

FREE GUIDE

AI Video Workflow

Create Professional Videos Using Only Free AI Tools
Step-by-Step Guide for Beginners

7

FREE TOOLS

5

WORKFLOW STEPS

0\$

TOTAL COST

LUDS

AI-Powered Content Creation

Introduction: The Free AI Video Revolution

Good news: You no longer need expensive software or professional equipment to create stunning videos. This guide will show you exactly how to create professional-quality videos using only free AI tools—no credit card required.

In 2025, AI has democratized video creation. What once required \$500/month in software subscriptions and years of expertise can now be accomplished with free tools and a simple workflow. Whether you're a content creator, marketer, small business owner, or just curious about AI video, this guide is your complete roadmap.

What You'll Learn

- The 7 essential free AI tools for video creation
- A proven 5-step workflow that delivers results
- How to create videos in under 30 minutes
- Tips to maximize quality without spending a dime
- Common pitfalls and how to avoid them

Who This Guide Is For

- **Content Creators** looking to scale video production
- **Small Business Owners** who need marketing videos
- **Marketers** creating social media content
- **Beginners** with no video editing experience
- **Budget-Conscious Creators** who want professional results

Chapter 1: The 7 Essential Free AI Tools

Before we dive into the workflow, let's meet your toolkit. Each tool serves a specific purpose in the video creation process, and together they form a complete production pipeline.

1

ChatGPT

chat.openai.com

Your AI writing assistant for scripts, captions, and content ideas. The free tier is more than enough for video creation.

- ✓ Write video scripts in seconds
- ✓ Generate engaging hooks and CTAs
- ✓ Create video descriptions and tags
- ✓ Brainstorm content ideas

2

CapCut

capcut.com

A powerful free video editor with AI features built-in. Available on desktop and mobile.

- ✓ AI-powered auto-captions
- ✓ Background removal without green screen
- ✓ Text-to-speech with natural voices
- ✓ Trending templates and effects

3

Leonardo.ai

leonardo.ai

Generate stunning AI images for thumbnails, backgrounds, and visual assets.

- ✓ 150 free tokens daily
- ✓ Multiple art styles and models
- ✓ Perfect for YouTube thumbnails
- ✓ Background generation

4

ElevenLabs

elevenlabs.io

The most realistic AI voice generator. Free tier includes 10,000 characters per month.

- ✓ Ultra-realistic AI voices
- ✓ Multiple languages and accents
- ✓ Voice cloning (paid feature)
- ✓ Perfect for voiceovers

5

Runway ML

runwayml.com

Advanced AI video generation and editing. Free tier includes 125 credits.

- ✓ Text-to-video generation
- ✓ Video-to-video style transfer
- ✓ Green screen without green screen
- ✓ Motion tracking

6

Pexels / Pixabay

pexels.com | pixabay.com

Free stock video and image libraries with millions of high-quality assets.

- ✓ Completely free for commercial use
- ✓ No attribution required
- ✓ 4K video quality available
- ✓ Curated collections

7

Canva

canva.com

Design tool with AI features for thumbnails, graphics, and video elements.

- ✓ Magic Design AI
- ✓ Text-to-image generation
- ✓ Thumbnail templates
- ✓ Brand kit organization

Chapter 2: The 5-Step AI Video Workflow

Now that you know the tools, let's put them together into a workflow that delivers professional videos every time. This process takes 20-30 minutes once you get the hang of it.

Complete AI Video Workflow

1

Script & Concept

Use ChatGPT to write your video script



2

Voiceover

Generate AI voice with ElevenLabs



3

Visual Assets

Create images with Leonardo.ai + stock footage



4

Video Assembly

Edit everything together in CapCut



5

Thumbnail & Export

Create thumbnail in Canva, export final video

Step 1: Script Writing with ChatGPT (5 minutes)

1

Craft Your Perfect Script

The Prompt Formula:

1. Open ChatGPT (free account works fine)
2. Use this prompt template:

"Write a 60-second video script about [TOPIC]. The video should be engaging, include a strong hook in the first 5 seconds, and end with a clear call-to-action. Target audience: [AUDIENCE]. Tone: [TONE]."

3. Review and refine the output
4. Break it into segments for easier recording/editing

Pro Tip: The Hook Formula

Start with: "Did you know..." or "Stop doing [common mistake]" or "Here's why [surprising fact]." These patterns grab attention in the first 3 seconds.

Step 2: AI Voiceover with ElevenLabs (3 minutes)

2

Generate Professional Voiceover

1. Go to elevenlabs.io and create a free account
2. Click "Speech Synthesis"
3. Select a voice (recommended: "Bella" for female, "Adam" for male)
4. Paste your script into the text box
5. Click "Generate" and download the audio

Pro Tip: Voice Settings

Adjust "Stability" to 50% and "Clarity + Similarity Enhancement" to 75% for the most natural-sounding results.

Step 3: Create Visual Assets (7 minutes)

3

Gather Your Visuals

Option A: AI-Generated Images (Leonardo.ai)

1. Go to leonardo.ai and sign up (free)
2. Click "Image Generation"
3. Enter your prompt describing the scene
4. Select "Leonardo Diffusion XL" model
5. Generate and download your images

Option B: Stock Footage (Pexels/Pixabay)

1. Go to pexels.com or pixabay.com
2. Search for relevant video clips
3. Download in HD or 4K quality
4. No attribution required for most content

Pro Tip: Image Prompts

Use descriptive prompts like: "Professional business presentation, modern office, natural lighting, 4K quality, cinematic style" for best results.

Step 4: Video Assembly in CapCut (10 minutes)

4

Put It All Together

1. **Import Assets:** Open CapCut and import your voiceover audio and visual assets
2. **Add to Timeline:** Drag your voiceover to the audio track
3. **Add Visuals:** Place images/videos on the video track, matching them to audio segments
4. **Add Captions:** Click "Text" → "Auto Captions" → CapCut will transcribe your audio automatically
5. **Style Captions:** Choose a caption style (recommend: "Classic" or "Modern")
6. **Add Background Music:** Use CapCut's free music library or import your own
7. **Add Transitions:** Add smooth transitions between clips (0.3-0.5 seconds)

Pro Tip: Caption Settings

Increase caption size to 18-20pt for mobile viewing. 85% of social media videos are watched without sound—captions are essential.

Step 5: Thumbnail & Export (5 minutes)

5

Create Click-Worthy Thumbnail

1. Go to canva.com and search "YouTube Thumbnail"
2. Select a template or start from scratch (1280×720)
3. Add your main image (from Leonardo.ai or stock)
4. Add bold, readable text (max 3-4 words)
5. Use high contrast colors (white text on dark background)
6. Download as PNG

Export Your Video:

1. In CapCut, click "Export"
2. Select 1080p or 4K resolution
3. Choose H.264 codec for compatibility
4. Export and you're done!

Pro Tip: Thumbnail Text

Use fonts like "Montserrat Bold" or "Bebas Neue" at 100+pt size. Add a subtle drop shadow for readability. Test thumbnails at small size before finalizing.

Chapter 3: Advanced Tips & Techniques

Maximizing Free Tool Limits

Tool	Free Limit	How to Maximize
ChatGPT	Unlimited (GPT-3.5)	Use GPT-3.5; it's sufficient for scripts
ElevenLabs	10,000 chars/month	~10 min of audio; plan your content
Leonardo.ai	150 tokens/day	~15-30 images; generate in batches
Runway ML	125 credits	Use for special effects only
CapCut	Unlimited	No limits—use freely!

Quality Without Cost

- **Lighting:** Film near a window for natural light (free and professional)
- **Audio:** Use your phone's voice recorder in a quiet room
- **Background:** Use a plain wall or Leonardo.ai to generate one
- **B-Roll:** Pexels has unlimited free stock footage
- **Music:** YouTube Audio Library and CapCut's library are free

Common Mistakes to Avoid

- **Over-scripting:** Keep scripts conversational, not robotic
- **Ignoring captions:** Always add captions for social media
- **Low-quality thumbnails:** Spend extra time on thumbnails—they determine clicks
- **Too many transitions:** Keep it simple; cuts work better than fancy effects
- **Poor audio levels:** Music should be 20-30% of voice volume

Quick Reference: Workflow Checklist

Pre-Production Checklist

- Define video topic and goal
- Identify target audience
- Write script using ChatGPT
- Plan visual scenes/segments
- Gather reference materials

Production Checklist

- Generate voiceover with ElevenLabs
- Create AI images with Leonardo.ai
- Download stock footage from Pexels
- Record any live footage (if needed)
- Organize all assets in a folder

Post-Production Checklist

- Import all assets into CapCut
- Sync voiceover with visuals

Add auto-captions and style them

Add background music

Add transitions between clips

Review and adjust timing

Export in 1080p or 4K

Publishing Checklist

Create thumbnail in Canva

Write SEO-optimized title

Craft engaging description

Add relevant tags

Set appropriate category

Schedule or publish

Conclusion: Start Creating Today

You now have everything you need to create professional videos using only free AI tools. The barrier to entry for video creation has never been lower, and the quality you can achieve has never been higher.

Remember: The best video is the one you actually create. Don't get stuck in planning—use this workflow, create your first video today, and iterate as you go.

Your Next Steps

1. Set up accounts for all 7 tools (takes 15 minutes)

2. Choose a simple topic for your first video
3. Follow the 5-step workflow
4. Publish and gather feedback
5. Iterate and improve

Need Help Scaling Your Content?

LUDS helps brands and creators produce high-quality video content at scale using AI-powered workflows. From strategy to execution, we've got you covered.

LUDS

AI-Powered Content Creation & Post Production

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