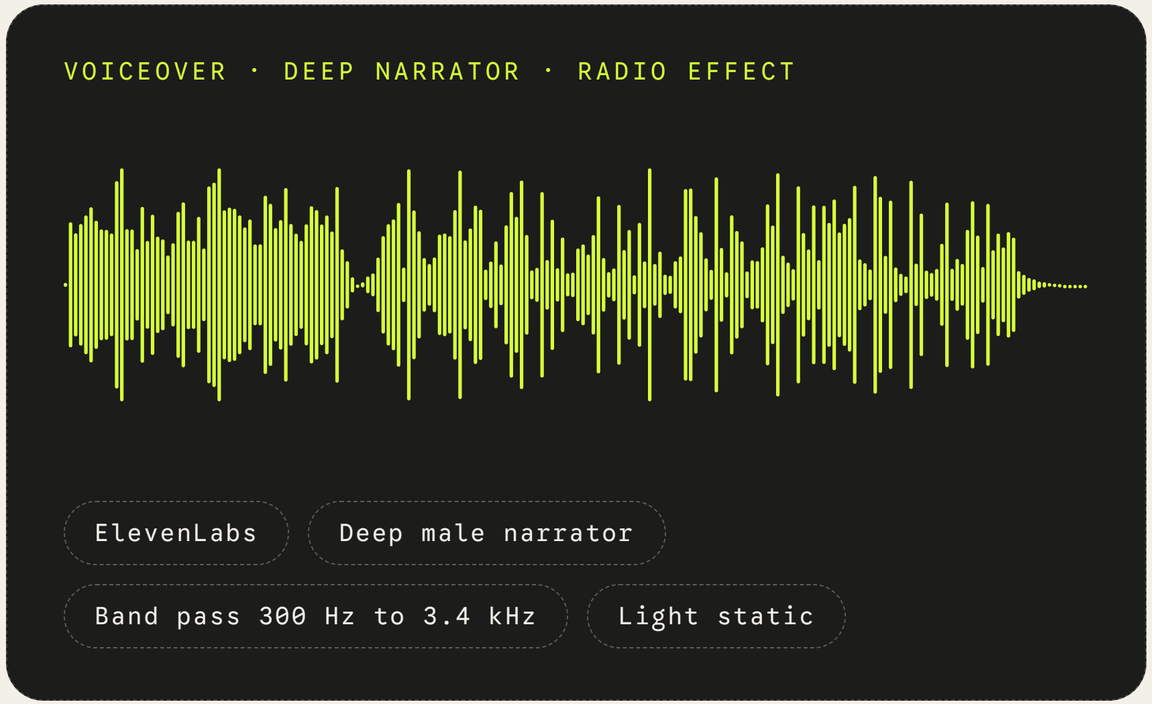
Rules:
- Hook in the first 3 seconds. Make it a plain, strong claim.
- Short spoken sentences, written to be read aloud.
- About [WORD COUNT] words in total (roughly 2.5 words per second).
- Mark each beat with a timecode and a label (Hook, Stakes, Threat, Turn, Proof, Close).
- Next to every line, suggest what footage should be on screen.
- End on [BRAND NAME] and the one idea we want people to remember: [KEY MESSAGE].

Give me 2 versions: one close to the reference, one with a bolder hook. Then tell me which one you'd pick and why.

03

Give it a voice, *then make it radio.*

- Voiceover produced in ElevenLabs.
- Deep, older English male narrator, in the spirit of Morgan Freeman.
- AI adds a radio effect so it feels like a broadcast.



STEP 03 · PROMPT

Prepare the script for ElevenLabs (in Claude)

COPY AND FILL THE [BRACKETS]

```
Prepare this script for an ElevenLabs voiceover.

- Add natural pauses with line breaks and "..." where the narrator should breathe.
- Write numbers and names the way they should be spoken (for example "six point three billion dollars").
- Mark the 3 to 5 words that need the most weight in CAPS.
- Keep it within [LENGTH] seconds at a slow, calm pace.
- Give me the final text only, ready to paste.
```

STEP 03 · PROMPT

ElevenLabs voice design / voice library search

COPY AND FILL THE [BRACKETS]

```
Deep, older male narrator with a warm, slightly gravelly tone. American English. Slow, measured pace with calm authority, like a documentary or film trailer narrator. Clear diction, low pitch, no hype.
```

Describe the qualities of the voice. Don't clone a real person's voice.

Radio effect (in Claude, with the audio file)

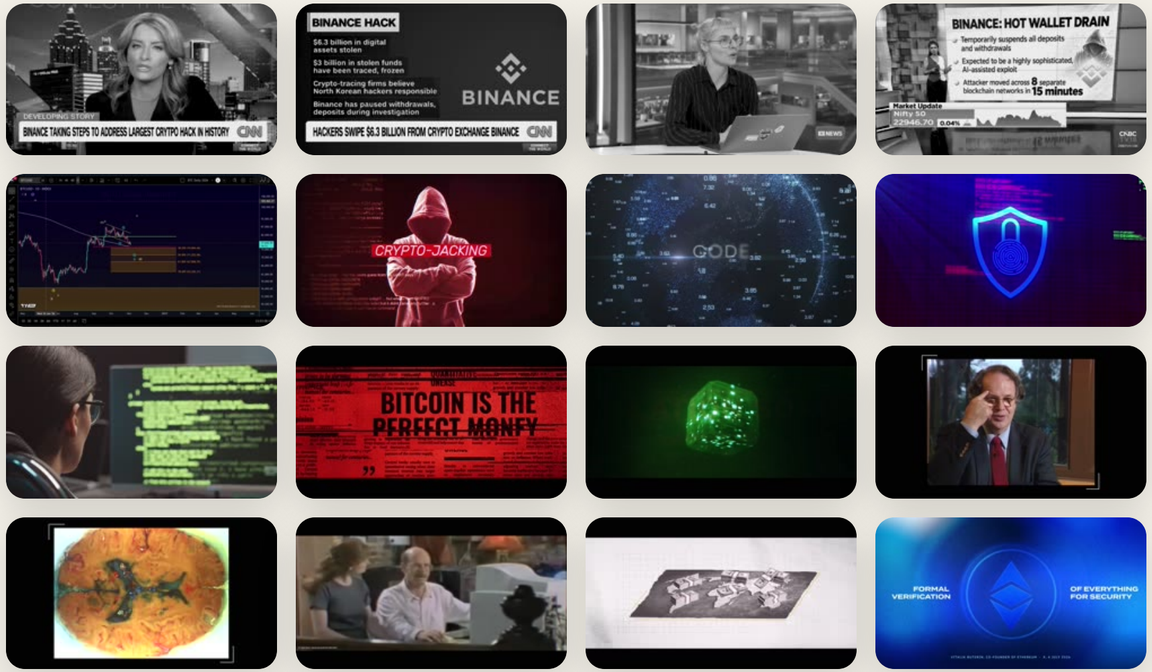
COPY AND FILL THE [BRACKETS]

```
Add a radio broadcast effect to this voiceover.
- Band pass the voice to roughly 300 Hz to 3.4 kHz so it sounds like a speaker.
- Add light saturation and gentle compression.
- Add a very low layer of static under the voice, never louder than the voice.
- Keep every word clear.
Give me 2 versions, [SUBTLE] and [STRONG], as 48 kHz WAV files.
```

04

The hardest part: *finding footage.*

- Clips from YouTube, Envato, Pixabay and more.
- 30 to 40 clips plus the news segments.
- Not counted in our 4 hours.



YouTube · Envato · Pixabay · + others

STEP 04 · PROMPT

Turn the script into a shot list

COPY AND FILL THE [BRACKETS]

```
Turn the script above into a shot list for a footage search.
For each line give me:
- 2 to 3 shot ideas (what we see)
- Search keywords for YouTube, Envato and Pixabay
- Whether it should be news, stock footage, archival or motion graphics
Group it by section, and mark the 5 shots that matter most.
```

Check the licence for every clip that goes to a paying client.

05

Start with the news *as one sentence.*

- Send Claude 3 to 5 news headline clips.
- Lines from different channels flow into one sentence.
- Approve the sentence before the cut.



CLIP 1



CLIP 2



CLIP 3



CLIP 4

“Largest crypto hack in history … $6.3 billion stolen … AI assisted exploit …”

STEP 05 · PROMPT

News opening cut

COPY AND FILL THE [BRACKETS]

Here are [3 TO 5] news clips about [STORY].
Build the opening news cut, about [10] seconds long.

Goal: the lines from the different anchors should flow into each other and read like one complete sentence, as if one story is being told across channels.

1. Transcribe each clip with timestamps.
2. Pick the strongest phrases and propose an order where they read as one sentence. Show me that sentence before you cut anything.
3. Cut on whole words, never in the middle of a word. Leave a couple of frames of breath.
4. Keep each clip between [1.5] and [3] seconds.
5. Keep the lower thirds and channel logos visible so it reads as real news.
6. Add a short glitch transition between clips.
7. Export a 1920x1080 preview and list every cut: file, in point, out point, words spoken.

06

Jump cuts that *match every line.*

- Give Claude 30 to 40 clips, the script and the voiceover.
- Whatever the narrator says, the viewer sees it.
- Review the edit list before rendering.



Main cut with jump cuts

COPY AND FILL THE [BRACKETS]

Here are [30 TO 40] clips, the final voiceover and the script.
Build the main cut that runs under the voiceover from [START TIME] to the end.

Rules:
- Match the footage to the script line by line. Every line needs a visual that shows what is being said.
- Use jump cuts: most clips between [0.5] and [2] seconds.
- Cut on the voice: change the shot when the sentence changes idea or hits a key word.
- Don't reuse a clip unless there is no better option. Tell me if you had to.
- Keep the energy rising until [TURN MOMENT], then let shots breathe a little longer.

Before rendering, give me an edit list as a table: timecode, script line, clip file, in, out, and one line on why it fits.
After I approve it, render a 1080p preview with the voiceover.

07

Merge both cuts *into one.*

- News opening first, then the main cut.
- Line up the voiceover and clean the joins.
- Ask Claude to report its own checks.

NEWS CUT



MAIN CUT



FINAL V4



Merge into the final cut

COPY AND FILL THE [BRACKETS]

```
Merge the news cut and the main cut into one final edit.

- News cut first, then the main cut, joined with [A GLITCH / A HARD CUT / A FLASH].
- The voiceover starts at [TIMESTAMP]. The news audio should dip under the voice where they overlap.
- Keep the look consistent within each section: [DESCRIBE THE GRADE, for example black and white for news, red for the hacker part, blue for the close].
- On screen text: [LIST OF TITLES AND WHEN THEY APPEAR].
- End on the [BRAND] logo for [2] seconds.

Before export, check and report:
- no black or empty frames
- no clip shorter than 6 frames unless it's on purpose
- no audio pops or jumps in volume
- total length is [LENGTH] seconds

Export 1920x1080, 30 fps, H.264.
```

08

Sound effects
make it feel expensive.

- We used our own sound library.
- Gave Claude every effect plus the timestamps.
- Hits land on the cut, risers end on the impact.



Sound effects

COPY AND FILL THE [BRACKETS]

Here is the final cut and the sound effects I want to use: [LIST OF FILES].
Add sound design using only these files.

Cue list:
[00:00 to 00:10] glitch on every news cut
[00:10] whoosh into the hacker section
[00:13] impact on the CRYPTO-JACKING title
[00:XX] typewriter under on screen text while it types
[00:XX] mouse clicks on screen and UI moments
[00:XX] riser building into [REVEAL MOMENT], ending on an impact
[00:XX] glass hit on [MOMENT]
[00:XX] flash on white flash frames
[00:XX] digital countdown before [MOMENT]
[00:XX] gaming sounds on [MOMENT]

Rules:
- Hits land exactly on the cut frame.
- Risers end exactly where the impact lands.
- Sound effects always sit under the voice. Every word must stay clear.
- Fade out every effect, no hard stops.

Give me a cue sheet first (time, sound, file, volume), then render the final mix.

The timestamps in the cue list are examples. Use your own.

09

It's not one prompt.
It's a process.

- It takes several rounds of prompting, not one.
- Claude sometimes misses instructions or makes mistakes. Do your own QA.
- About 4 hours of editing, not counting the footage hunt.
- Our Claude already knows this style from many videos like this. Yours will get there the more you do it.

QA CHECKLIST BEFORE YOU SEND IT

- Watch it 3 times: picture, sound, then as the client
- Every script line has a matching visual
- Every word of the voiceover is clear
- No black frames or repeated clips
- Names, numbers and spelling are correct
- Every clip is licensed for client use
- Check it on a phone, sound on and off

Upscale

Learn AI. *Ship real work.*

Questions on any step? Drop them in the comments and we'll answer them there.