

Free Video and Voice Production Kit

A plain-English guide to making images, video and voiceovers with AI tools: getting started, choosing a model, saving credits and checking your work before you post.

- A simple order of work, from idea to finished post
- A prompt structure with eight fill-in templates
- Ten habits that help you waste fewer credits
- Voiceover tips, a faceless-video workflow and a product-image guide



Make better visual and voice content, one small step at a time

This kit gives you a repeatable way to make images, short video and voiceovers with AI tools, for social posts, ads, product images and faceless videos. It is a practical guide, not a promise. What you get depends on your idea, your inputs and the tools you choose.

THE ORDER OF WORK

Idea then **script** then **stills** then **motion** then **voice** then **edit** then **check**. Stills come before motion because pictures are usually cheaper to fix than clips.

Two small examples (fictional)

A PLUMBER

Photograph one finished job in good light.
Write one honest line about it. Post it. That is a whole first project, and it needs no claims about results.

A PROPERTY AGENT

Make a clean background for a market update post. If you ever use AI to edit a listing photo, say so, and never change what the property really is. Check your state's rules and your agency's policy first.

How to use this kit

- Read Sections 1 to 3 once, start to finish.
- Keep Section 4 (credits) and Section 8 (check before you post) open while you work.
- Use Sections 5 to 7 for the job in front of you: voiceover, a faceless channel or product images.
- Every example business here is fictional. Use your own real, approved details in your own work.

DISCLOSURE

This edition has no affiliate links, and AIFT earns nothing when you use the tools it names. The method works with any tool, and you can use tools you already own. Nothing in this kit promises income, sales or a particular result.

ONE RULE BEFORE YOU START

Keep real customer, personal and confidential details out of AI tools unless you have the right to share them and the tool's privacy terms suit your business (Australian privacy law may apply). You decide what to publish, and you are responsible for it.

The tools this kit is built around

You do not need both, and you can follow the method with other tools. These are the two the examples are written around. Screens change, so yours may look different.

Higgsfield

IMAGES AND VIDEO

Image and video generation with several models in one place. Use it for stills, product images and short clips.

Plain link: AIFT earns nothing from it.

Explore Higgsfield

Offers change. Check the sign-up page for anything current before you pay.

Check first: Current pricing, credit cost per generation, plan limits, commercial-use rules and the refund policy, on Higgsfield's own pages.

[Higgsfield terms](#)

ElevenLabs

VOICE

AI voice generation for voiceovers and narration. Use it for reels, ads and faceless videos.

Plain link: AIFT earns nothing from it.

Explore ElevenLabs

Offers change. Check the sign-up page for anything current before you pay.

Check first: Current pricing, plan limits, commercial-use rules, voice licensing and consent rules, on ElevenLabs' own pages.

[ElevenLabs terms](#)

ANYTHING YOU ALREADY OWN

Any video editor, including the one built into your phone, works for the edit step. Any image tool you already pay for can take the same briefs and prompts from this kit.

READ THE RULES BEFORE YOU PAY

Offers, plans and terms change often. Check the provider's own page for the current price, what a generation costs, commercial-use rules and the refund policy. This kit does not quote prices because they would be out of date.

SECTION 1



GET STARTED

Start with a five-second clip or a single still image for a real post. Small ideas are cheap to fix and quick to learn from.

- 1 Write the job in one line.** Who is it for, and what should they do next? Example: "Show Seabreeze Bakery's sourdough to locals who want fresh bread, and invite them to order." (Fictional business.)
- 2 Set up your account and read the plan page.** Note the credits you get, the resolution limits and whether your plan allows commercial use.

Plain link: AIFT earns nothing from it.

[Open Higgsfield](#)

- 3 Make one still image first.** Stills usually cost less than video and lock the look before you add motion.
- 4 Check the quote.** Before every generation, read the credit cost for your exact settings. Change the settings, not your mind, if it is too high.
- 5 Review against your one-line job.** Does it do the job? Change one thing at a time and try again.
- 6 Turn your best still into a short clip.** Describe only the movement you want, such as a slow push in or steam rising.

GOOD TO KNOW

A finished generation uses credits even if you do not like it. Higgsfield's own lesson guide says technical failures are usually refunded without you asking, with some exceptions. Other tools may differ, so check your provider's current policy.

Your first session scorecard

Question	Your answer
My one-line job	
Tool, model, settings and quoted cost	
What worked, and the one change for next time	

Credit log

Start it from your first generation (habit 10 in Section 4).

Date	What I made	Quote	Kept?

What people make with these skills

Project	What it takes from this kit
A faceless explainer channel on one topic	Script, voiceover, stills, short clips (Sections 5 and 6)
Product images and ads for your own shop or trade	Stills, the ad claim check (Sections 7 and 8)
Posts, short clips and stills for a client's brand	Templates, the production line, voice and product images (Sections 3, 4, 5 and 7). Run every post and ad through all of Section 8, rights included.
Short videos for a client who asked for them	The whole order of work. Quote the hours, not a result.
A short-film portfolio piece	Prompts, the production line, voice (Sections 3, 4 and 5)
A voiceover for a course you already teach	Script skeleton and voice settings (Section 5)

What you get from any of these depends on your work and your audience. This kit does not forecast results.

SECTION 2



PICK THE RIGHT MODEL



A model is the AI system that makes your picture, clip or voice. Models change often, so learn the types first and the names second.

Type	What it makes	Reach for it when	Check before you commit
Image model	Stills, edits, product shots, covers	You need a look, a reference frame or a thumbnail	Aspect ratio, resolution, text accuracy, whether a product or character stays consistent
Video model	Short moving clips from a prompt or a still	You have a locked still and one clear movement	Clip length, resolution, motion quality, credit cost per clip
Voice model	Spoken audio from your script	Voiceover, narration or character lines	Voice licence and consent, pronunciation, commercial-use rules
Language model (assistant)	Plans, scripts, prompt drafts	You want help structuring a brief or tightening wording	It can be wrong. Check every fact yourself.

TEST TWO, KEEP ONE

Run the same prompt in two models at the lowest setting. Score each on four things: matches the brief, product stays recognisable, faces and hands and text look right, and cost. Write down the winner for that job. Test again when the tool announces a new model.

Which job, which type, first move

Your job	Start with	First move
Social post or reel	Image model, then video	One still, square or vertical, with space left for your own words
Product ad	Image model, then video	Attach a clean photo of the real product as the reference
Faceless video	Voice, then images, then video	Script and voice first, then one still per line of script

SECTION 3



WRITE THE PROMPT

A prompt is your written instruction. A vague prompt leaves most choices to the model. A clear one tells it what you already decided.

THE SEVEN PARTS

Subject, action, setting, camera, light, style, and for video **sound**. Add an **avoid** line for anything you do not want, such as logos or text.

Before

A photo of a bakery.

After (fictional example)

Subject: a tray of plain sourdough rolls. **Setting:** on a timber bench in a small bakery at dawn. **Action:** steam rising. **Camera:** close up, shallow depth of field. **Light:** soft window light from the left. **Style:** warm neutral colours, natural. **Layout:** empty space at the top for text. **Avoid:** logos, text, people.



Before: the one-line prompt



After: the seven-part prompt

AI-GENERATED EXAMPLE Made in Higgsfield from the two prompts above, typed exactly as printed. Same model (Nano Banana Pro), same size (4K, 16:9), one generation each, kept as it came out. Only the prompt changed. The one-line prompt left every choice to the model, and it added people and a made-up shop sign; the seven-part prompt ruled both out in its Avoid line. Each used 4 credits on 27 October 2026. Your own results will differ.

Three habits that fix common problems

- **Change one thing at a time.** If you change five, you will not know which one helped.
- **Show, do not only describe.** Attach a clean photo of the real product and say "keep the product exactly as it is".
- **Save the prompt that worked.** A saved prompt is the cheapest thing you will ever make.

Fix it fast: a picture diagnosis table

Symptom	Likely cause	Try this
Flat and cartoonish	Light and texture are not described	Name one light source and one texture.
Wrong colours	Colours are vague or competing	Name each colour and where it sits.
Text is garbled	Some tools struggle to draw letters	Leave text out. Add it in an editing app.
Product shape changed	The shape was described loosely	Attach a clear photo as the reference.
Too cluttered	Too many objects in one prompt	Keep one subject and one simple background.
Faces or hands look odd	These can be hard for some tools	Crop closer, or generate again and pick the best.
Style changes between images	Each prompt was written fresh	Paste the same style line into every prompt.
Clip wobbles or morphs	Too much movement was asked for	Ask for one slow, simple movement only.

SECTION 3 CONTINUED

Eight templates to fill in

Copy one, replace the [brackets], and change one thing at a time.

1 Product still: [product] on [surface], [light], [camera], space for text at [top/left]. Keep the product exactly as in the reference. No logos or text added.

2 Lifestyle scene: [person-free scene] in [place], [time of day], [mood], [colour palette], natural, uncluttered.

3 Cover background: [simple scene], dark [colour] background, soft rim light, large empty area on the [side] for a title.

4 Character pose: keep this exact character (one you own or have permission to use) from the reference, [pose], plain flat [colour] background, even light, no shadows on the ground.

5 Five-second product clip: start from this still. [one movement, for example a slow push in]. Hold the product steady and sharp.

6 Slow camera move: from this still, [pan left / push in / pull back] slowly, nothing else moves.

7 Text-ready background: [subtle texture or gradient] in [palette], calm, no objects in the centre.

8 Fix-it prompt: keep everything the same except [the one thing to change].

A mini phrasebook

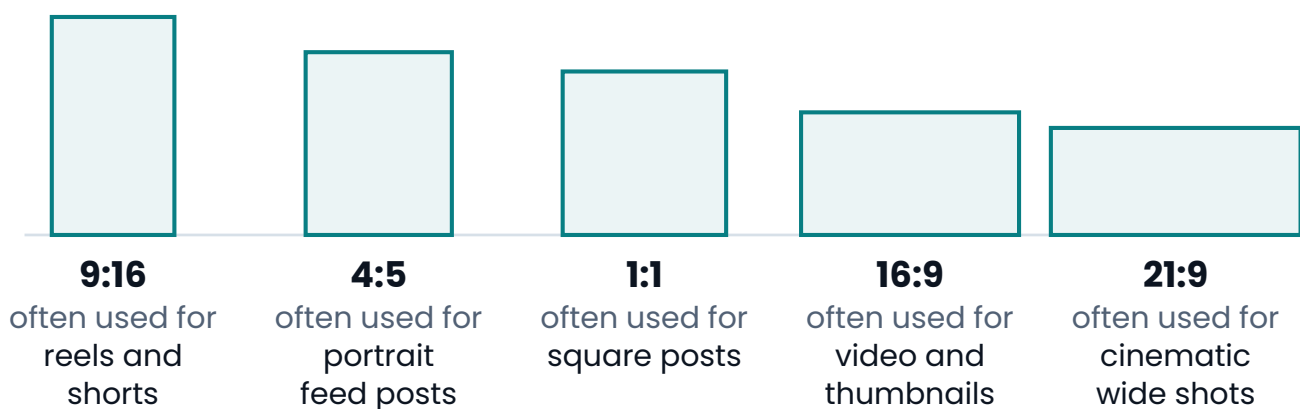
Add a phrase to your subject, then test it. These describe general visual effects, not any one tool.

Say this	What you are asking for
Slow push in	Camera moves gently closer to the subject.
Static shot, locked off	Camera stays still, no shake.
Pan slowly across the scene	Camera turns slowly in one direction.
Soft window light from the left	Gentle daylight falls across one side.
Warm golden hour glow	Low warm sun, soft long shadows.
Clean, simple background	One plain backdrop, nothing behind.
Subject on left, space on right	Room kept clear for your own words.
Tall frame for a phone screen	A vertical shape that fills a phone.

Know your frame shapes

Pick the shape before you make anything

Five common aspect ratios, drawn to scale at equal area



Platforms change their rules. Check the current size before you post.

Credits are the units a tool charges for each generation. The cost depends on the model, resolution, length and number of outputs, so the tool's live quote is the only number to trust.

#	Habit	Why it saves credits
1	Read the quote before you click	Settings change the cost. Fix it before you spend, not after.
2	Draft small, finish big	Use the lowest resolution and shortest length while you are still deciding.
3	Lock stills before video	Fixing a still is usually cheaper than regenerating a clip.
4	Ask for fewer outputs	One careful try beats four rushed ones.
5	Change one thing at a time	Every wasted try costs the same as a good one.
6	Reuse your references	A saved character or product reference keeps results consistent.
7	Save the prompts that worked	Reuse beats re-inventing.
8	Plan the whole video first	A storyboard stops you generating clips you never use.
9	Stop at good enough	Set a rule: if it meets the checklist, move on.
10	Keep a spend log	You cannot manage what you do not write down.

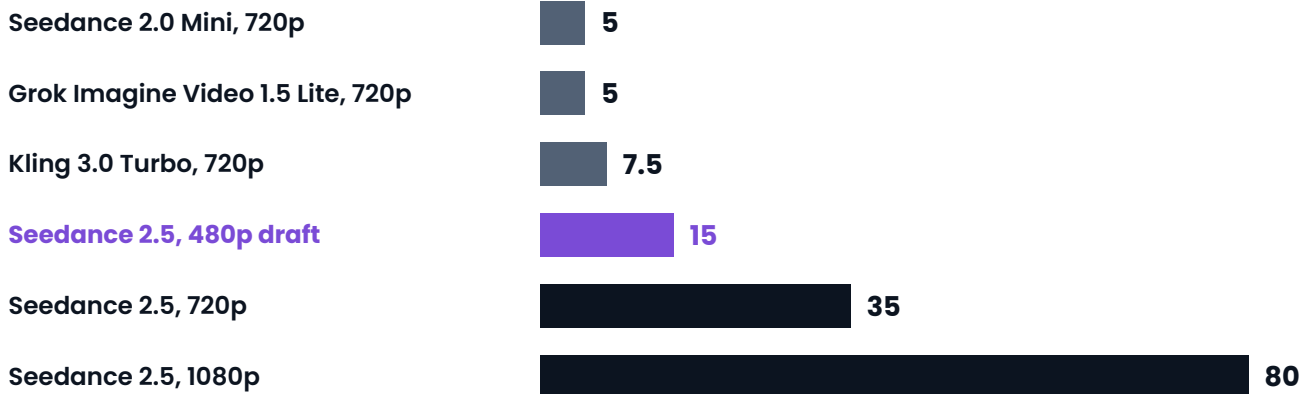
The production line for video

Steps 2 to 5 follow Higgsfield's own Academy lessons, in our words. Step 1 is our addition.

- 1 Test the idea cheaply.** A budget video model checks your prompt and framing for a few credits. It tests the idea only; the final model makes its own take.
- 2 Draft the real shot small.** In Seedance 2.5, make the draft at 480p.
- 3 Watch the whole take, then write one note.** Change one specific thing per retry.
- 4 Stop after two drafts.** If two drafts miss, fix the prompt before you spend more.
- 5 Finish once.** Turn the take you kept into the final at the size you need, and save its prompt.

Credits for one 5-second video clip (16:9)

Higgsfield quotes, Ultra plan, 26 Oct 2026. Quotes change: check the live quote.



Grey: budget models for testing an idea before the real shot.

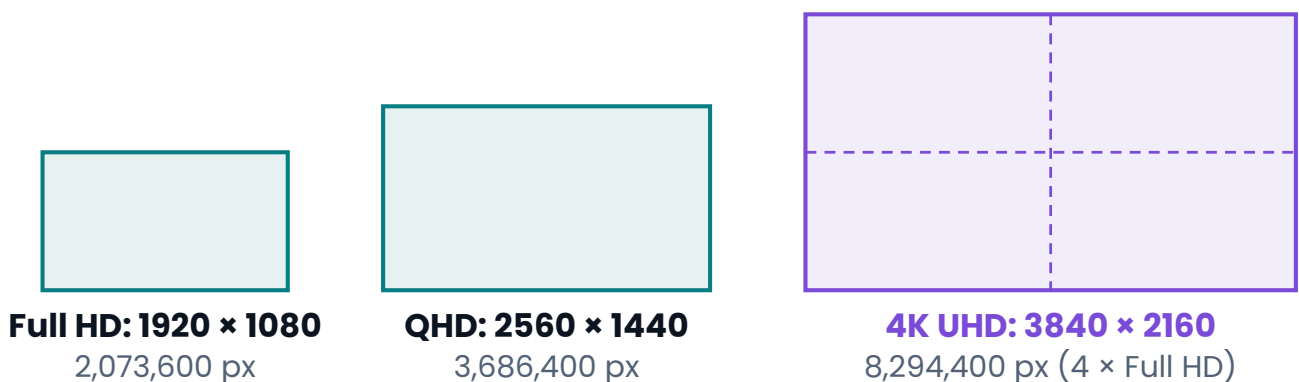
Each take you reject at the 480p draft costs 15 credits instead of 80.

HOW TO READ THE CHART

These are real quotes from our own Ultra plan account on 26 Oct 2026, for a 5-second 16:9 clip. A rejected take costs 15 credits at the 480p draft and 80 at 1080p, so the saving comes from the takes you throw away. If your first draft is a keeper, the draft is an extra cost. Your plan, model and settings change the quote, so read the live one before you click.

4K UHD holds four times the pixels of Full HD, so it can cost more to make and to fix

4K UHD has 4x the pixels of Full HD: $8,294,400 \div 2,073,600 = 4$



Tools label sizes differently, so a tool's own "1K" or "2K" may not match these. Check the tool's output size.

SECTION 5



VOICEOVER

A good voiceover starts with a good script. Write for the ear, not the page.

- 1 **Write short sentences.** One idea each. Read the script aloud. If you run out of breath, split the sentence.
- 2 **Choose a voice by listening.** Generate the same three lines in three voices and pick the one that fits your audience.

Plain link: AIFT earns nothing from it.

[Open ElevenLabs](#)
- 3 **Spell out tricky words.** Write names, numbers and abbreviations the way they should sound. Listen for them first.
- 4 **Generate in short chunks.** One paragraph at a time. A bad take costs less and is easier to replace.
- 5 **Keep a take log.** Note the voice, the settings and which take you kept.
- 6 **Mix with care.** Keep the voice louder than any music, and leave small gaps so people can breathe.

RULES THAT PROTECT YOU

- Never clone or imitate a real person's voice without their written permission.
- Say it is an AI voice where the platform asks, and in your description if it could matter to a listener.
- Check your plan's commercial-use and voice-licence rules before you use a voice in an ad or a paid product.

A script skeleton

Hook: one line that names the problem the viewer has. **Point one:** one idea, one example. **Point two:** one idea, one example. **Point three:** one idea, one example. **Close:** one next step, such as "follow for more" or "read the free guide".

Voiceover checklist

- ☐ Script read aloud and trimmed
- ☐ Voice chosen by listening, not by name
- ☐ Hard words checked by ear
- ☐ Licence and consent checked, AI voice disclosed where needed



A faceless channel is a video channel where you never appear on screen. The same order works for reels, explainers and short ads.

- 1 **Pick one narrow question** your viewer already asks.
- 2 **Research from primary sources.** Write the links down as you go. Mark anything you could not confirm.
- 3 **Write the script.** A hook, three points and a close. Read it aloud.
- 4 **Record the voice** (Section 5) before you make a single picture, so the pictures follow the words.
- 5 **Storyboard:** one still per line of script. Reuse one style line in every prompt so the look matches.
- 6 **Make the stills** and keep only the ones that match the story.
- 7 **Add motion only where movement helps.** A still with a slow push in is often enough.
- 8 **Edit to the voice.** Cut on the words, add captions, keep music quieter than the voice.
- 9 **Thumbnail and title:** one clear promise you can keep, with no exaggeration.
- 10 **Check, publish, note one improvement** for next time.

KEEP ONE FOLDER PER VIDEO

01-script, 02-voice, 03-stills, 04-clips, 05-edit, 06-export. When something goes wrong at 11 pm you will know where everything is.

CHANNEL RULES

- Use facts you can source. No invented statistics, quotes or reviews.
- Tick the AI-content disclosure wherever the platform asks for it.
- Use music you have the right to use.
- Do not promise viewers income or results from your channel or from any tool.



A product image has one job: show what the buyer will really receive, in a way that makes them want to look closer.

- 1 **Start with a clean photo of the real product**, in clear light, whole object visible.
- 2 **Remove the background without redesigning the product.** Compare the outline, colours and any printed detail with the original. Removing a background is not permission to change the product.
- 3 **Attach that image as the reference** and say "keep the product exactly as it is".
- 4 **Choose a setting that suits the buyer**, not one that merely looks impressive.
- 5 **Make a small set**, for example a wide shot, a close-up and a lifestyle frame, and review them together, not one by one.
- 6 **Choose how it speaks:** a plain still, a short clip, or a clip with a voiceover that matches what is on screen.

KEEP IT HONEST (CONSUMER LAW AND PERMISSIONS)

- The image must match what the customer will receive. Do not add features, finishes or accessories that are not in the box.
- No invented reviews, ratings, before-and-after results or "limited time" claims you cannot back up.
- If a picture is an AI illustration and could change what a buyer expects, say so near the image. A label does not fix an image that misrepresents the product.
- No real people's faces or voices without permission.

General information only, not legal advice. If you are unsure about a claim, ask a professional before you publish.

PRACTICE PLAN

Your first week, one small step a day

Keep each day short, go at your own pace, and stop when it feels done.

1

One still

An everyday object on a plain background.

2

Change the light

Three versions that change only the light. Keep the best.

3

Add motion

Turn your best still into a 5-second clip with one slow movement.

4

Write the words

A 30-word voiceover script. Read it aloud once.

5

Record the voice

Your own voice, or one you have written permission to use. Change one word.

6

Put it together

Join clip and voiceover into one short post in a basic editor.

7

Watch and fix

Play it on your phone. Fix one thing, then save it.

BEFORE YOU PUBLISH

Check faces, text, facts and any music you used. Section 8 has the full list.

SECTION 8



CHECK BEFORE YOU POST

Print this page or keep it open. Tick every box, every time.

The picture and the words

- ☐ It matches the real product or service
- ☐ No invented claims, prices, ratings or results
- ☐ Text is readable on a phone screen
- ☐ There is quiet space for your own words
- ☐ Faces, hands and text look right
- ☐ No logos or trademarks I do not own

The sound and the rights

- ☐ Music is licensed for this use
- ☐ Voice licence and consent are checked
- ☐ No real person's likeness without permission
- ☐ AI content is labelled where required
- ☐ Captions are added
- ☐ Files are named and backed up

IF YOU USE AFFILIATE LINKS YOURSELF

Put a clear word such as "Advertising" or "#ad" right next to the link, where people see it before they click. Read the provider's affiliate rules first. Some programs, including Higgsfield's, ban paid ads and bidding on their brand name. Repeat the label everywhere the link appears, and note that the word "Affiliate" on its own may not be clear enough.

ONE LAST LOOK

Read it once as the customer, not as the creator. If anything would surprise them, fix it before you post.

Ad claim check

If the ad says	You need
A price or an offer	The price, the terms and the end date written down and true on the day
A product feature	A spec sheet or the product itself to point to
A customer opinion	A real, permitted quote from a real customer, or leave it out
A result	Evidence that the result is typical, not just possible. A "results vary" note does not fix a claim that would mislead. When unsure, leave it out.

Model guide: reach for this when

A snapshot of Higgsfield's catalogue on 26 Oct 2026. Words in quotation marks are Higgsfield's own one-line descriptions. They are Higgsfield's marketing words, not our review, and we have not tested them. Credit quotes come from our own Ultra plan account on the same day. Your plan and settings change them, and models are added and retired often, so read the live quote and check the catalogue for anything newer.

Images

When you want	Model	Higgsfield's description	Quote, one 16:9 image
Fast rough ideas	Z Image	"Super fast, stylized text-to-image"	0.15
People and phone-camera looks	Soul 2.0	"Realistic UGC, fashion editorial and character generation"	Check the live quote
Words inside the picture	GPT Image 2	Tagged for text rendering, editing and typography	0.5 (1K, low)
Realistic on a budget	Nano Banana	"Realistic images, budget-friendly"	1
Precise edits at 4K	Seedream 4.5	"4K output, precise control, transformations"	1
Quick, sharper stills	Nano Banana 2	"Fast, next-gen high-quality images"	1.5 (1K)
Text and diagrams at 2K or 4K	Nano Banana Pro	"Ultimate quality, text and diagrams"	2 (2K), 4 (4K)
Cinematic stills	Cinema Studio Image 2.5	"Cinematic stills, up to 4K resolution"	2 (1K)

Video, one 5-second 16:9 clip

When you want	Model	Higgsfield's description	Quote
To test an idea cheaply	Seedance 2.0 Mini	"Fast budget Seedance 2.0 variant with image/video/audio reference inputs and native audio"	5 (720p)
To test an idea cheaply	Grok Imagine Video 1.5 Lite	"Fast text and first-frame image-to-video generation, up to 1080p (upscaled)"	5 (720p)
To animate one still quickly	Kling 3.0 Turbo	"Fast text-to-video and single start-frame animation"	7.5 (720p)
Several shots with sound	Kling 3.0	"Multi-shot, audio sync, motion transfer"	10 (std)
Keyframes and references	MiniMax H3 Max	"Fast text-to-video, keyframe, and multimodal-reference video generation"	12.5 (768p)

The real shot: draft, then final	Seedance 2.5	"Seedance 2.5 text-to-video, multimodal omni-reference generation, video edit, and video extension"	15 (480p draft), 80 (1080p, made directly, not from a draft)
A directed cinema look	Cinema Studio 4.0	"Cinema-grade video generation with automatic prompt direction and camera, lighting, pacing, genre, era, and color controls"	35 (720p)
Product ads for Reels and TikTok	Marketing Studio	"One-click product ads, TikTok/Reels ready"	Check the live quote
A photoreal cinematic look	Google Veo 3.1	"Ultra-realistic, top-tier cinematic quality"	Check the live quote

On 26 Oct 2026 the catalogue listed 59 video entries and more than 40 image entries, including upscalers, background removers and lip-sync tools. This page covers the ones a beginner reaches for first.

Glossary, links and terms

Model

The AI system that makes your image, clip, voice or text. Names and line-ups change often, so check the tool's own model menu.

Prompt

Your written instruction. A brief request leaves many choices to the model.

Reference image

A picture you attach so the model keeps your product, character or setting.

Aspect ratio

The shape of the frame, written width:height, such as 16:9 or 4:5.

Resolution

How many pixels make up the picture. A higher resolution usually costs more.

Credits

The units a tool charges for a generation. Check the live quote.

Copy-space

An empty area you leave in a picture so you can add your own words later.

Take

One generated version of a voice line or clip.

Official links

[Higgsfield Academy \(official lessons: free to watch; homework and later lessons need a paid plan and credits\)](#)

Terms to read

[Higgsfield: terms of use](#)

[ElevenLabs: terms of use](#)

ABOUT THIS KIT

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