

A large, glowing 'AI' in the center of the image, set against a dark background with a circular fiber optic pattern. The letters 'AI' are outlined in bright blue and white light. The background features a circular arrangement of fiber optic cables, with many small blue and red lights at the ends of the cables, creating a starburst effect. The overall color palette is dominated by dark blues, purples, and bright whites from the glowing elements.

# AI

**HOW TO USE  
THE LATEST  
AI TOOLS  
FOR VIDEO,  
VOICE &  
IMAGE  
CREATION**

# What we will cover

## AI Image Generation tools

**Midjourney**

**Dalle**

- Within Chat GPT 4
- Within Co Pilot

**Leonardo**

**Canva Dreamlab**

**AI image editing tools in Canva**

## AI Video Generation tools

**Runway – text to video tool**

**Sora**

**CapCut desktop – Video aid tools**

**Deep nostalgia - Turn an old photo into a video**

# What we will cover

## **AI tools to generate Avatars**

**Synthesia.io**

## **AI Voice generation tools**

**11 labs - for AI voice overs**

# What are Large Learning Models? (LLMs)



Large Language Models are like super-smart computers that try to understand and talk like humans.

**Super-Smart Computer Robots:** Think of them as a computer program that's really good at using words, reading stories, and even writing like a person does.

**Built Like a Brain:** Inside, they are built using something called neural networks. This is a fancy way of saying they're designed like a human brain, using connections called "artificial neurons."

**Learning from Everything:** They learn by consuming tons of stuff like books, websites, and even what people are saying online. The more they read, the smarter they get.

Image LLMs are fed billions of images. Video LLM are fed billions of videos

**Practice Makes Perfect:** Just like you might practice a sport to get better, these computer programs keep learning and practicing with more and more information. They keep getting better at understanding and using content the more they practice.



# What is Generative AI?



Generative AI refers to a type of artificial intelligence that has the ability to **generate** new data that is similar to the data it was trained on.

It can create original content, such as images, text, audio, or even videos, without direct human input.

Generative AI uses advanced algorithms, typically based on deep learning models to understand patterns and relationships in the training data.

During the training process, the model learns to generate new data that resembles the examples it has seen. For example, if it was trained on a dataset of cat images, it could produce new images of cats that look similar to real cats.

One of the fascinating aspects of generative AI is its ability to create content that didn't exist before. It can be used in various creative applications, like generating artwork, music, or even writing stories.

Many of the tools in this course are both an LLM and generative AI



**Chat GPT, Dalle, Midjourney and other tools we will cover falls under the category of both a large learning model and generative AI, combining its extensive language, image or videos understanding with the ability to generate content**

# Midjourney



Midjourney is the best image generation tool but it is also the most un user friendly.

1.. It is not free to use. The cheapest plan is \$12 a month

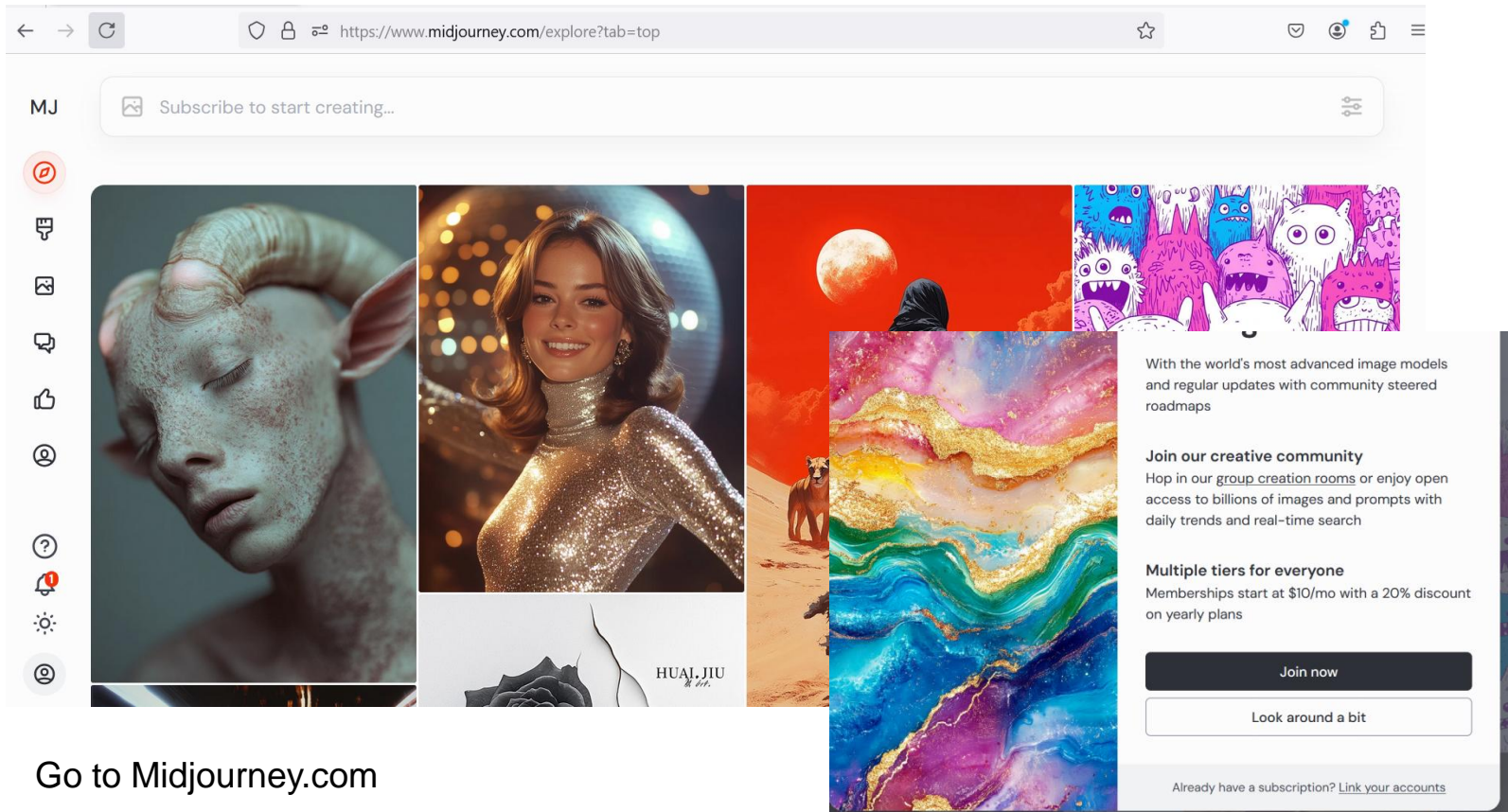
2. It is complicated to use – you need to have a discord account and create your images on a discord server.



Faked images of Donal trump and the pope circulated widely on social media last year. These were created using Midjourney



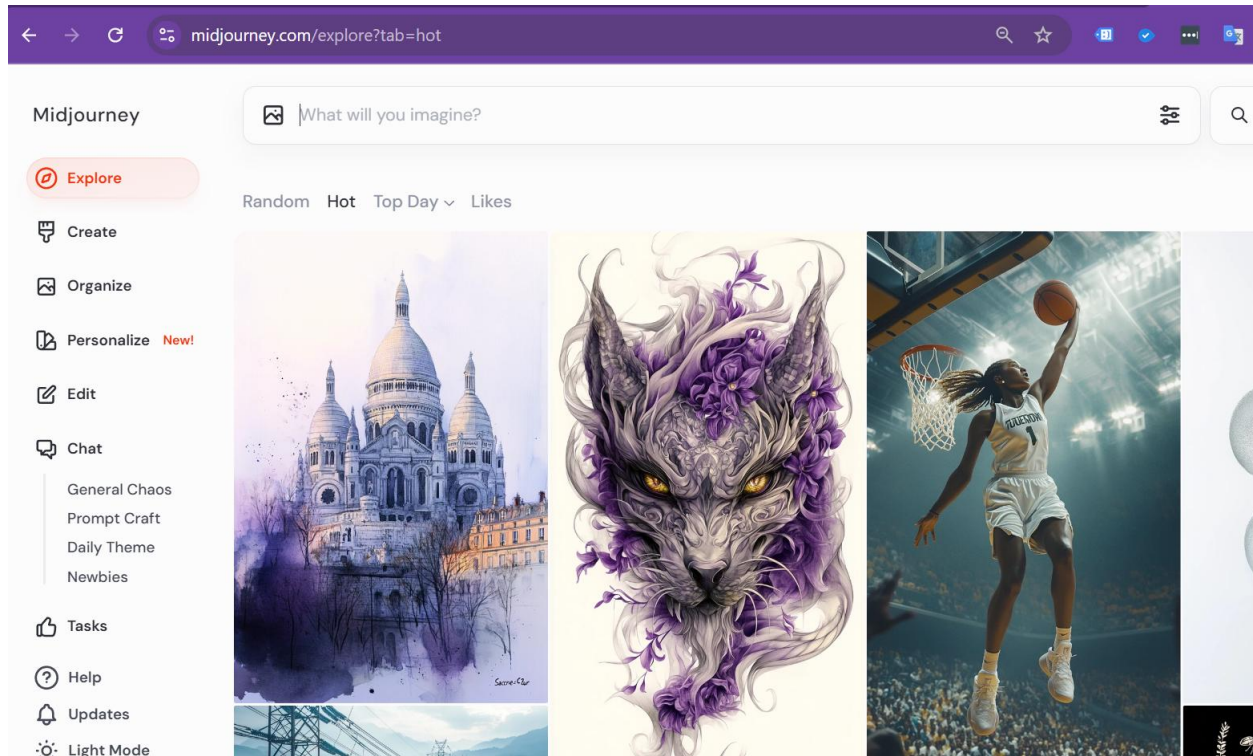
# How to use Midjourney



1. Go to Midjourney.com

You cannot create images for free. You need to sign up for a paid account

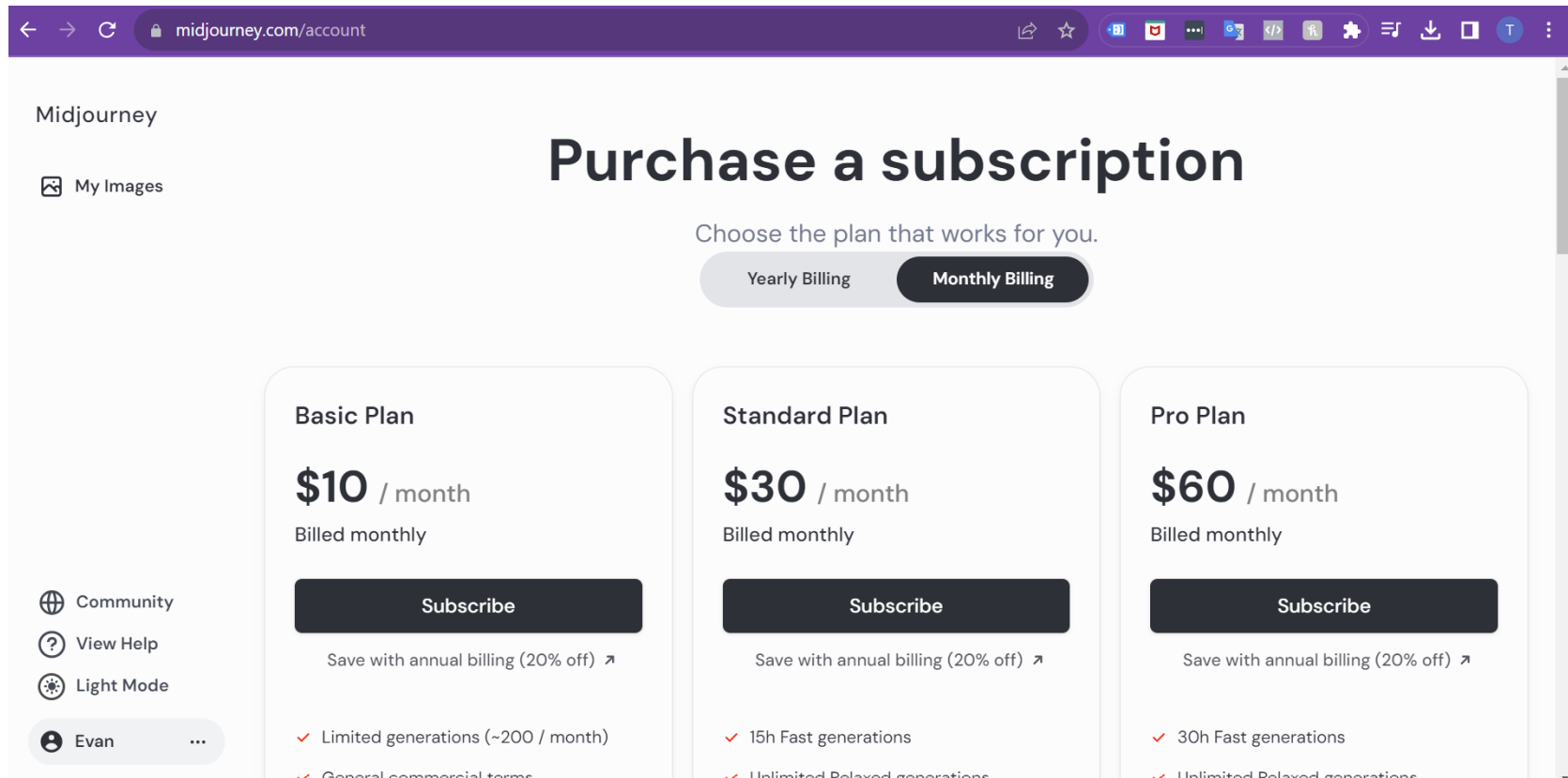
# How to use Midjourney



1. Go to Midjourney.com

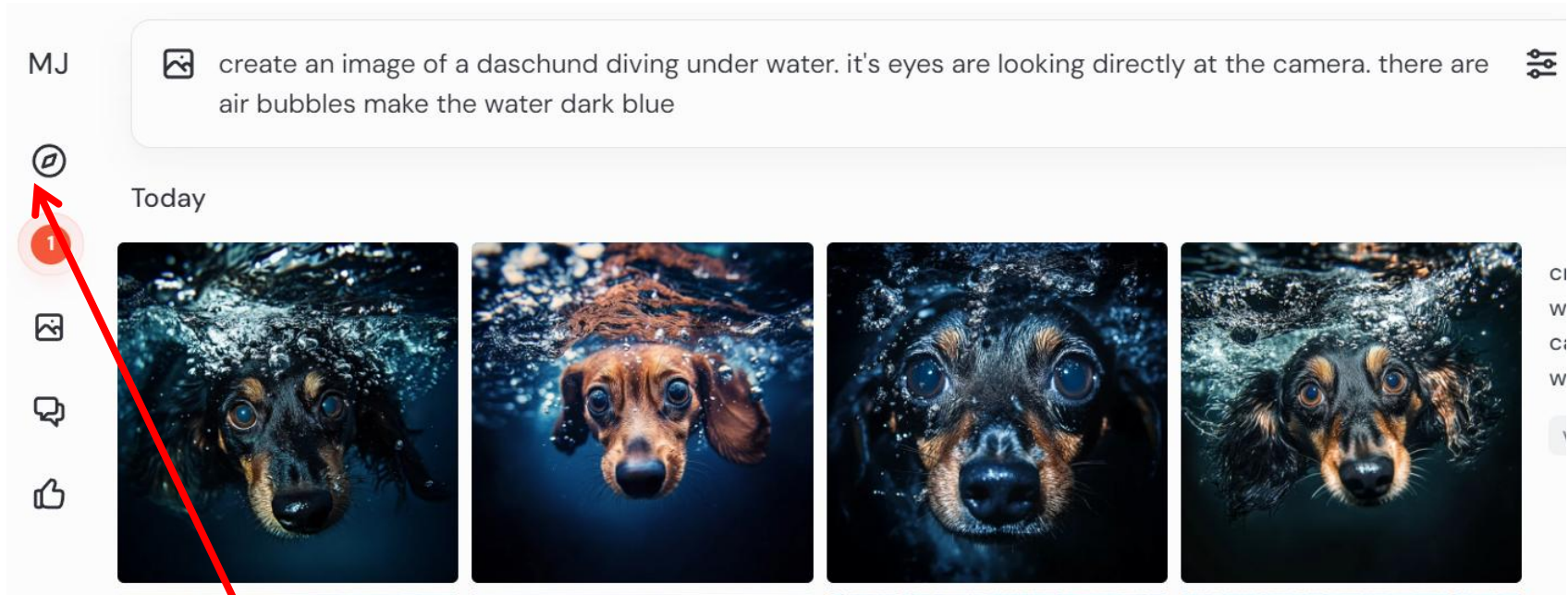
You cannot create images for free. You need to signup for a paid account

# How to use Midjourney



6. You now have to choose a payment plan in order to use Midjourney

# How to use Midjourney



On the left hand menu click create

Then type in your prompt ant it will generate 4 options for you



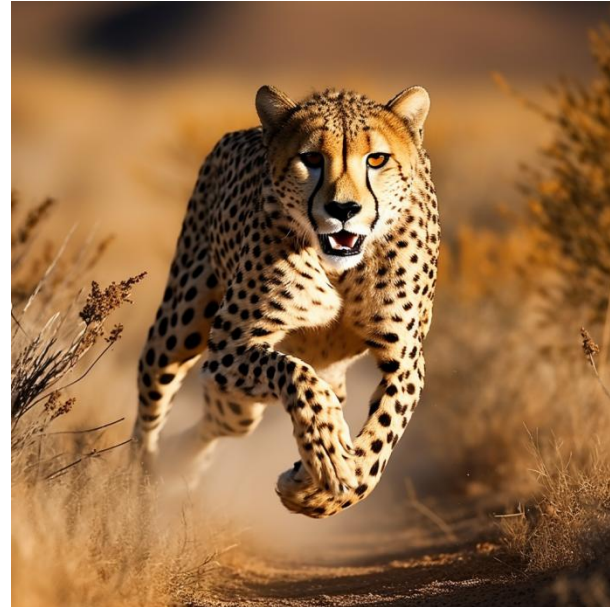
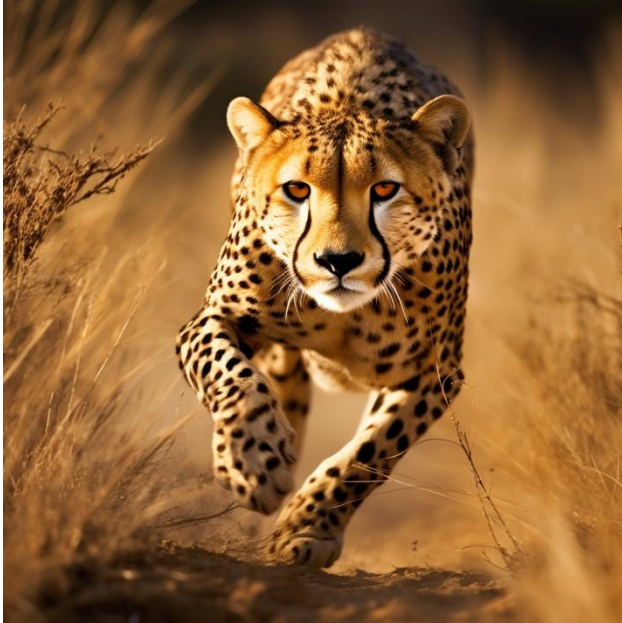
# What Midjourney produced for an easy request



## A Blue Ceramic Vase with Yellow Tulips

Create an image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. There are yellow tulips in the vase

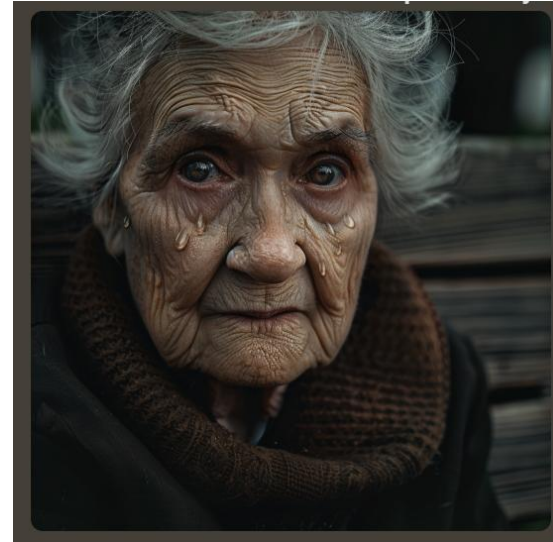
What Midjourney produced for a difficult detailed request



## A Cheetah Running Through a Savannah

Envision a scene of a majestic cheetah in full sprint across the vast expanse of the African savannah

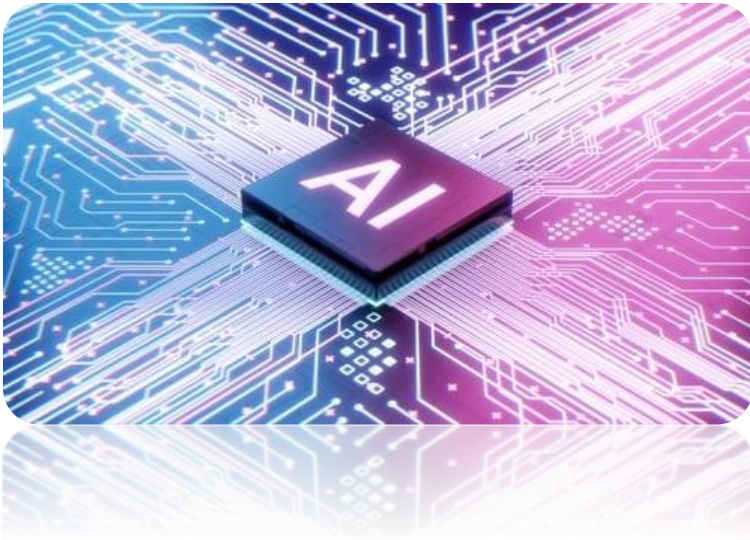
# What Midjourney produced for a difficult detailed request



## **A sad old woman**

Create a photo realistic image of an old woman aged around 80

# How can text to image creation impact your digital marketing?



Currently when you are looking for stock images for your website, social media posts or as footage in your videos you would go to Pixabay.com or the image library in Canva

1. As these tools become more common and powerful you can easily have image created that perfectly matches what you are trying to convey
2. In 2024 image creation tools will be incorporated directly into Facebook and Instagram so as you are about to create a post you can customise your own images (Meta announced they are working in this



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The logo for DALL-E 3 is displayed on a black rectangular background with rounded corners. The text "DALL-E 3" is written in a large, bold, white sans-serif font. Below this text is the OpenAI logo, which consists of a green circular icon with a white interlocking knot design, followed by the words "Open AI" in a white sans-serif font. The entire logo is reflected on a light gray surface below the black rectangle.

**DALL-E 3**

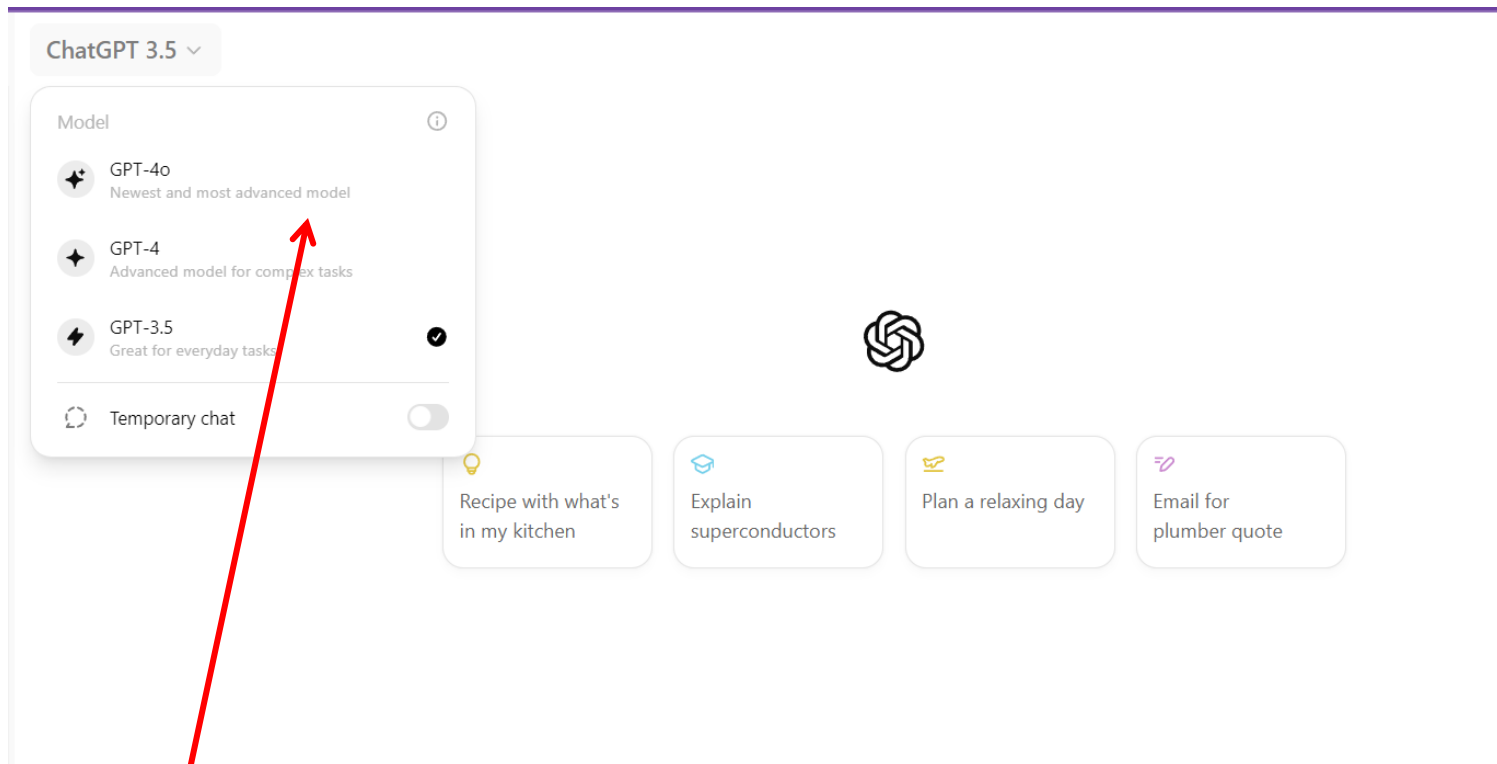


Dalle is the image generator from Open AI, the same company that created Chat GPT

Dalle 3 is the latest and best version.

There are a variety of ways you can use Dalle, some are paid and some are free

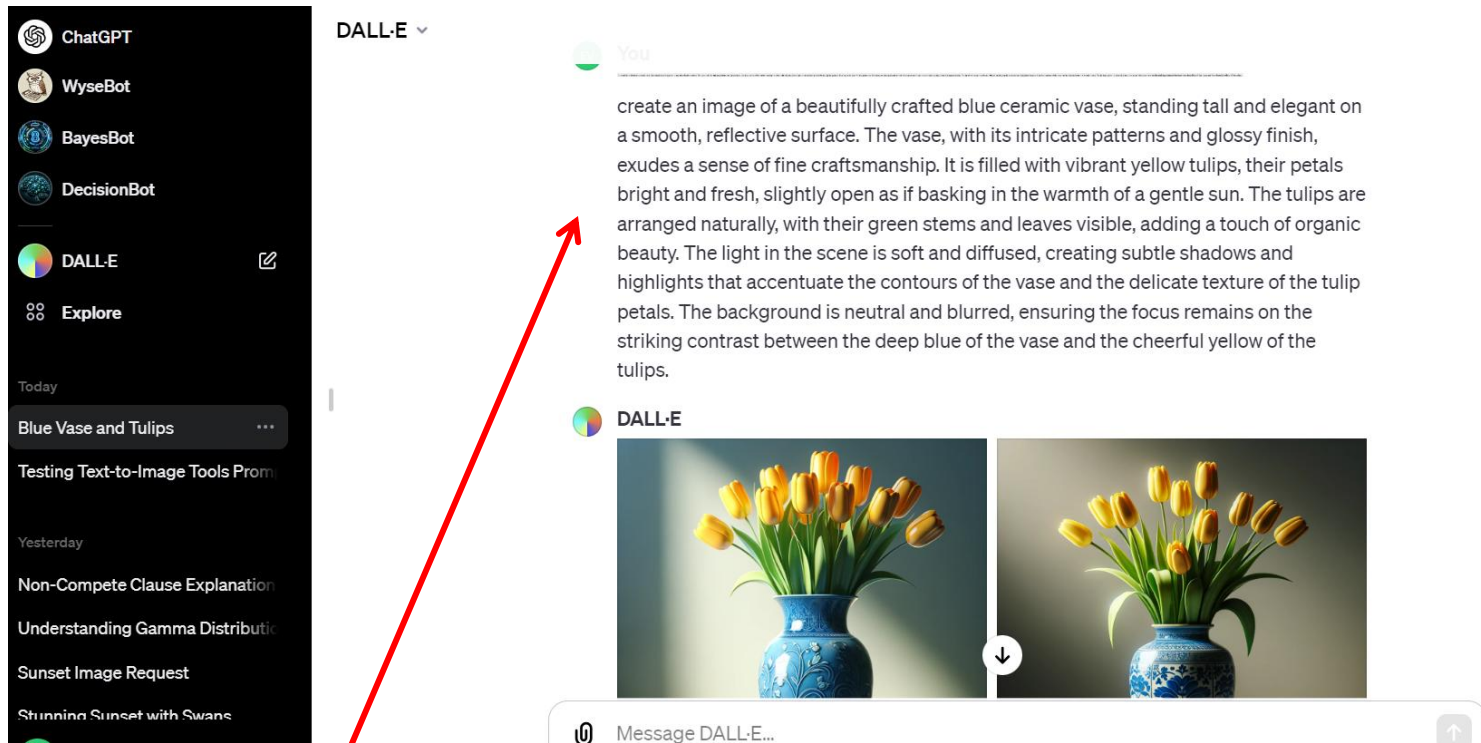
# Dalle within Chat GPT 4 and 4o



If you have the free version of Chat GPT you cannot create images using 4

However, you can get a limited number of image creations / hour using chat GPT 4o

# Dalle within Chat GPT 4 and 4o



Write your prompt

It will then give you image options.



What Dalle within Chat GPT produced for an easy request



## **A Blue Ceramic Vase with Yellow Tulips**

When I simply asked for an image with a blue ceramic vase with yellow tulips this is what was produced.

What Dalle within Chat GPT produced for an easy request



## A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface.

What Dalle within Chat GPT produced for a difficult detailed request



## A Cheetah Running Through a Savannah

Create a photo realistic image of a majestic cheetah in full sprint across the vast expanse of the African savannah. habitat

I think these more complicated images are good but not as photo realistic as Midjourney

# What Dalle within Chat GPT4 produced for a difficult detailed request



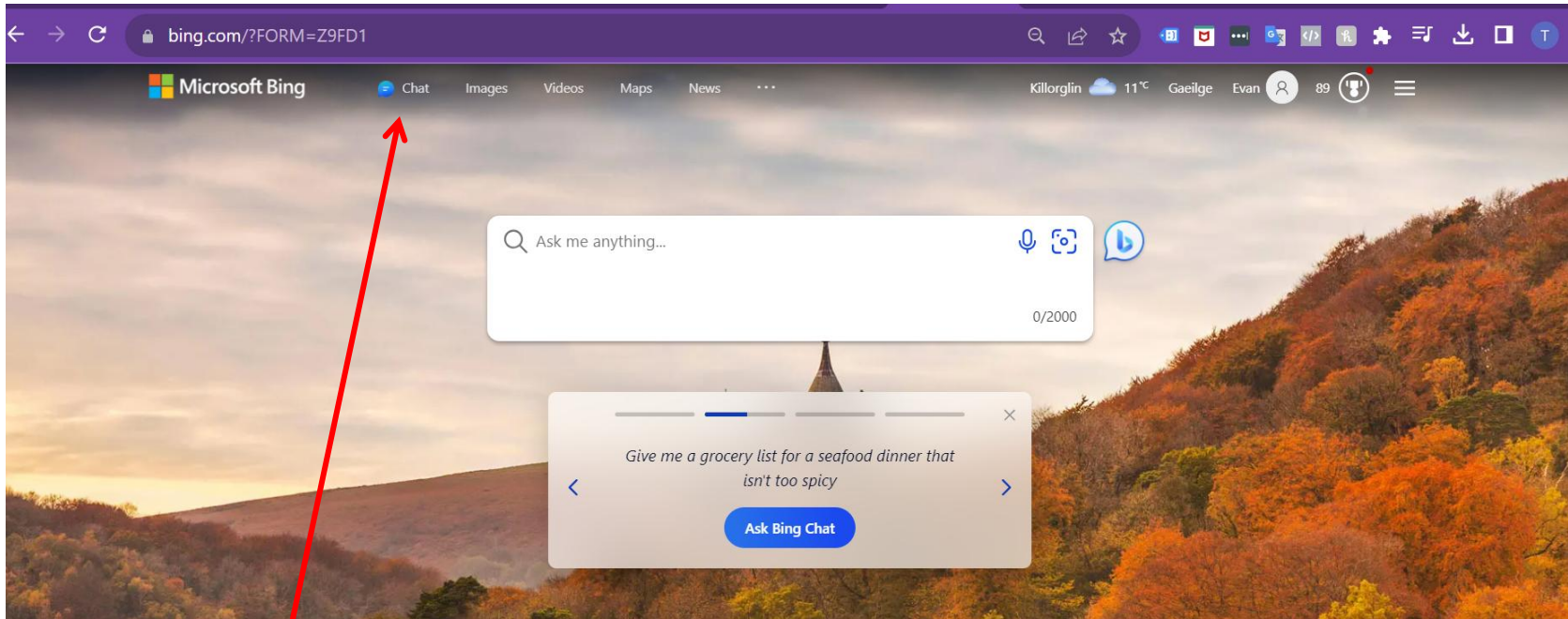
## A sad old woman

Create a photo realistic image of an old woman aged around 80.

I think these more complicated images are ok but not as photo realistic as Midjourney



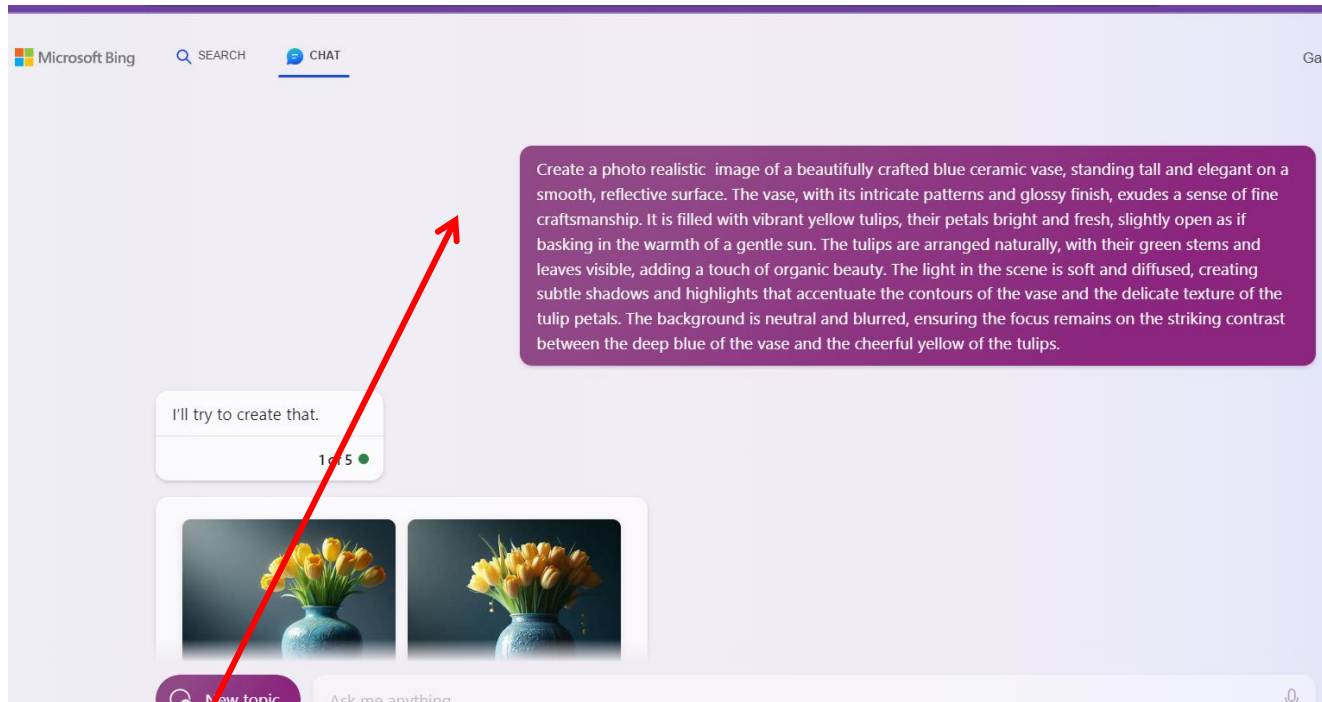
# Dalle within Co Pilot



To use Dalle within Bing AI chat go to Bing.com  
Then click on CoPilot

Then type in your image prompt

# Dalle within CoPilot



Type your prompt

It will generate 4 images within 60 seconds

Click on one and you can then download it

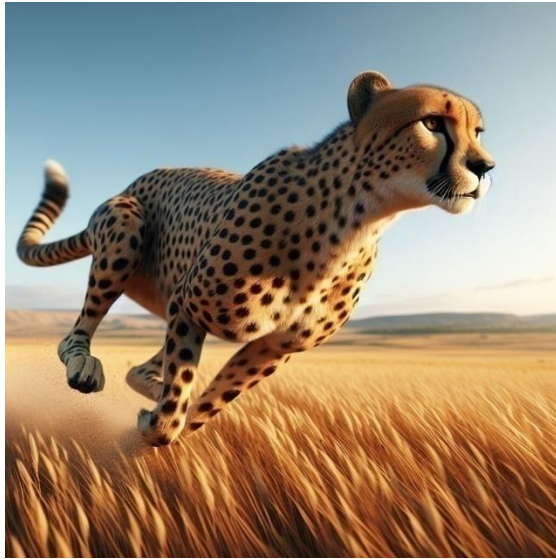
# What Dalle within CoPilot produced for an easy request



## A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

# What Dalle within CoPilot produced for a difficult detailed request



## A Cheetah Running Through a Savannah

Create a photo realistic image of a majestic cheetah in full sprint across the vast expanse of the African savannah. The cheetah, marked by its distinctive black spots on golden fur, exhibits a powerful and graceful form as it races across the terrain. Its muscles are visibly defined, capturing the essence of speed and agility. The savannah around it is a blend of golden grasses and sparse greenery, stretching out to a horizon under a clear blue sky. The sun is high, casting dynamic shadows that accentuate the cheetah's rapid movement. Dust is kicked up under its swift paws, adding a sense of motion and intensity to the scene. This image encapsulates the raw power and elegance of one of nature's fastest animals in its natural habitat

# What Dalle within CoPilot produced for a difficult detailed request



## A sad old woman

Create a photo realistic image of an old woman aged around 80. Her eyes, a deep shade of hazel, are filled with tears, reflecting a sense of sadness and vulnerability. Her expression is one of sorrow, with her eyebrows slightly furrowed and her small mouth downturned. She is sitting on a wooden bench in a quiet park, surrounded by greenery, adding to the sombre mood of the scene. The lighting is soft, casting a gentle illumination on her face, highlighting the tears on her cheeks and the emotional depth in her eyes

I think these images are very similar to the Dalle images within Chat GPT



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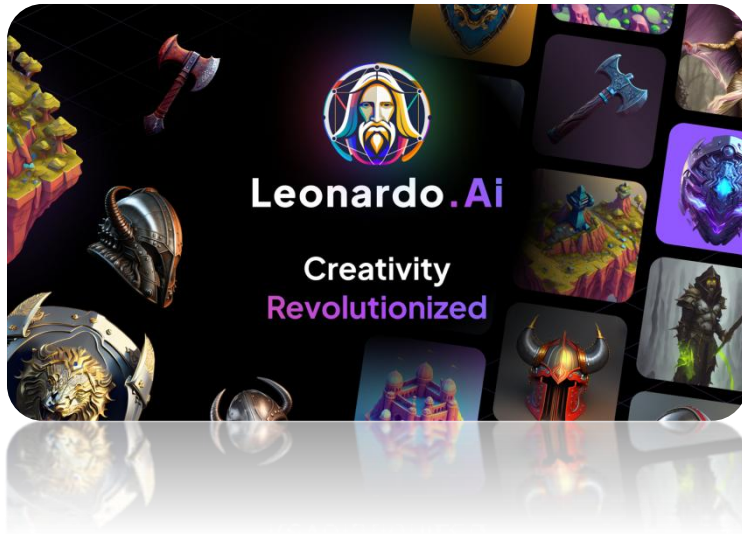
**Runway – text to video tool**

**Sora**

**CapCut desktop – Video aid tools**

**Deep nostalgia - Turn an old photo into a video**

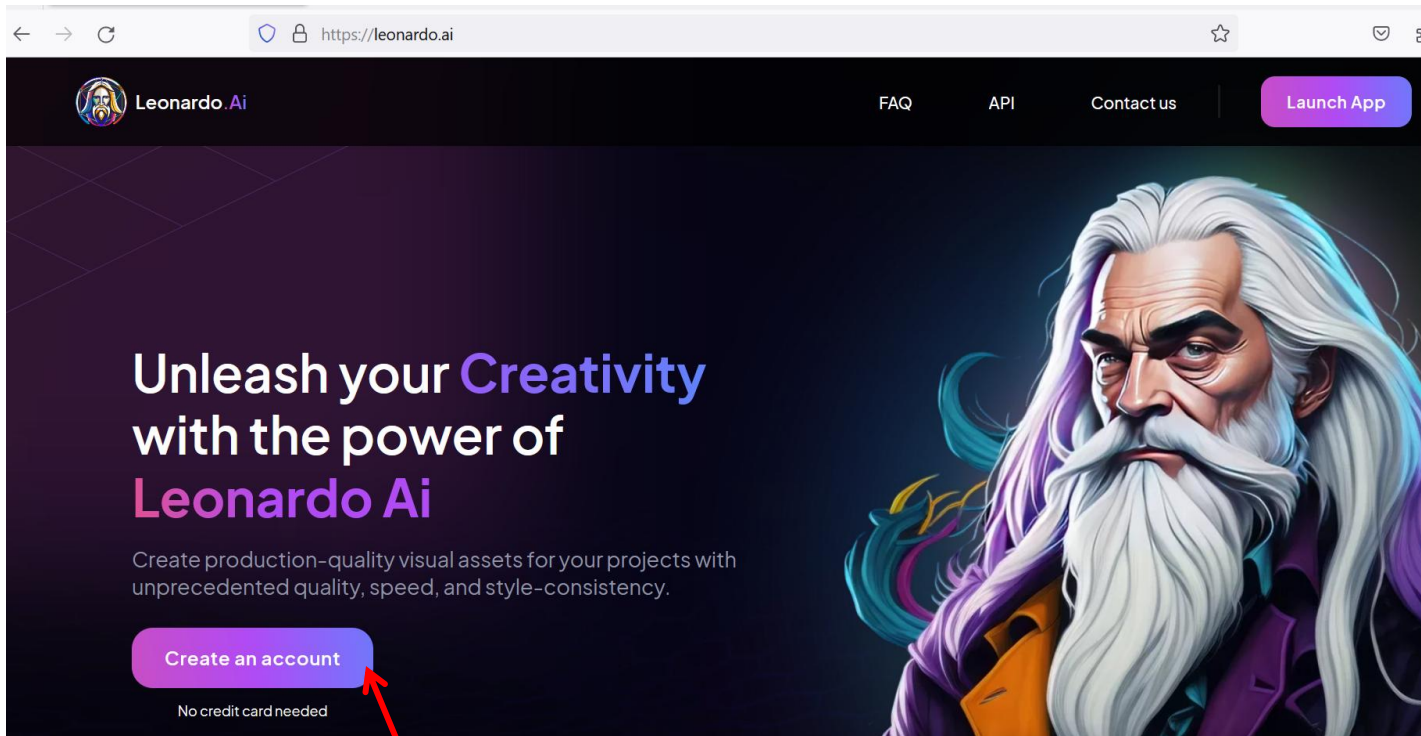
# Leonardo



Leonardo is an AI image generation that ...

1. Is easier to use than Midjourney
2. Produces images that are excellent
3. You can create 6-8 free images per day using their best image creation model (alchemy) for a limited period.
4. They make it easy to create different styles of images because they offer different image generation models

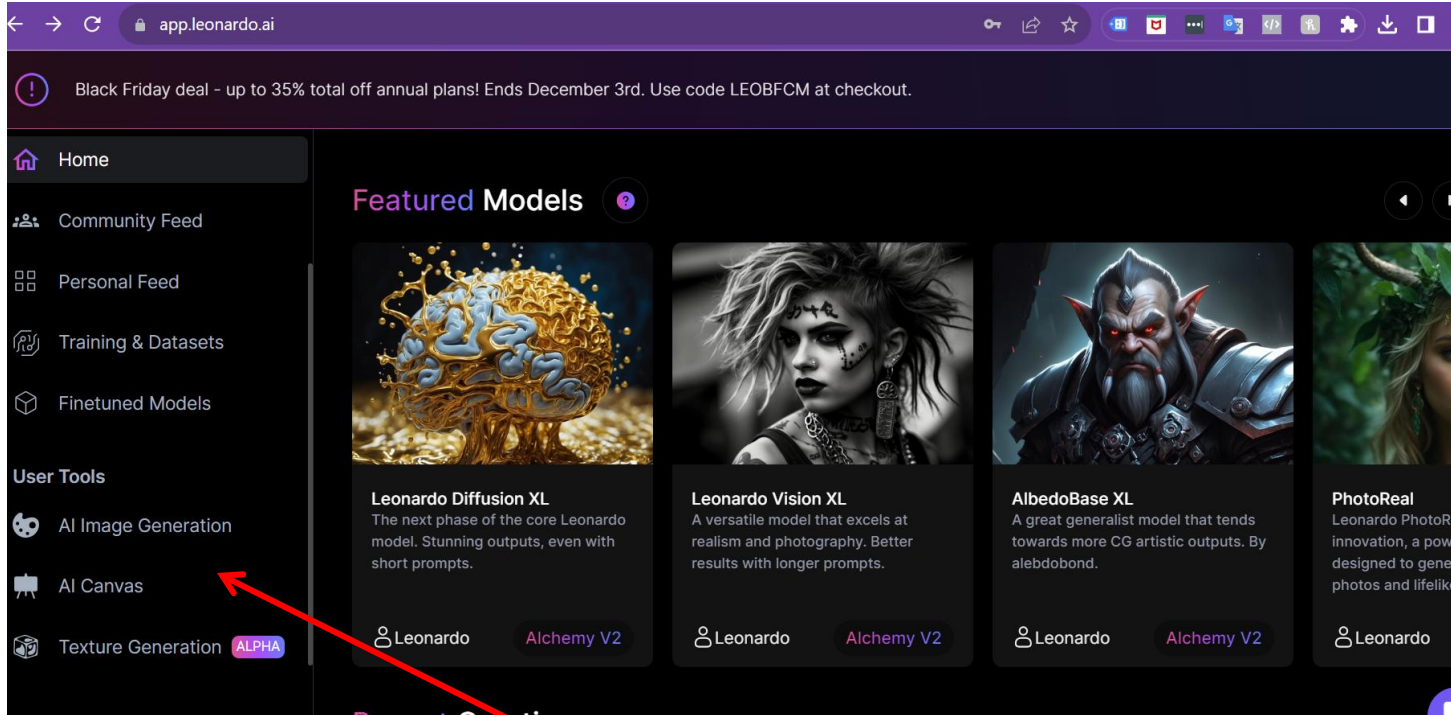
# Leonardo



Go to leonardo.ai

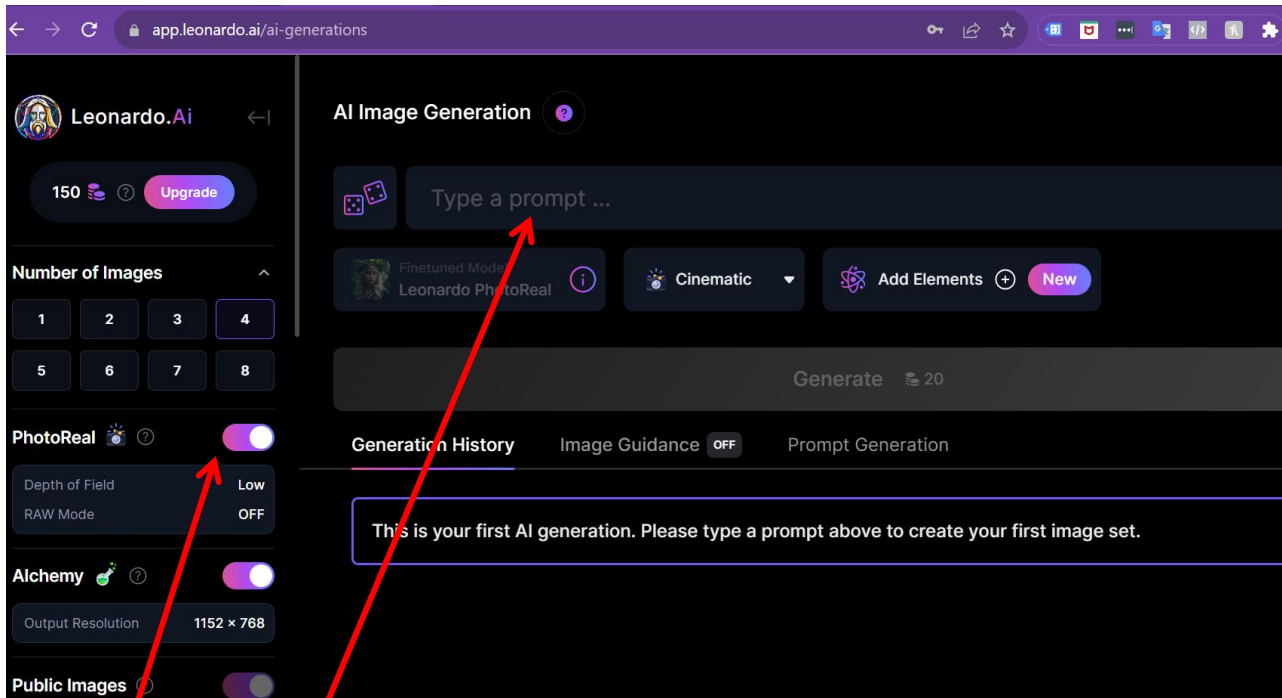
Click create an account and register for a free account

# Leonardo



When you login click on AI image generation on the left hand menu

# Leonardo



Switch on the option for Photo real to get realistic images  
Type you prompt into this box

Note – you get 150 credits each day. An image uses 20 credits so you can create around 7 free images a day.

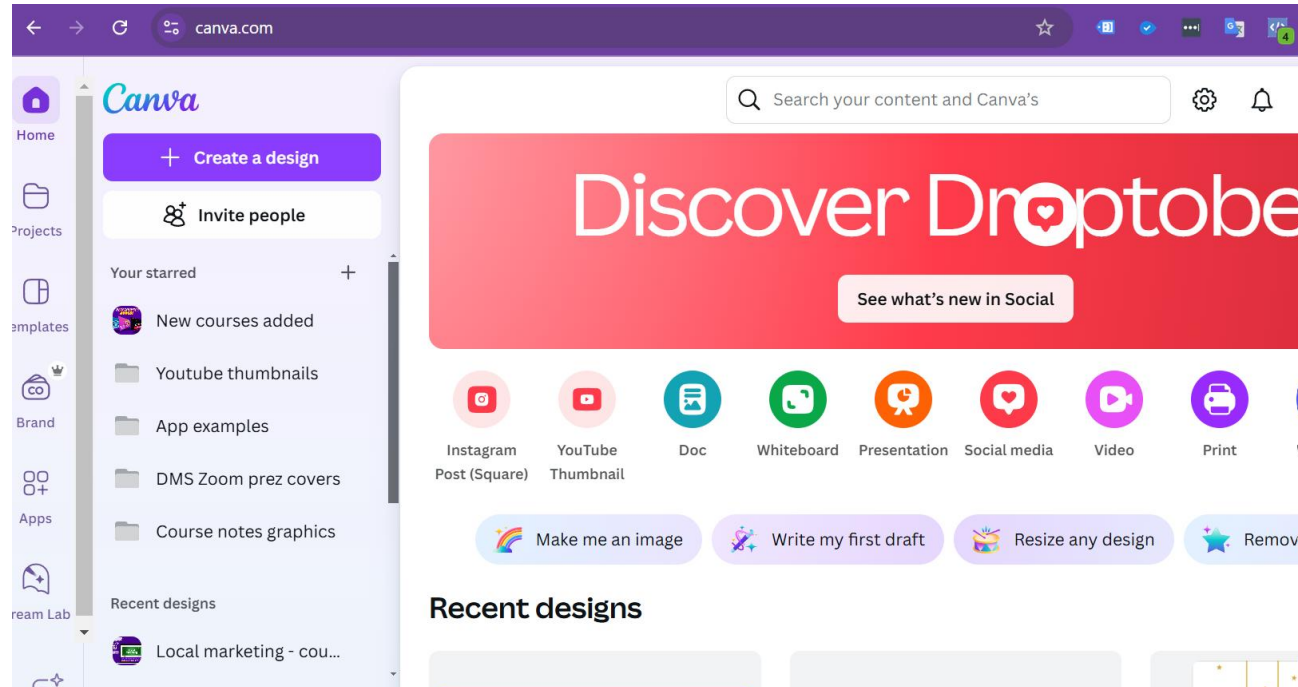


## What Leonardo.ai produced



The quality of these images is excellent and is comparable to Midjourney

# Dreamlab in Canva

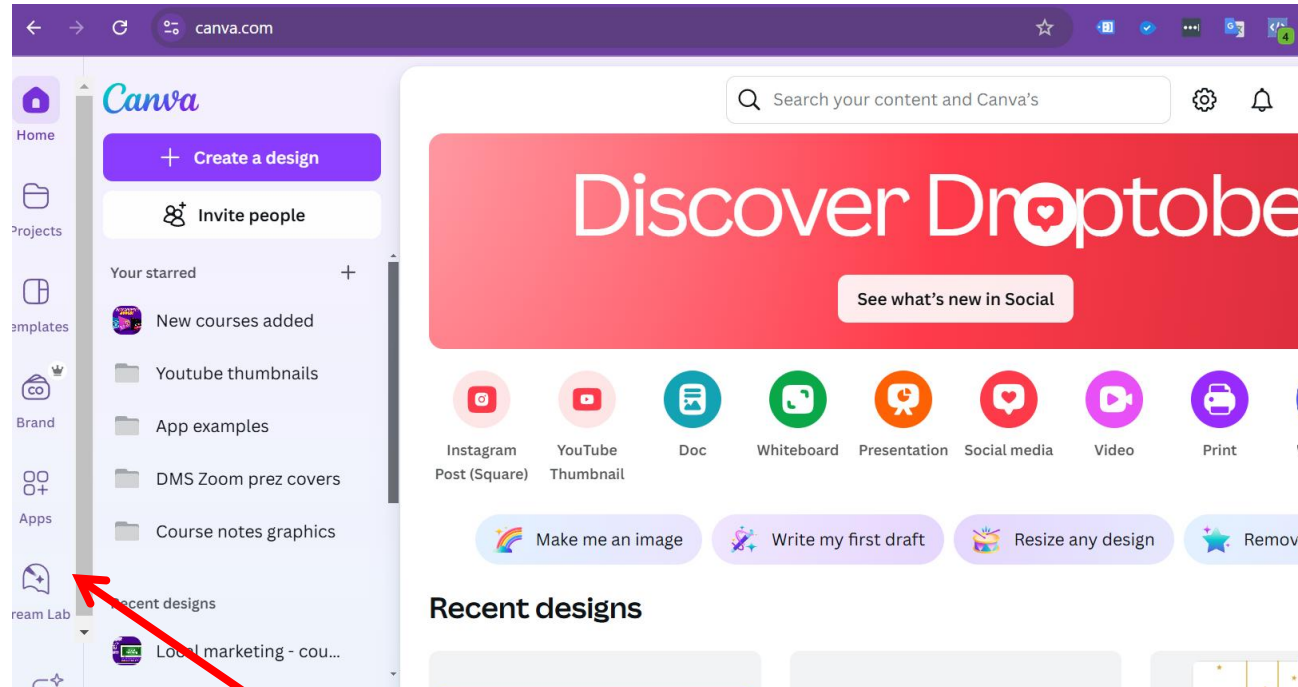


This is Canva's new text to image AI tool called Dream Lab and it is excellent.

There was previously a text to image app in Canva but it wasn't very good. However, they recently purchased Leonardo.ai which is one of the best text to image tools and this is now powering Dreamlab.

Free Canva users can use this tool 20 times in total but paid users can use it 500 times a month.

# Dreamlab in Canva



On the home screen left hand menu click on Dreamlab

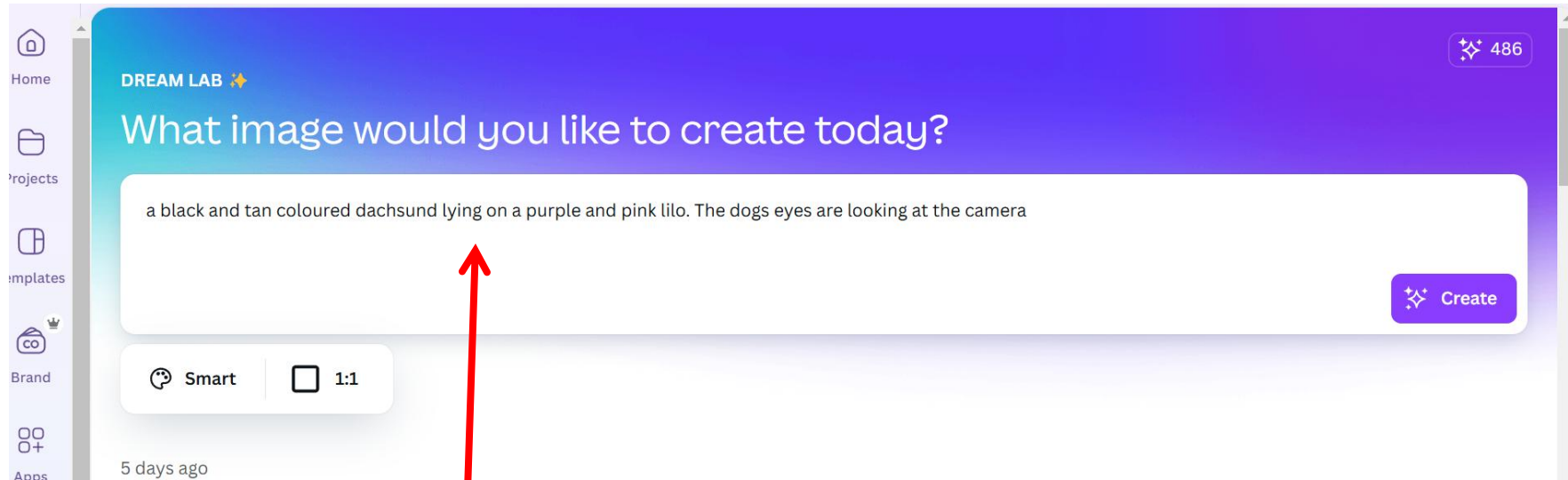
If you have the free version of Canva and you don't yet see the option, click on this link and you should then have it <https://www.canva.com/dream-lab>



**This is a Pro feature**

However, free accounts can use it 20 times for free

# Dreamlab in Canva



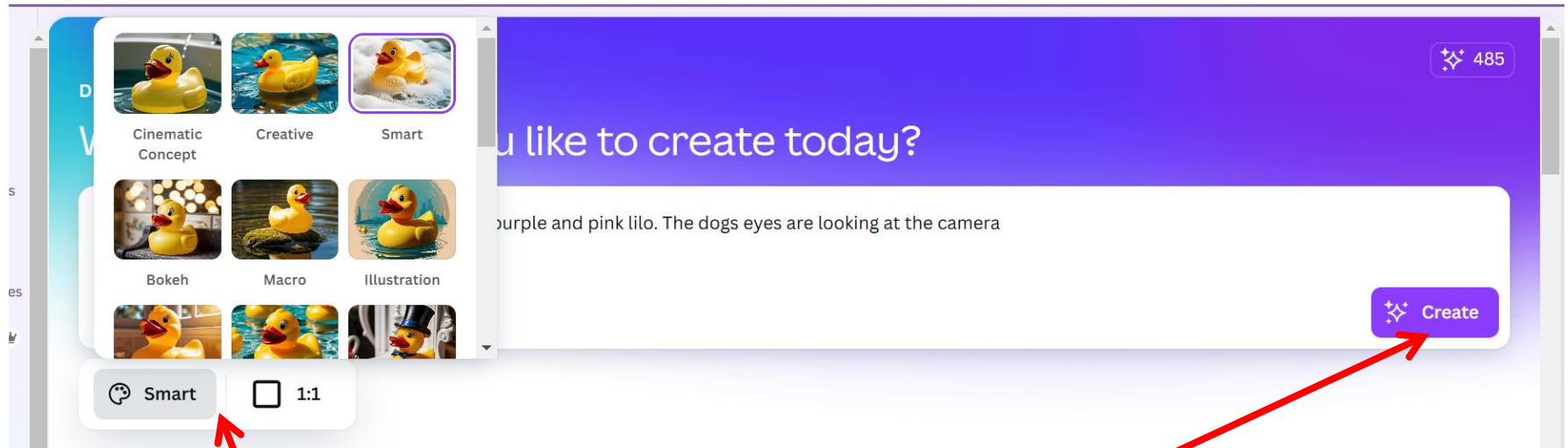
Type in a description of the image that you would like



**This is a Pro feature**

However, free accounts can use it 20 times for free

# Dreamlab in Canva



Note – if you click on style you can choose which type of style you want your image to be in

**You can also choose the shape – square, portrait or landscape**

Then click create



**This is a Pro feature**

However, free accounts can use it 20 times for free



# Dreamlab in Canva

just now

↑ a black and tan coloured dachshund lying on a purple and pink lilo. The dogs eyes are looking at the camera

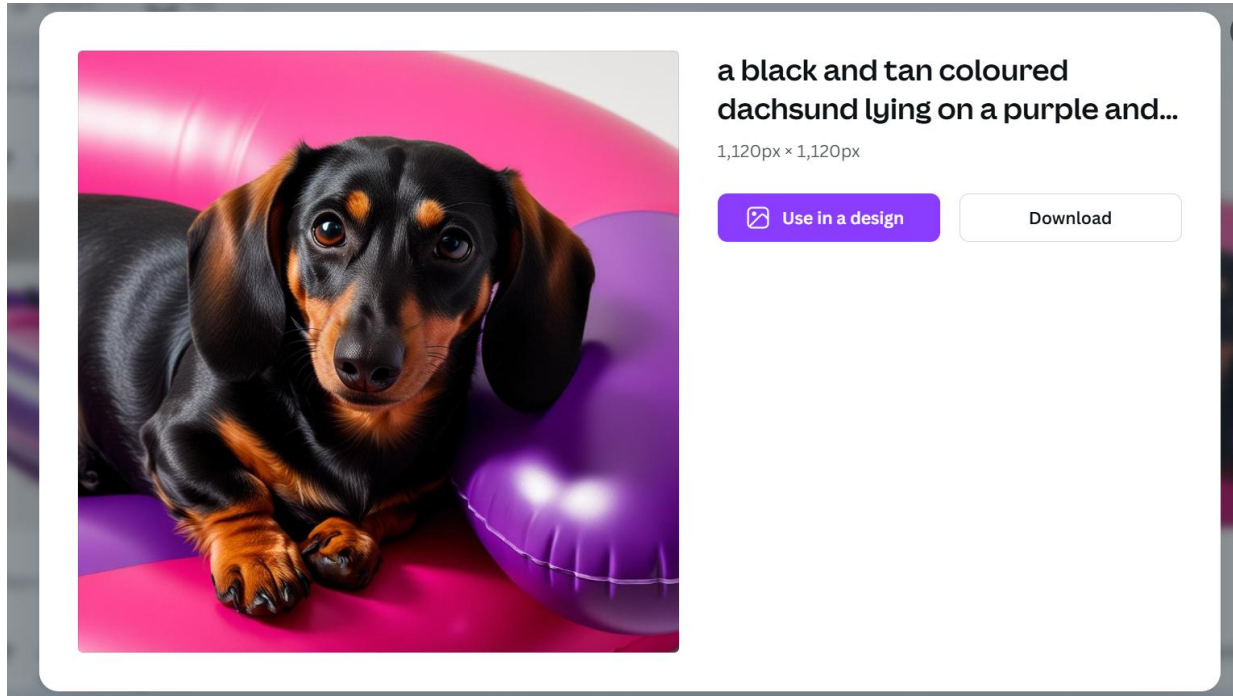
...



Dreamlab will create 4 images for you

Click on the one you like

# Dreamlab in Canva



You can then either download the image or open it in a design – where you can then add text, graphics, your logo etc. Just like you can with any other image

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**Runway – text to video tool**

**Pika**

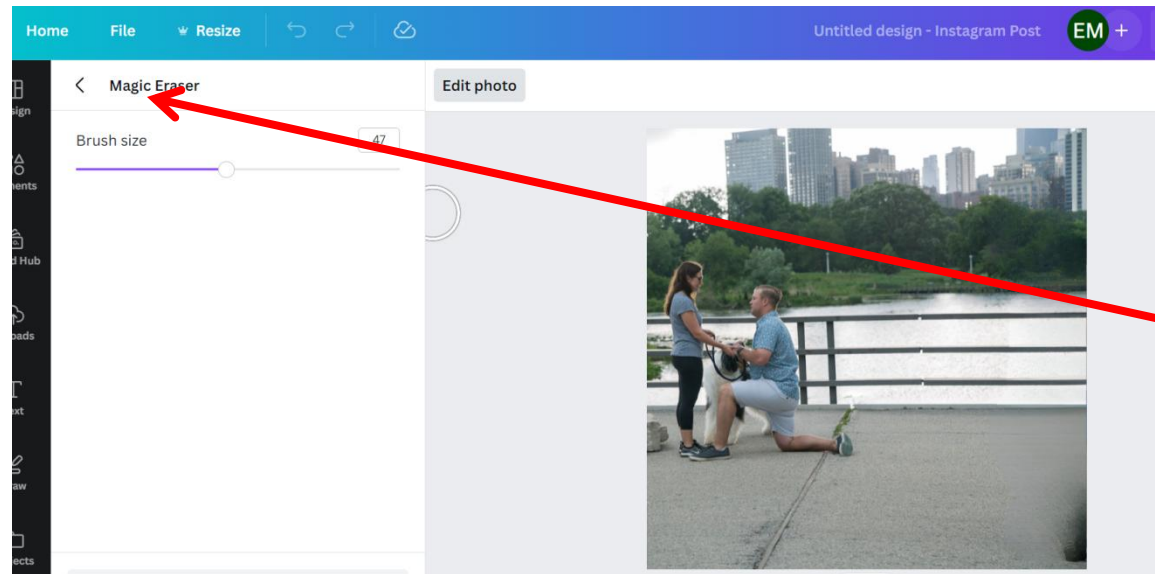
**Sora**

**CapCut desktop – Video aid tools**

**Deep nostalgia - Turn an old photo into a video**

# Canva Magic eraser:

## Highlight people or objects in an image and it will erase it



It will now be erased

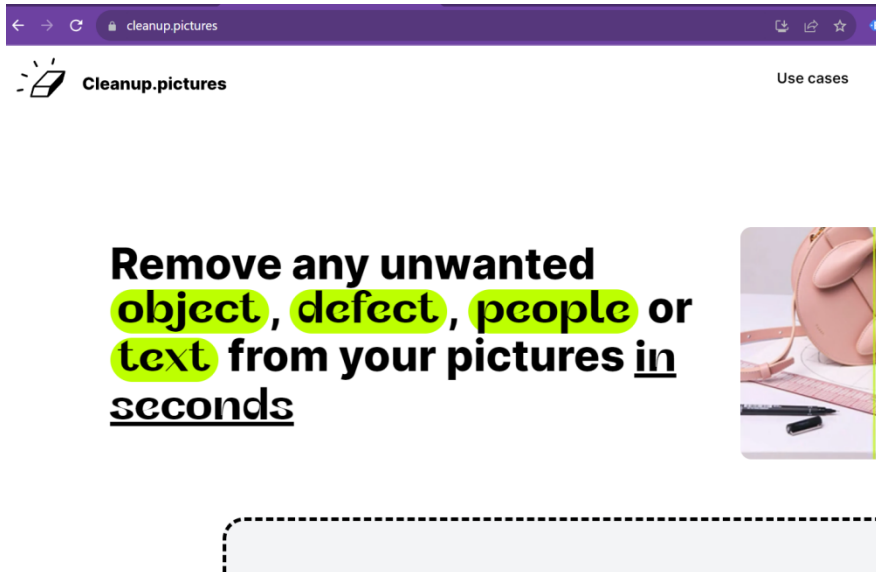
If you are not happy with the results  
click reset erasings

Try a larger or smaller brush –  
depending on how big or small the  
object is

Then click on the arrow to progress

# Magic eraser:

## Highlight people or objects in an image and it will erase it



**A free alternative to this eraser tool is the website**

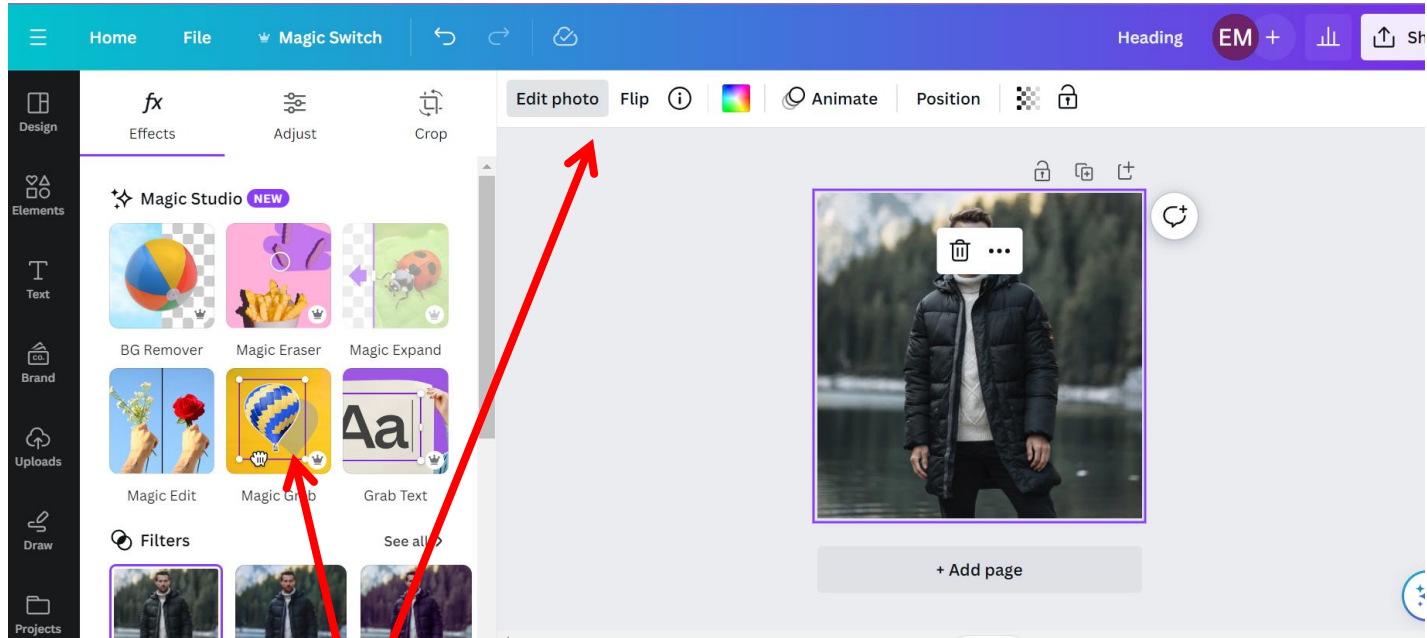
Cleanup.pictures

Click this link to view my demo

[https://www.instagram.com/reel/Cwiifr\\_s1qU/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/reel/Cwiifr_s1qU/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)



# Magic grab – isolate and move anything within an image

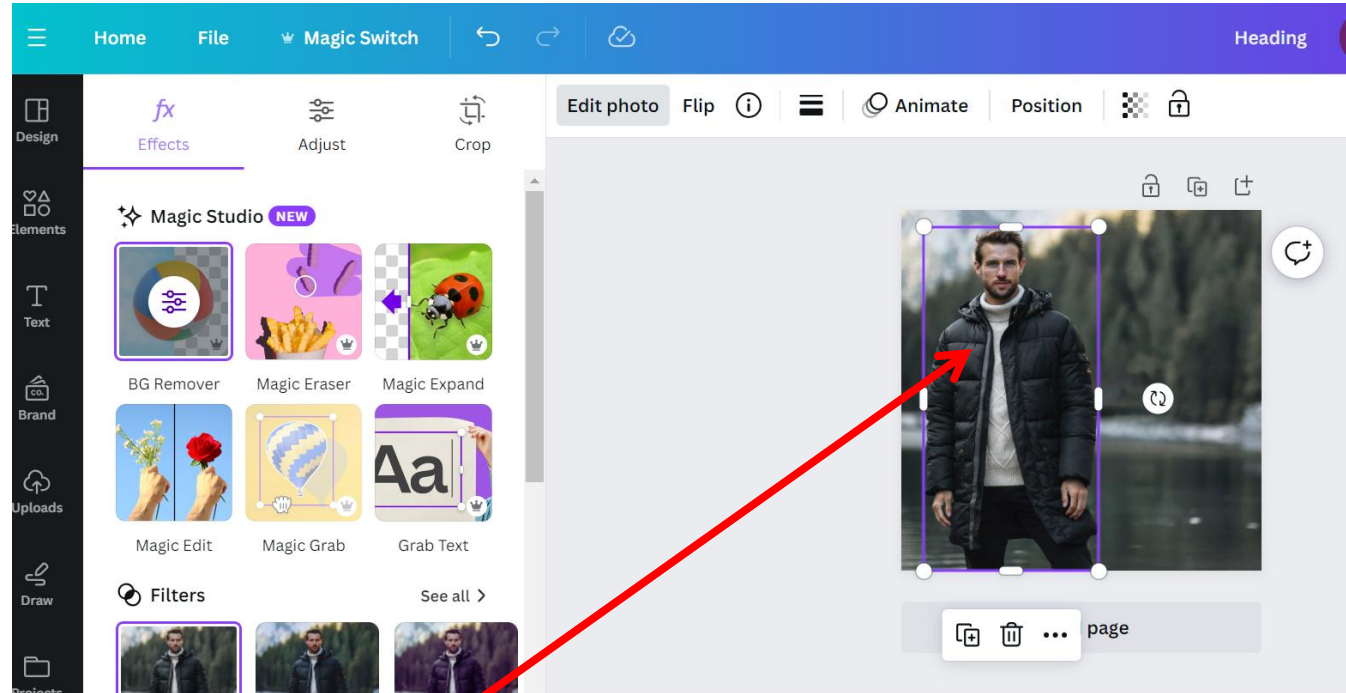


Add your image to your design  
Click on your image  
Click edit photo  
Then click on Magic Grab



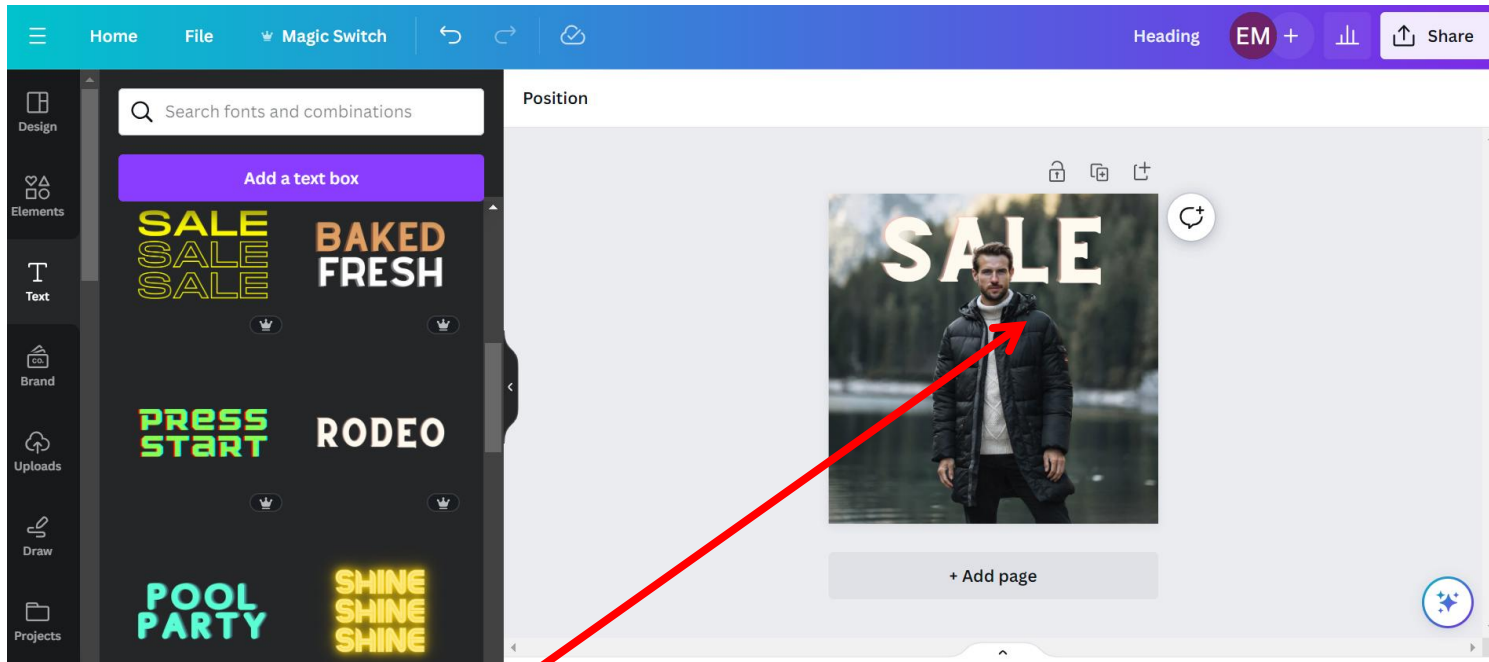
**This is a Pro feature**  
It cannot be used by Free  
accounts

# Magic grab – isolate and move anything within an image



It then identifies the main element in the image  
You can then move that element left or right or make it bigger or smaller— ideal if you want to add text beside a person

# Magic grab – isolate and move anything within an image



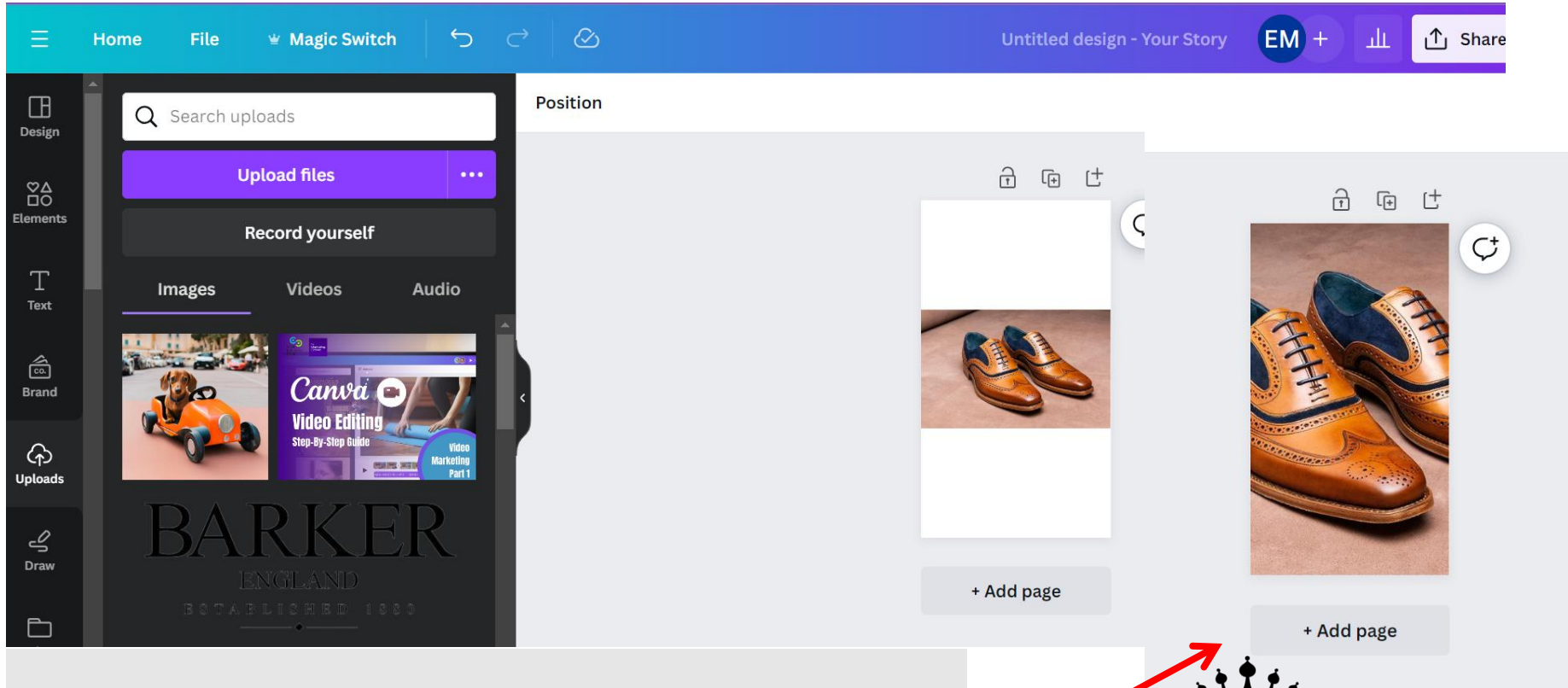
It also means that you can easily place text behind the person or object which is an eye catching effect

1. Add text
2. Right click on the text and select layer – send backward

**Or click on the option for “Position” above the image and then drag the text under the person or object in the list of elements**

# Magic expand:

## Ask Canva to recreate parts of an image to make it wider or taller



Choose your canvas shape eg. Portrait  
Choose your image – eg it is square

If you make the image fill the area it will simply zoom / crop in

If you want to keep the main object the same size you can use magic expand

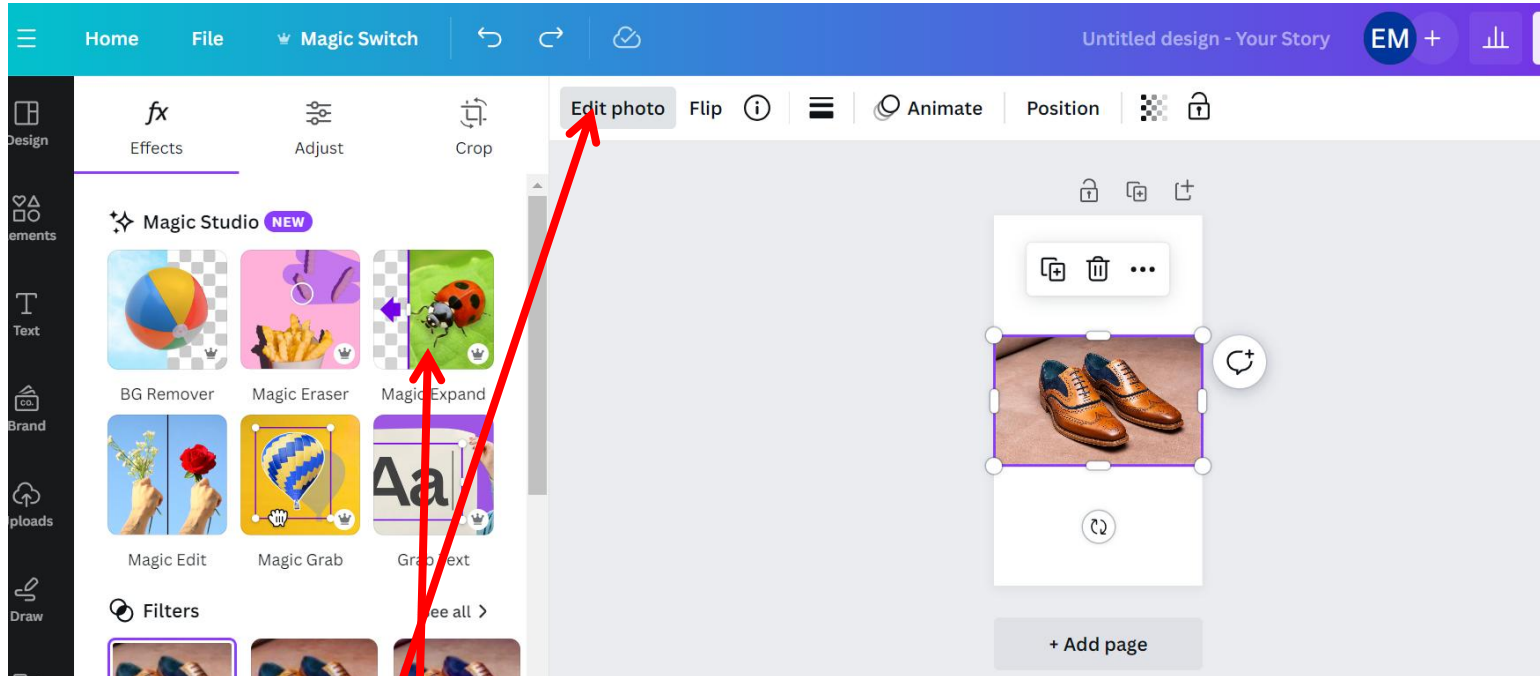
Click on image, click on edit photo and select magic expand



**This is a Pro feature**  
It cannot be used by Free accounts

# Magic expand:

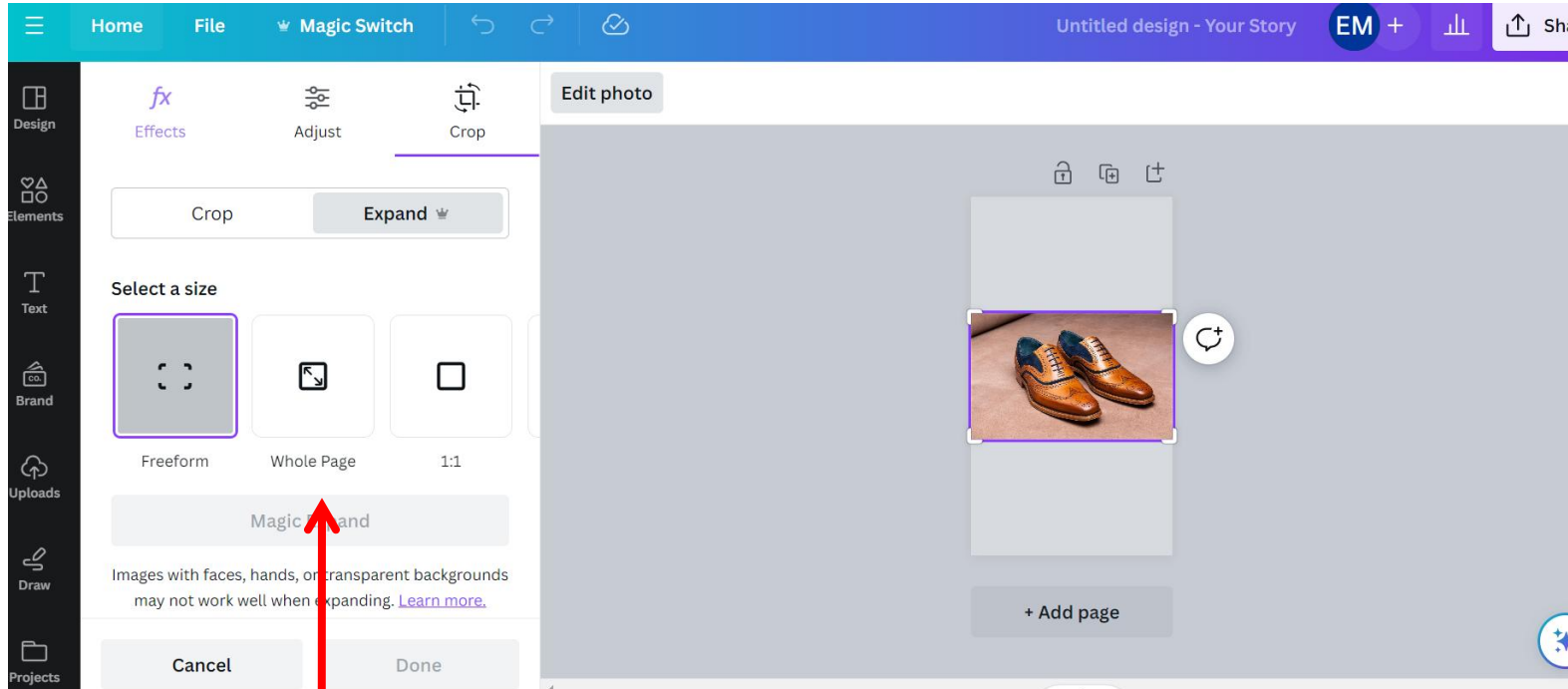
## Ask Canva to recreate parts of an image to make it wider or taller



If you want to keep the main object the same size you can use magic expand  
Click on image  
Click on edit photo  
and select magic expand

# Magic expand:

## Ask Canva to recreate parts of an image to make it wider or taller

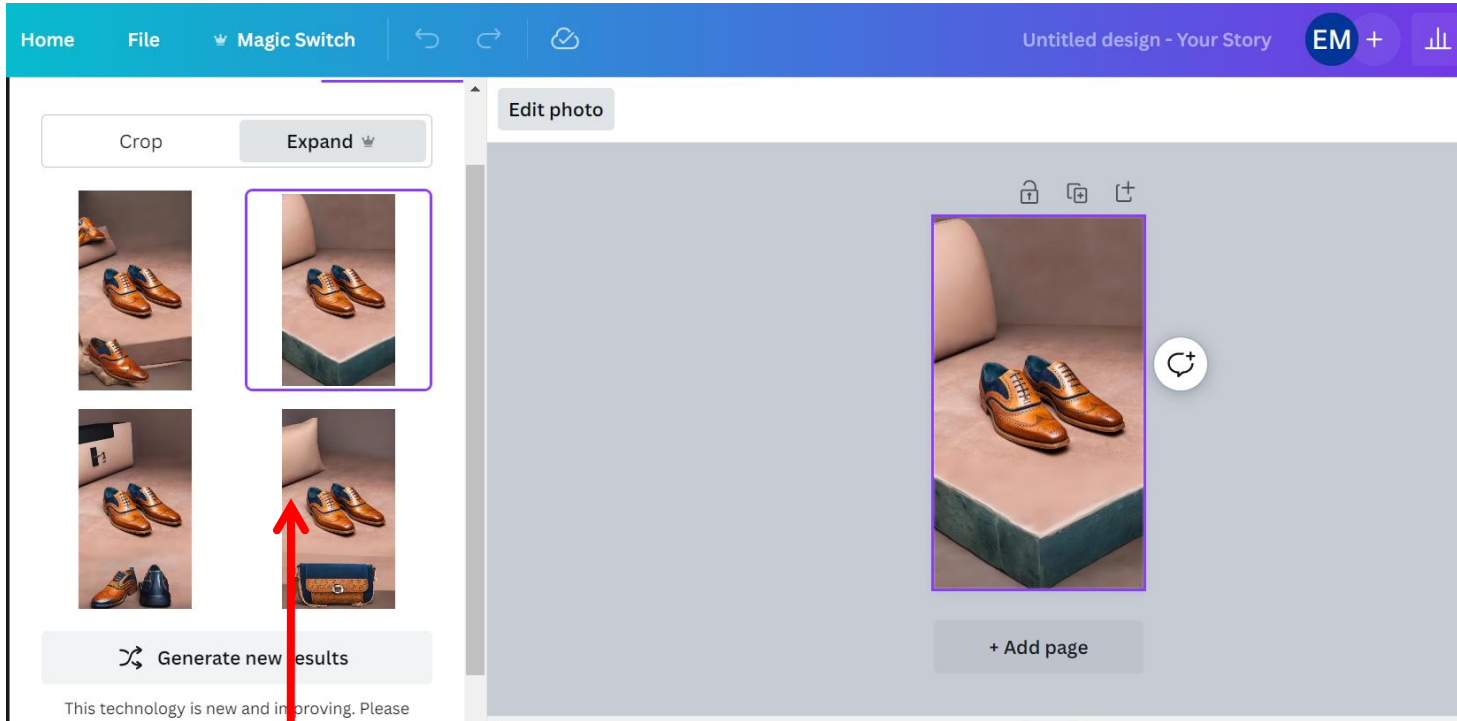


You can now choose whether you want the image to expand to fill the area in page or a different size.



# Magic expand:

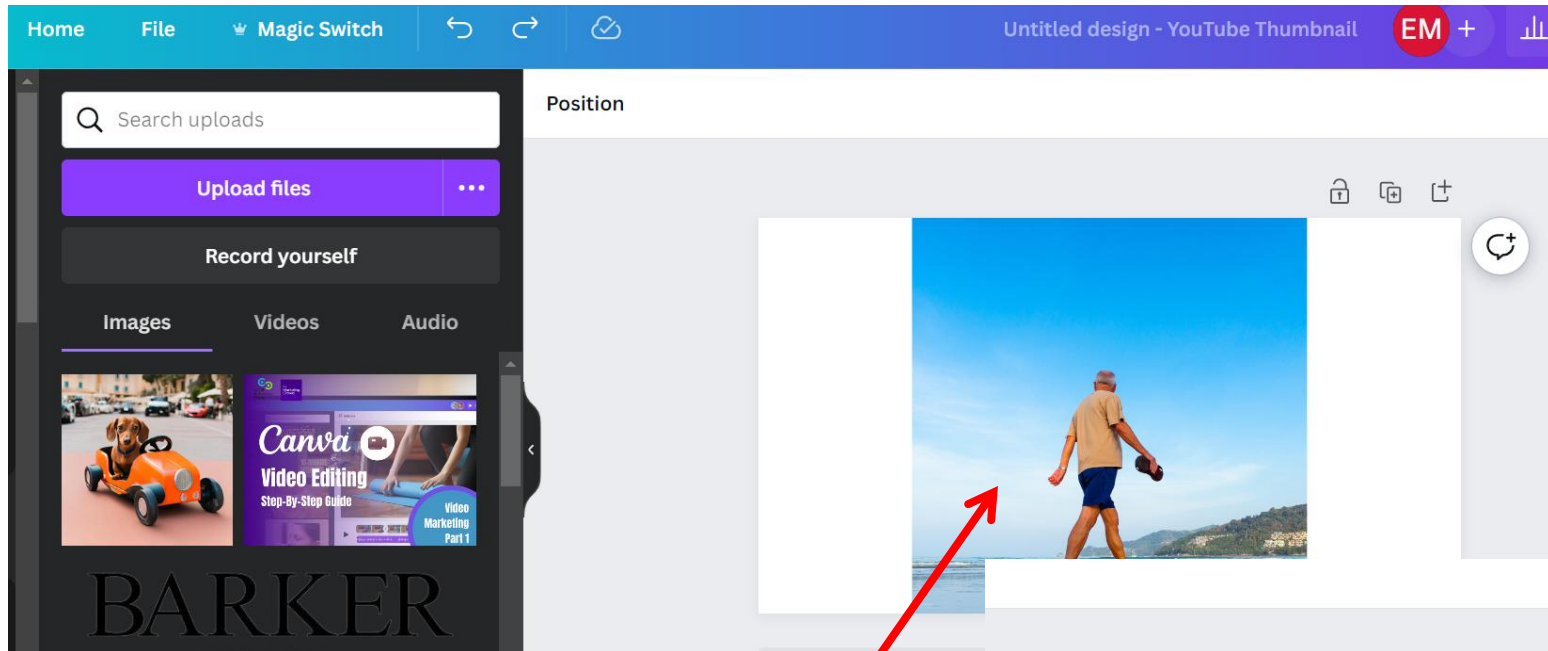
## Ask Canva to recreate parts of an image to make it wider or taller



It now gives you 4 options to choose from

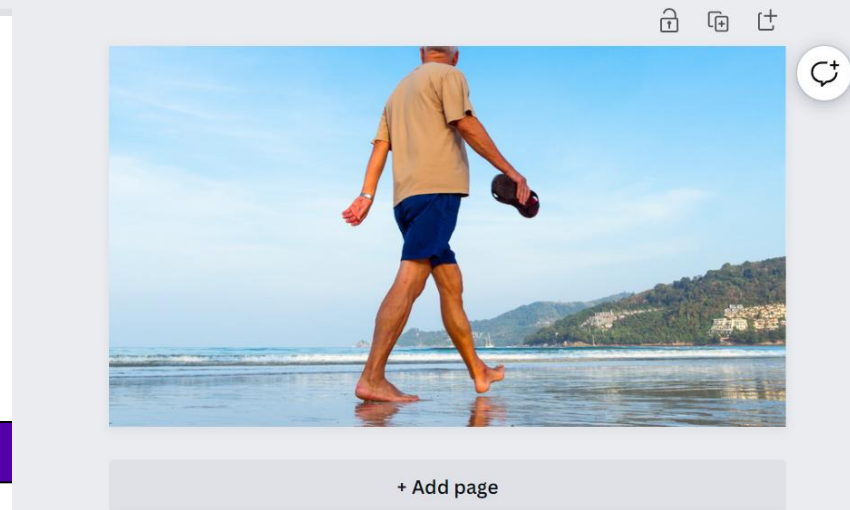
# Magic expand:

## Ask Canva to recreate parts of an image to make it wider or taller



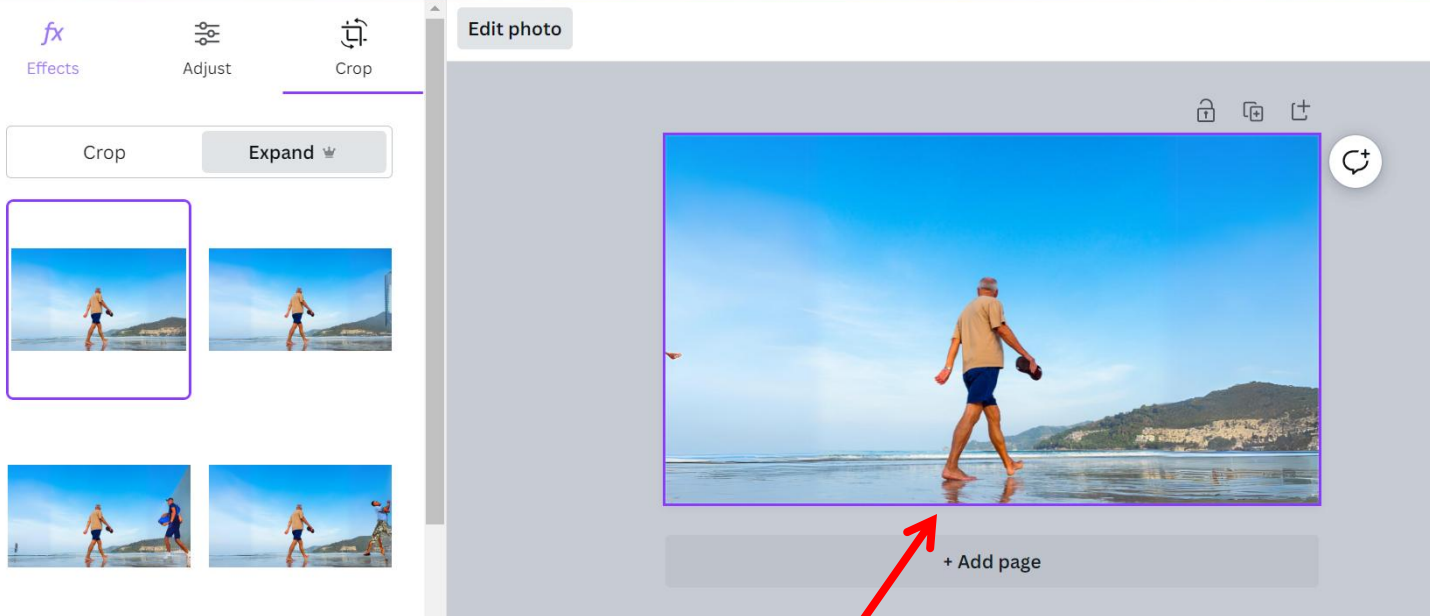
Similarly, you might have a square image that you want to expand to fit a wider area eg. 16:9

If you simply set the image as background it becomes too cropped in



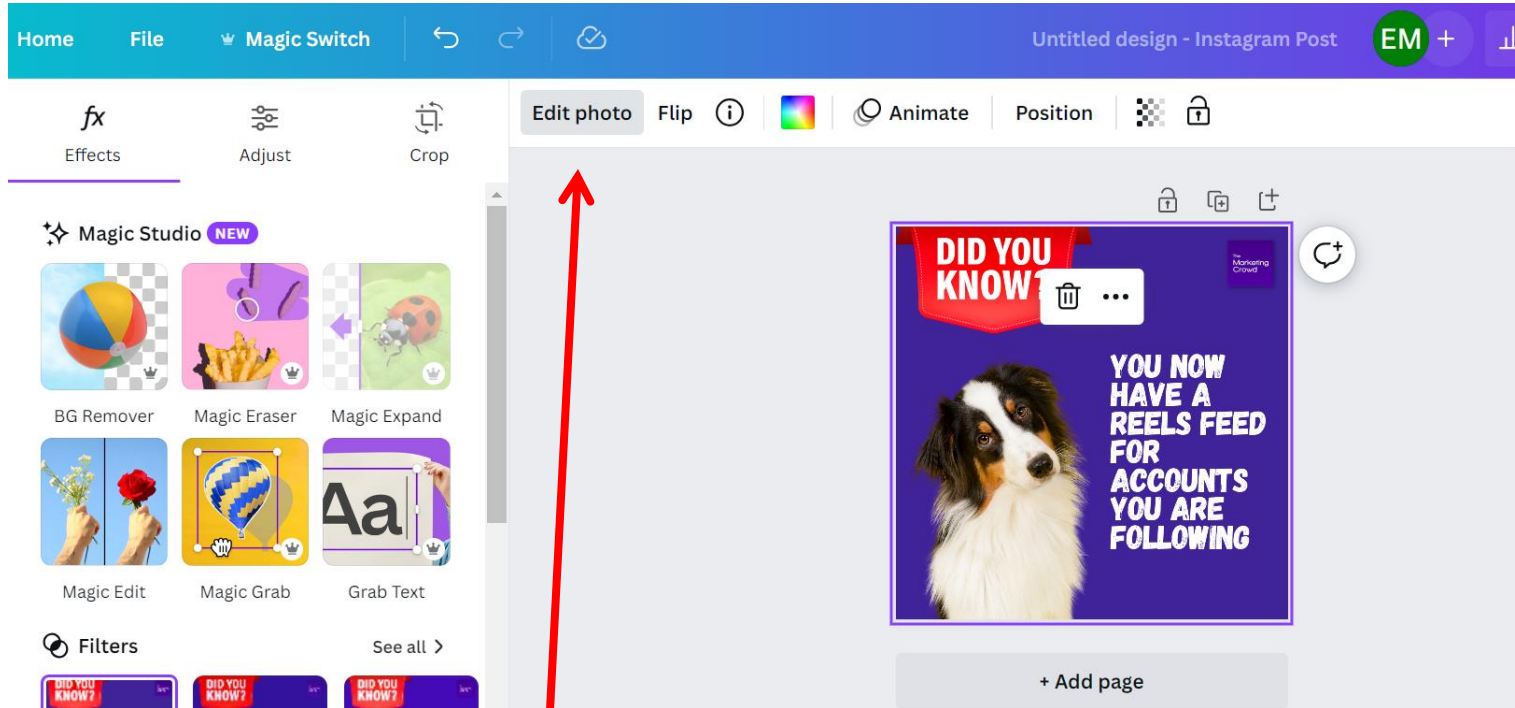
# Magic expand:

## Ask Canva to recreate parts of an image to make it wider or taller



Using magic expand it egg is now a landscape image with everything in proportion

# Grab text – isolate and manipulate any text that is in an image



Perhaps you have an image that was designed for you in the past and you now want to reuse it and change some of the text. Normally you cannot edit / change text in an image unless you have the original design file

Now with Canva Grab text you can.

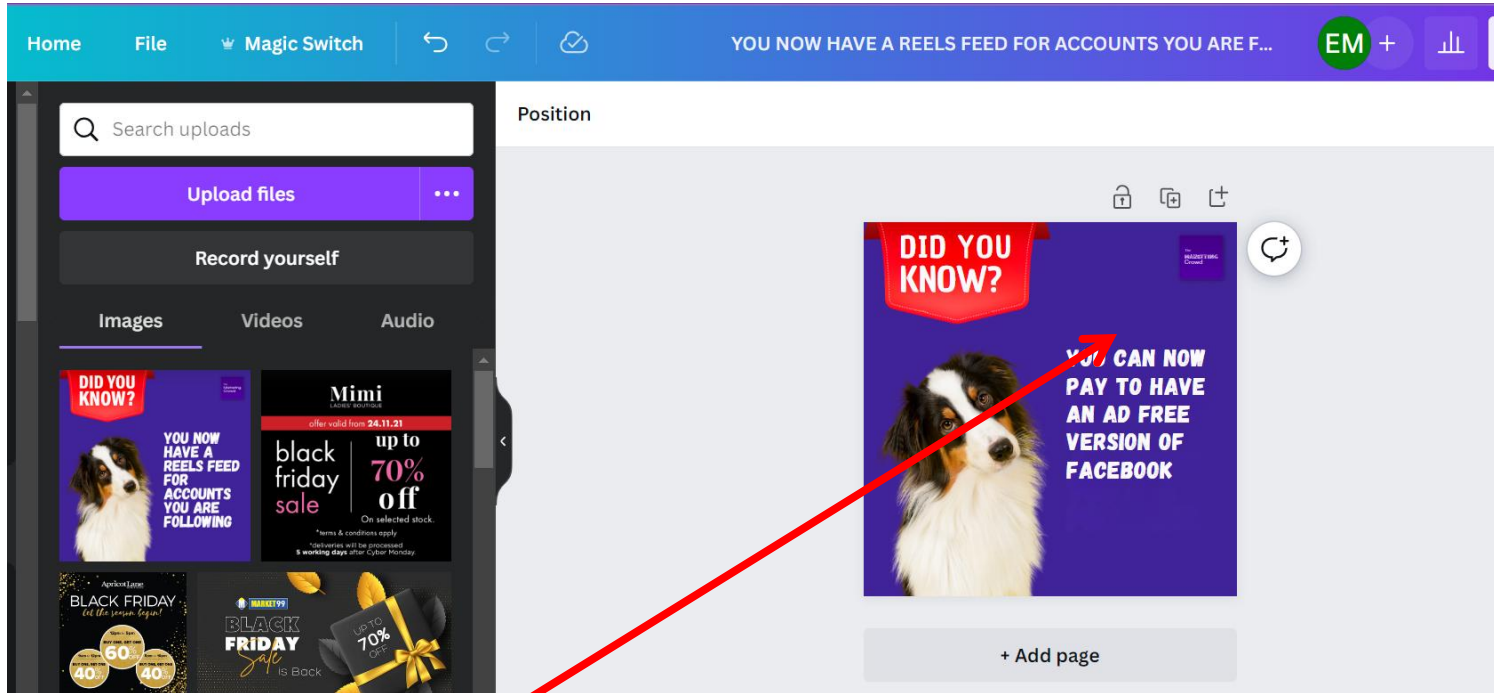
Click on your image, then click edit photo and then Grab text



**This is a Pro feature**

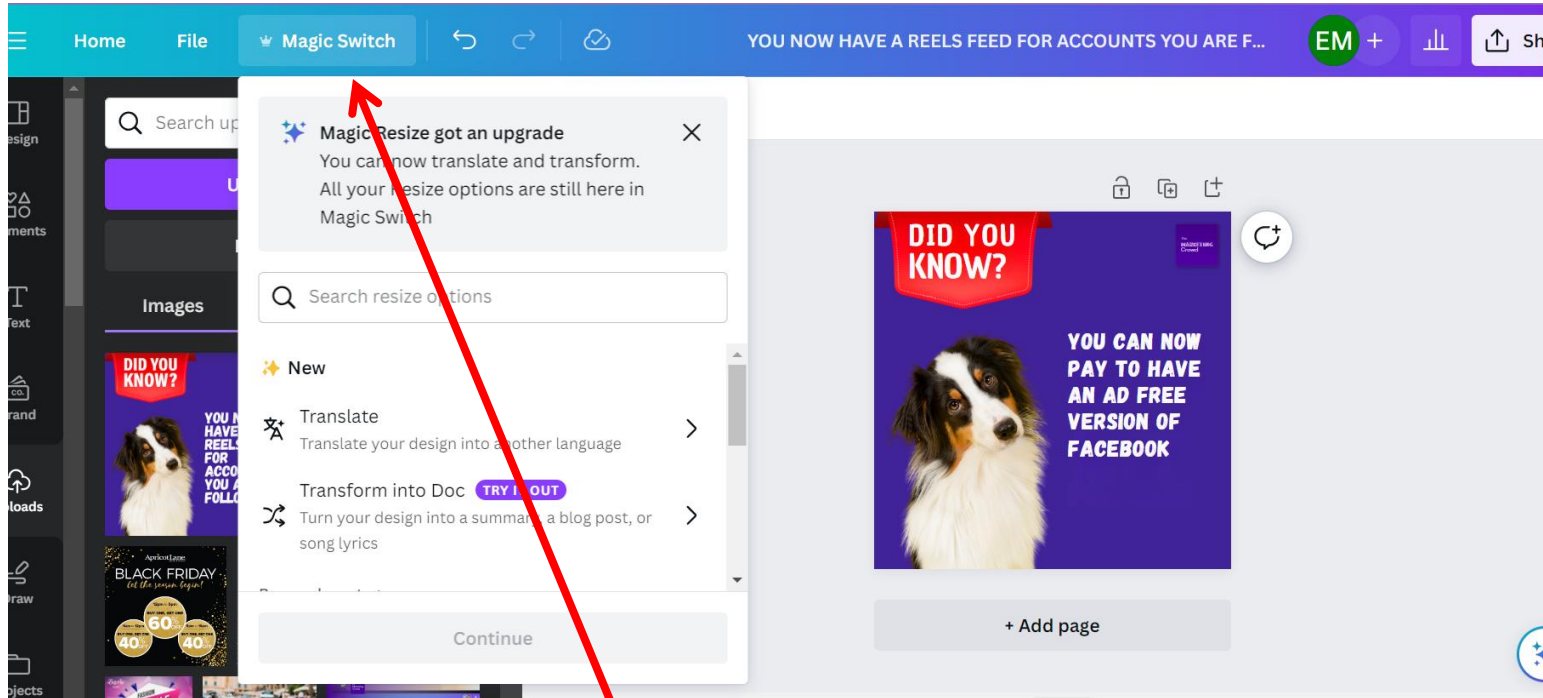
It cannot be used by Free accounts

# Grab text – isolate and manipulate any text that is in an image



You can now edit the text boxes, change font, colour etc.

# Magic switch – an upgrade to the resize feature for Pro users



- After you create a design you might want a version of it in a different size eg. You want a portrait version for Stories.
- The resize tool has been rebranded as “magic switch” and it has new features such as translate.
- To convert to a story simply choose the option for social media and then story



**This is a Pro feature**  
It cannot be used by Free accounts



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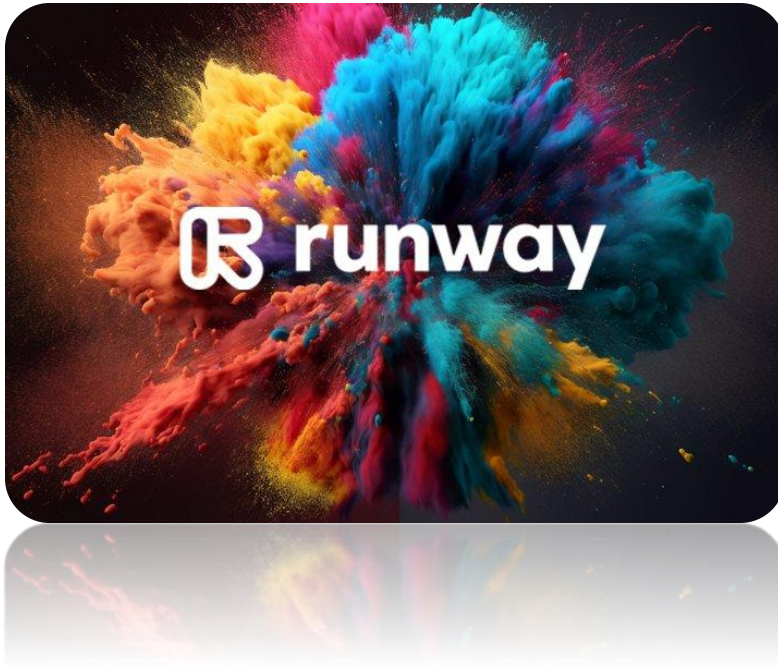
# How can text to video creation impact your digital marketing?



Currently when you are looking for stock videos you would go to Pixabay.com or the video library in Canva

1. As these tools become more common and powerful you can easily have short footage videos created that perfectly match what you are trying to convey. You can then overlay these footage videos onto your main video.
2. In 2025 video creation tools are very likely to be incorporated directly into TikTok and Reels and so as you are about to create a video you can customise your own videos

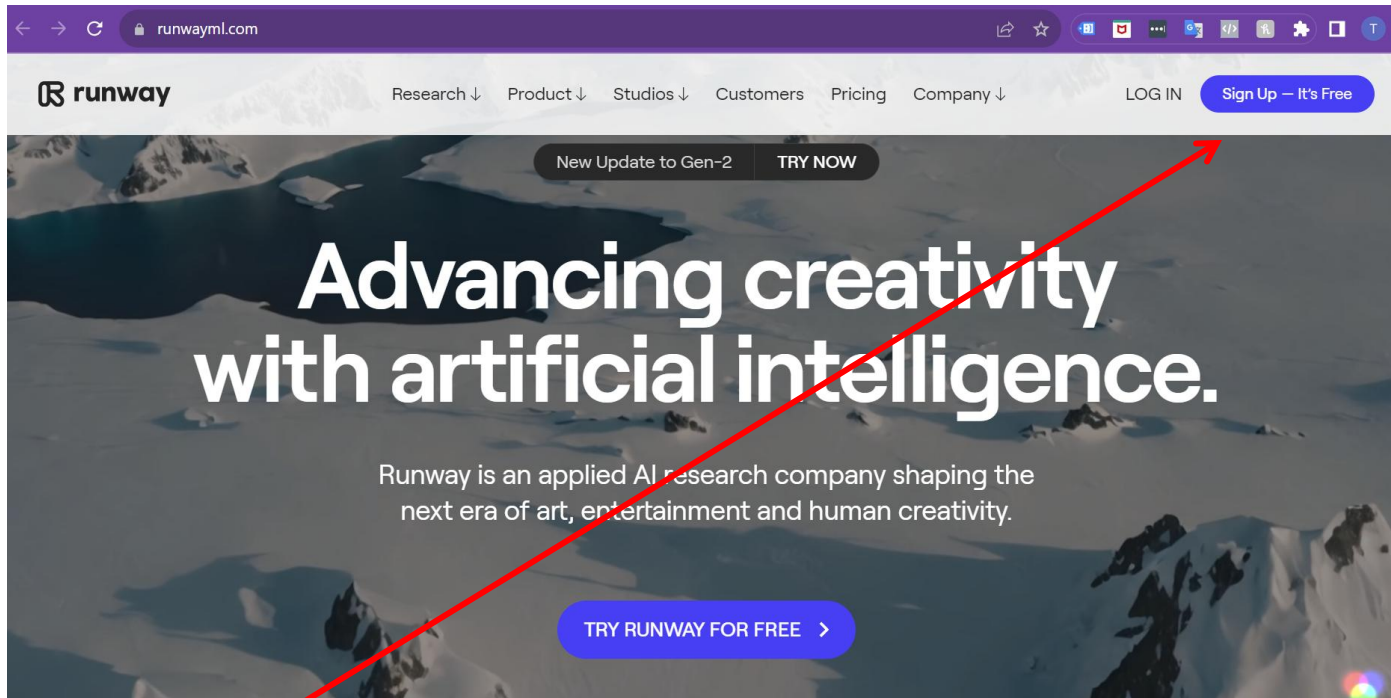
# Runway



Runway is the leading AI video creation tool and I would definitely use this rather than Canva

You receive free credits to try making videos using Runway

# Runway



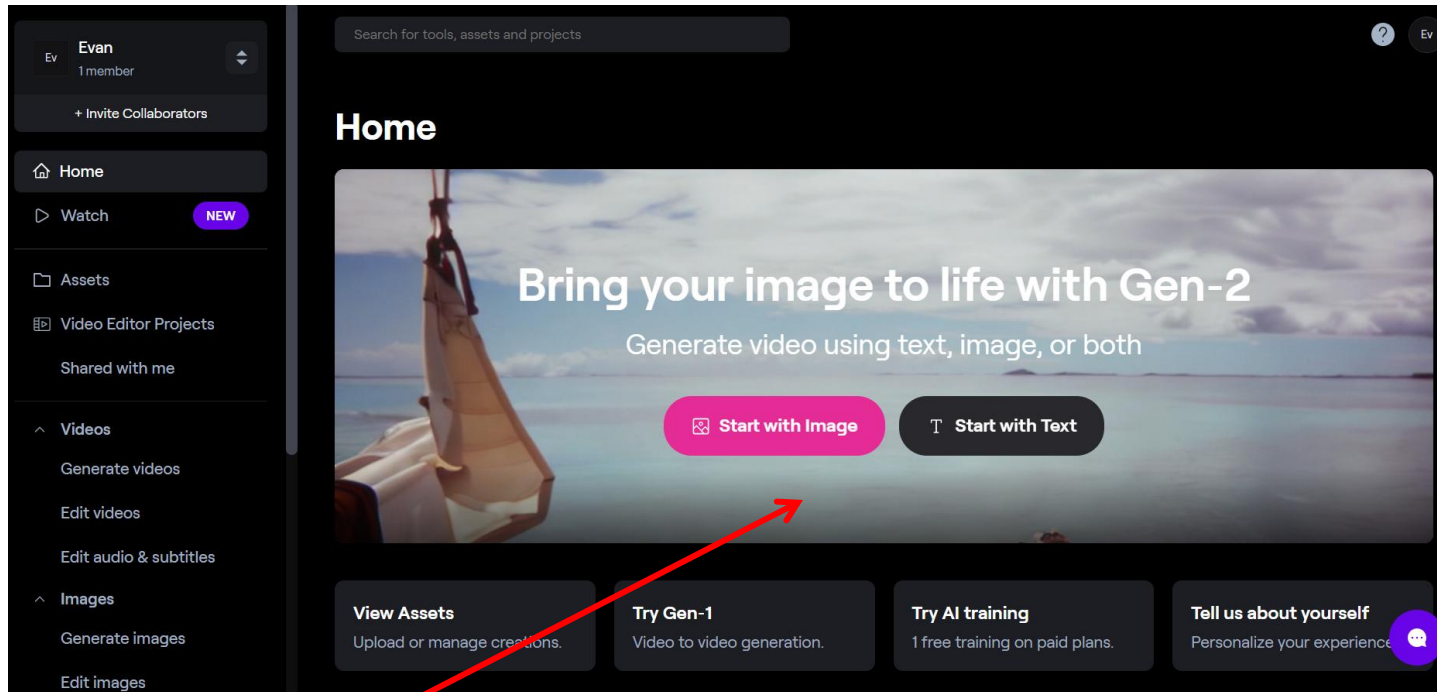
Go to [runwayml.com](https://runwayml.com) or search for Runway ML in Google  
Sign up for a free account and you will be able to test their tools for free  
Then login

The screenshot displays the Runway pricing page with a navigation bar at the top containing links for Research, Product, Studios, Customers, Pricing, and Company, along with a 'Sign Up - It's Free' button. Below the navigation bar, four pricing plans are presented in a grid. The first plan, 'Free Forever', is highlighted with a red arrow pointing to its 'Sign up' button. The other three plans are paid subscriptions: '\$12 per user per month', '\$28 per user per month', and '\$76 per user per month'. Each plan lists its features, including the number of credits provided, reset frequency, and video generation capabilities.

Plan	Price	Users	Credits	Reset	Upscale	Watermarks	Call to Action
Free Forever	Free	Unlimited	125	Never	Yes (Gen-1)	Yes (Gen-1)	Sign up
\$12	\$12	5	625	Monthly	Yes	Yes	Subscribe now
\$28	\$28	10	2250	Monthly	Yes	Yes	Subscribe now
\$76	\$76	10	Unlimited	Monthly	Yes	Yes	Subscribe now

With the free account you receive 125 credits  
This gives you approx 6 four second videos

# Runway

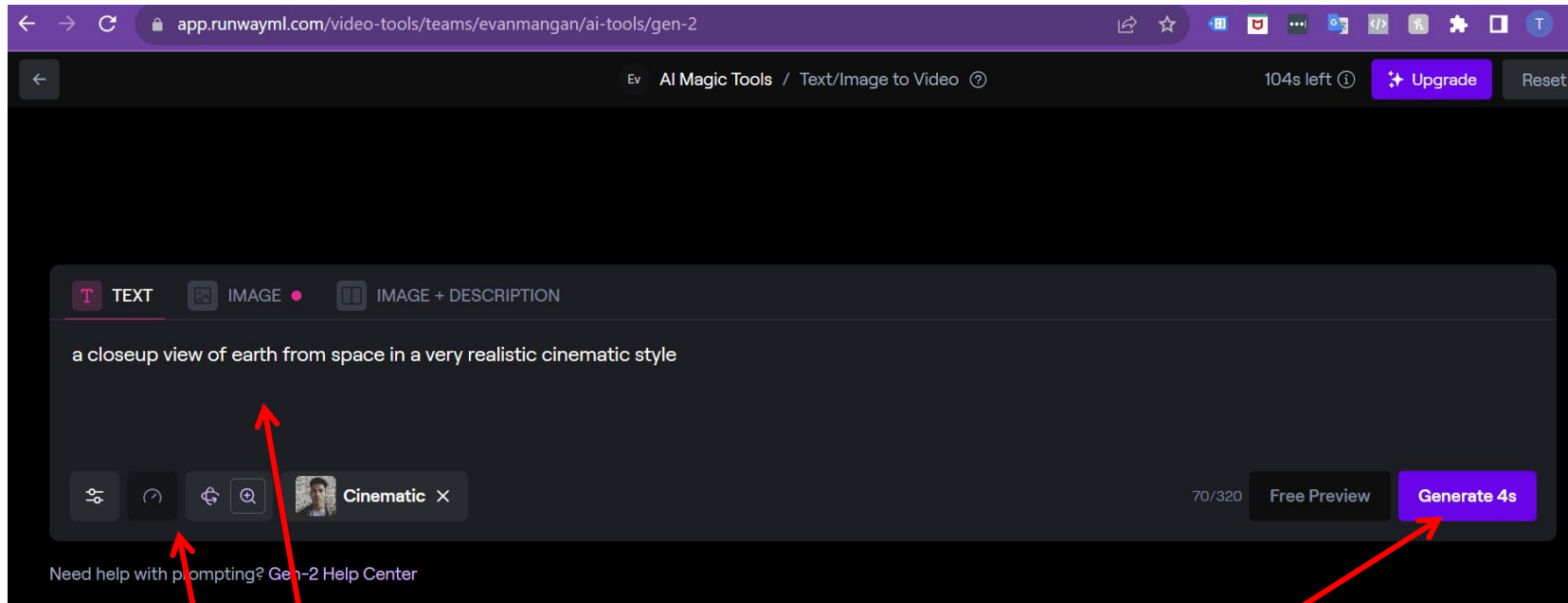


You can create a video based on an image or based on a text prompt

Note – you have 125 free credits. Each second of a video uses 5 credits



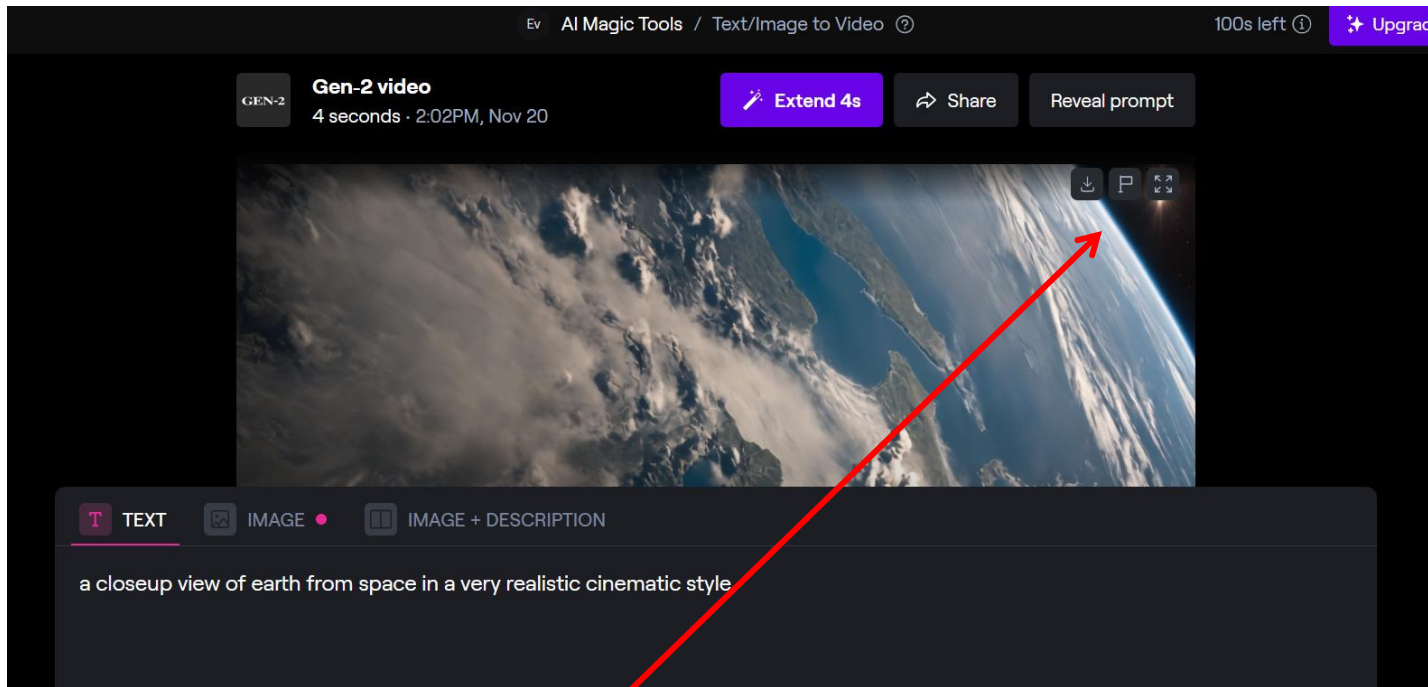
# Runway



Write a detailed prompt. Start with what you want to see and then add detail about style eg. Cinematic or 3 d cartoon

You can choose to have the camera pan or zoom in your video. You can also specify the style from a drop down. Also try free preview and it might show you a free image before generating the video (depending on how busy the servers are)

# Runway

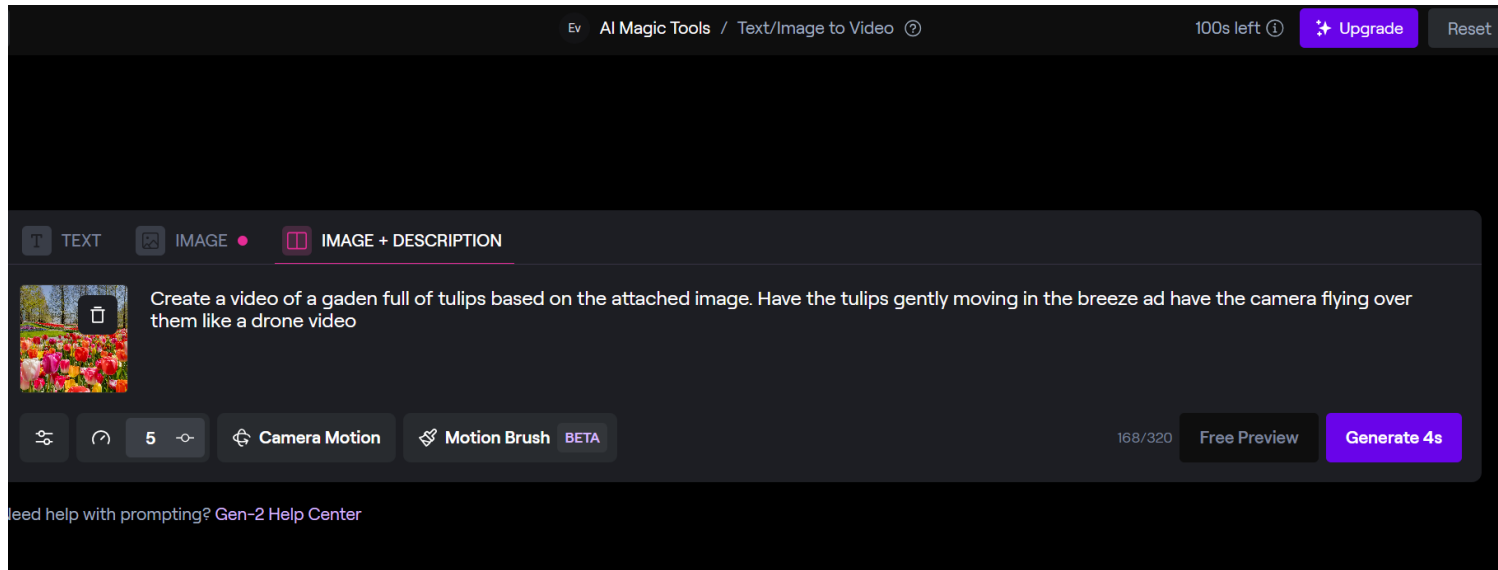


It creates a 4 second video within a minute or two

You can expand to view the video full screen

You can download your video

# Runway



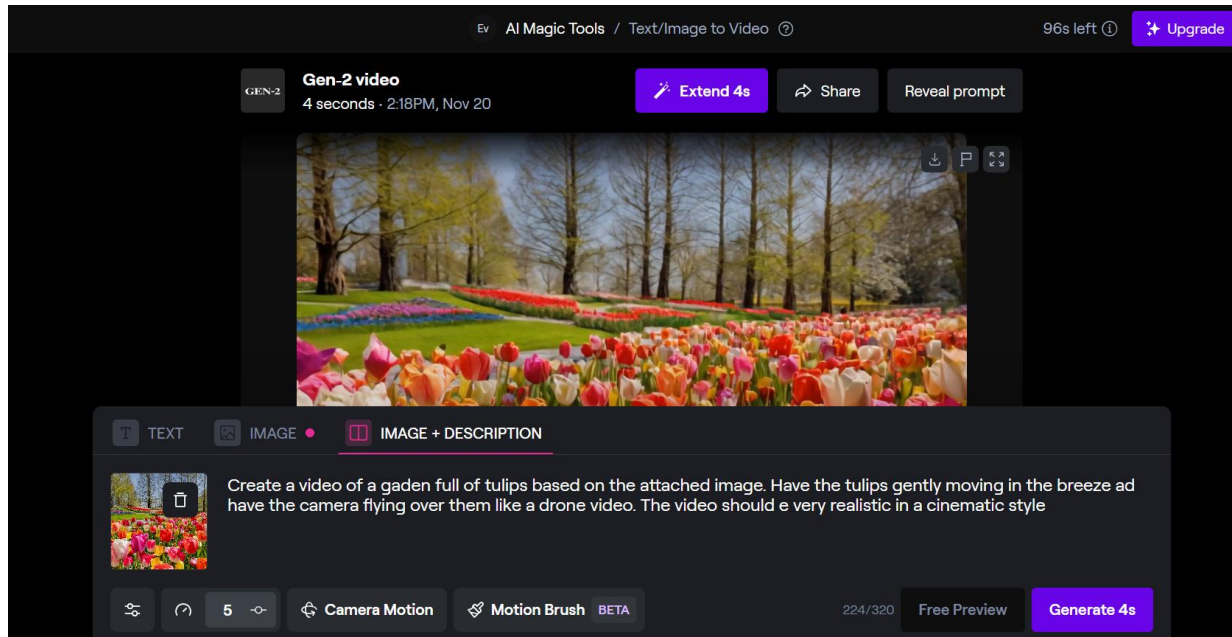
You can also create a video based on an image and text prompt

Select the option for create video based on image

Attach the image

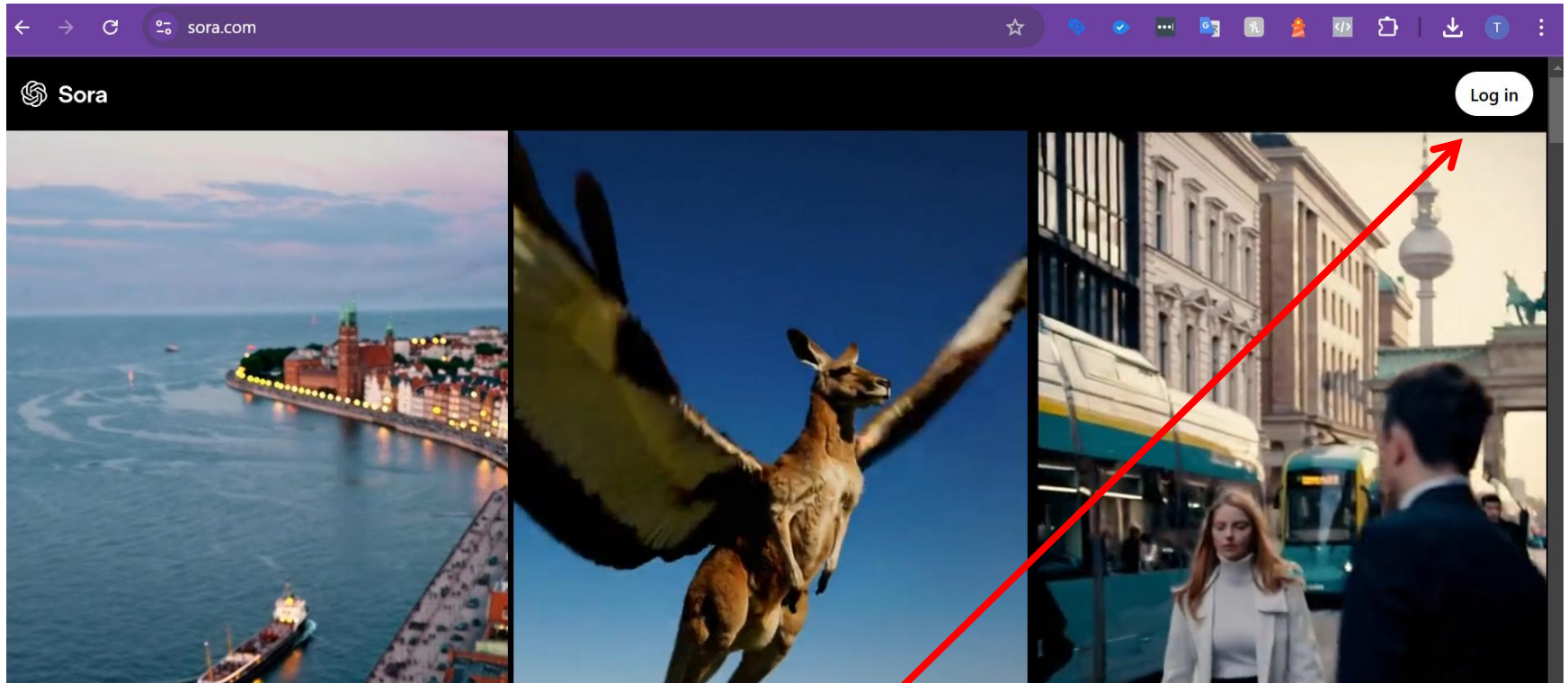
Add your detailed text prompt

# Runway



Your video will be created and you can download it.

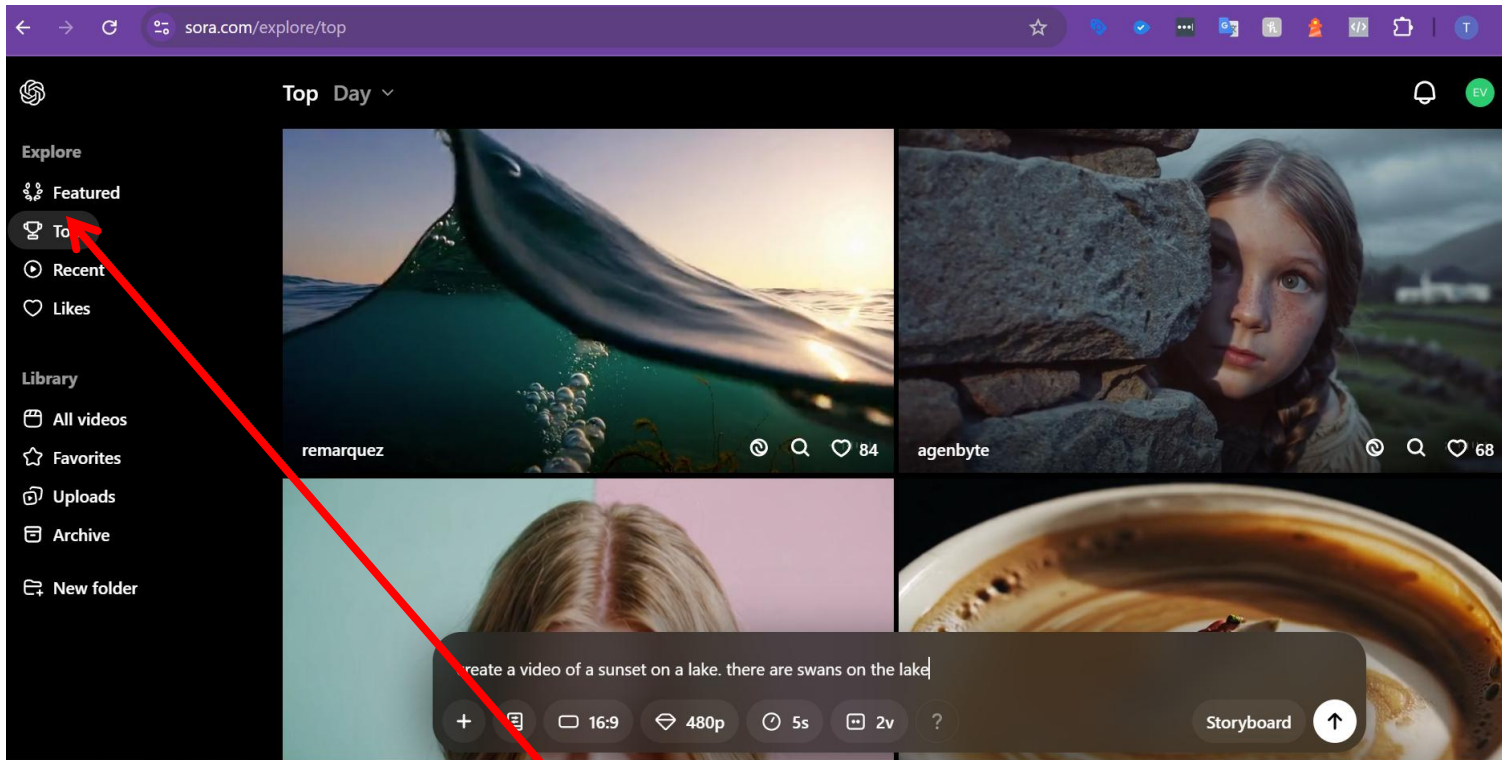
# Sora – from Open AI



Sora has started to rollout in Ireland and is available for Pro users (€20 a month)

To use it go to [www.sora.com](https://www.sora.com) and click the login button

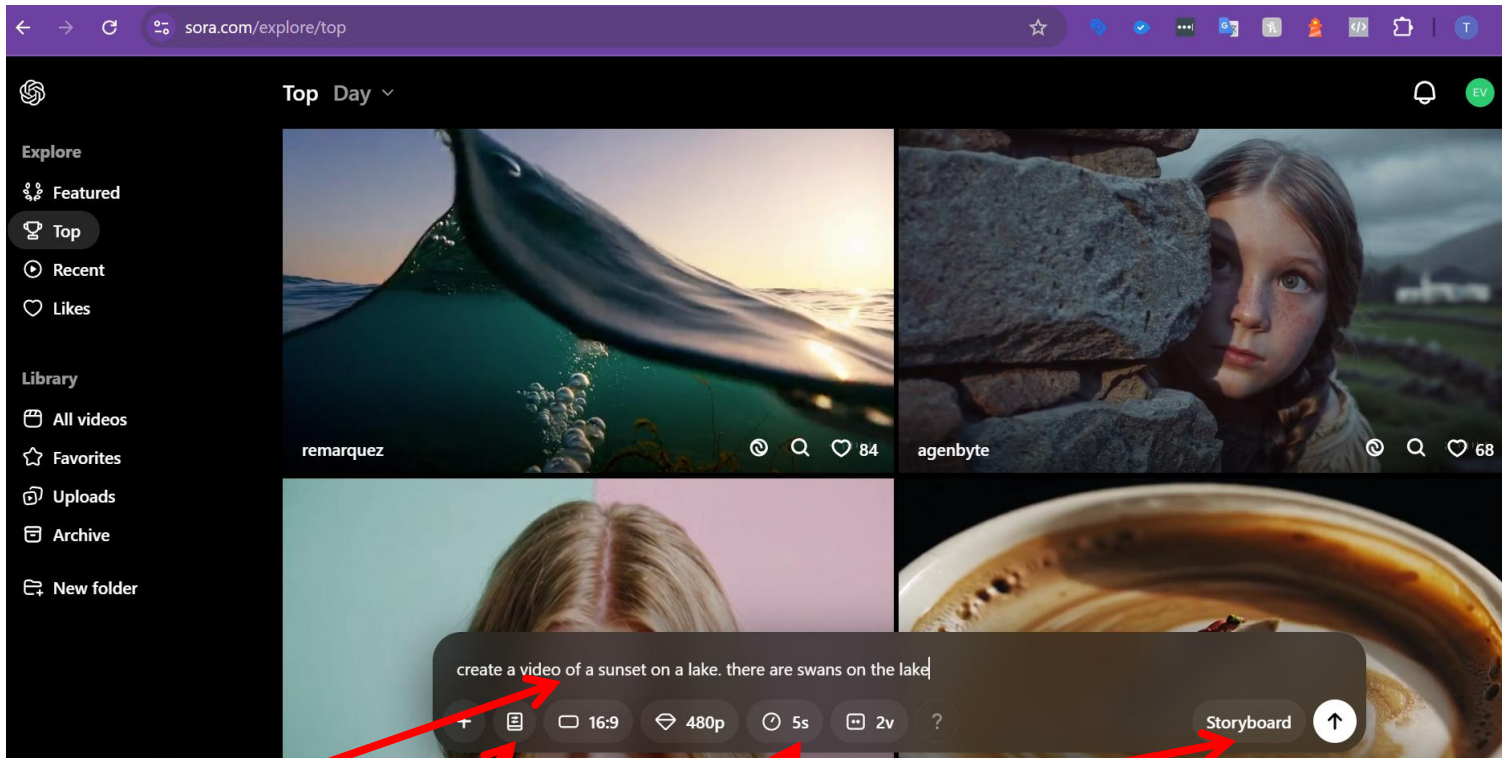
# Sora – from Open AI



You can browse through videos other users have created in order to get some inspiration and to see their prompts



# Sora – from Open AI



You can type your prompt into the box

You can choose the style/look of the video plus you can choose the aspect ratio

You can choose the length of the video and the resolution

Press submit

Your video will be processed and you can find it under All videos when it is done

# The pace at which AI tools are improving is very fast



This is the difference between an image created using Dalle 2 and Dalle 3 – the difference was just a few months

Video, Voice and Avatar creation will improve hugely over the next 12 months

# The pace at which AI tools are improving is very fast

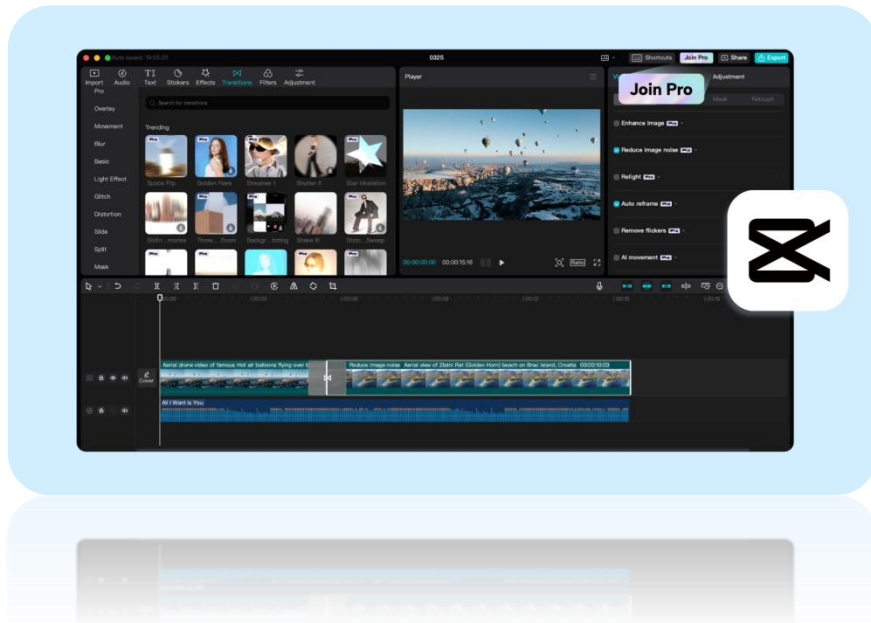


AI videos were VERY basic  
12 months ago

Sora videos now look very  
high quality



# CapCut Video editor



Almost 1 billion users use CapCut on mobile and desktop

It is made by Bytedance - the same company that owns TikTok so there is a lot of integration with TikTok

You can use the editor for free and there won't be a watermark on your video

However, they have lots of Pro features and to use those you would need to buy a license

A license is similar to Canva and tends to be between €9 or €11 a month (it can change depending on offers)

# There are 2 desktop versions



CapCut offers two distinct versions: an online editor accessible via web browsers and desktop software that can be downloaded for Windows and Mac.

## 1. Desktop software

If you have ever used Filmora or Final cut pro, this is the equivalent. You install the software on your device and then you do all of the editing on your PC, Laptop or Mac.

## 2. Online editor in a web browser

If you have used Canva for editing videos, this is similar but a lot more powerful. However, it is similar in that all the editing is done in the browser. You upload your files to the CapCut server and edit them online

# There are 2 desktop versions – Downloadable desktop software



## CapCut downloadable software

**Performance:** Generally offers better performance for handling larger longer videos eg. 30 mins to 2 hours. Plus it is better at more complex edits (many videos with overlays, text , effects ) due to the power of local hardware compared editing up in cloud. ***Also, it is not dependant on good broadband.***

**Offline Editing:** Unlike the online version, users can edit offline, which is important for those with unstable internet connections

**Advanced Features:** The desktop version includes more sophisticated editing capabilities, such as multilayer editing and advanced audio tools



There are 2 desktop versions – Online editor



## CapCut Online Web Editor

**Accessibility:** The online version is browser-based, allowing users to edit videos from any device with internet access without needing to download software.

**Pick up where you left off on another device** – if you start editing on one device you can continue on another – because it is all saved on the cloud (like Canva)

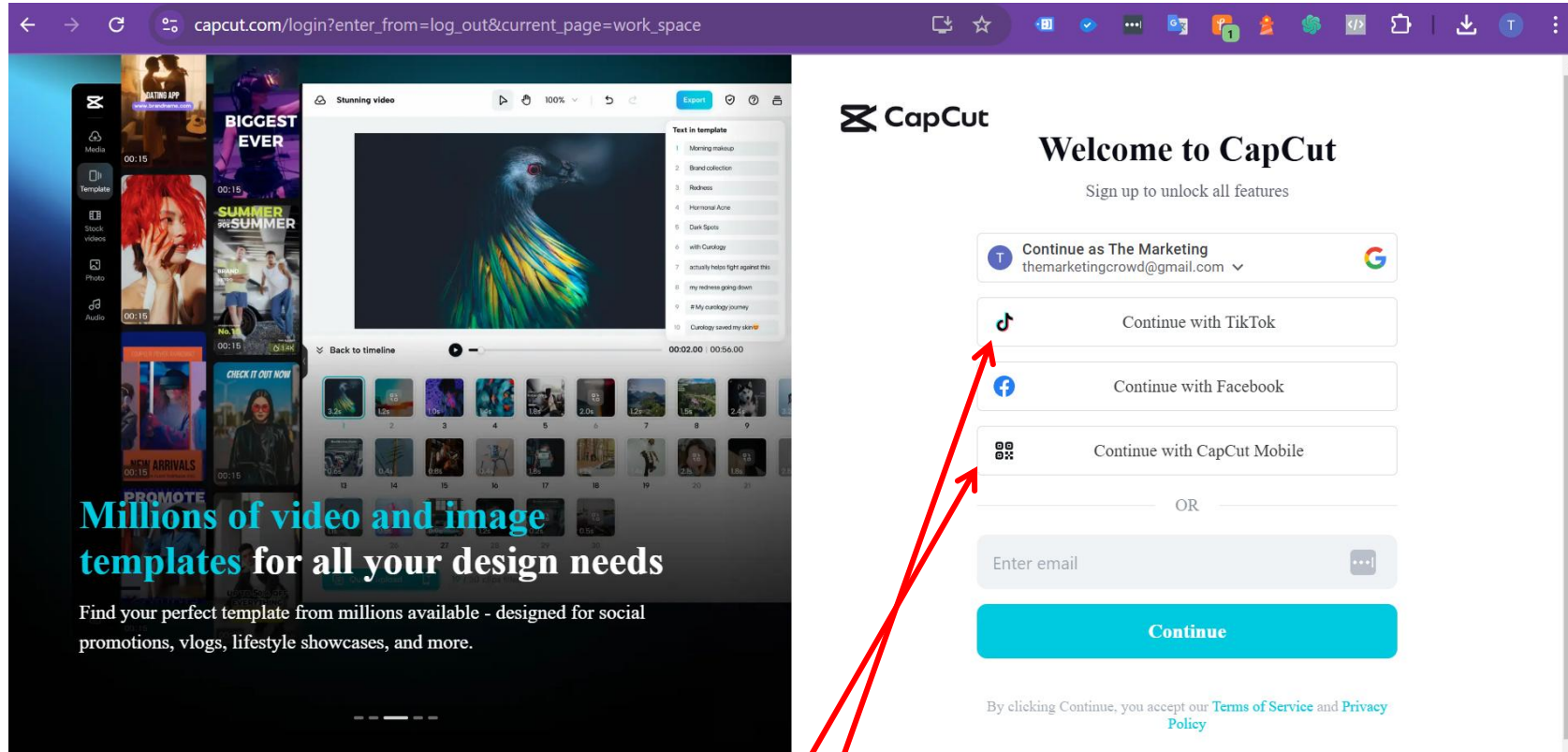
**Cloud Storage:** Projects are automatically saved in CapCut's secure cloud, providing easy access and collaboration without consuming local storage space

**Collaboration Features:** The online platform supports teamwork by enabling multiple users to work on a project simultaneously, eliminating the need for file exchanges

**Features:** There might be less features than the software version but in my opinion it has everything most business people need to make marketing videos

Plus there are some excellent useful features in the web version

# How to get started

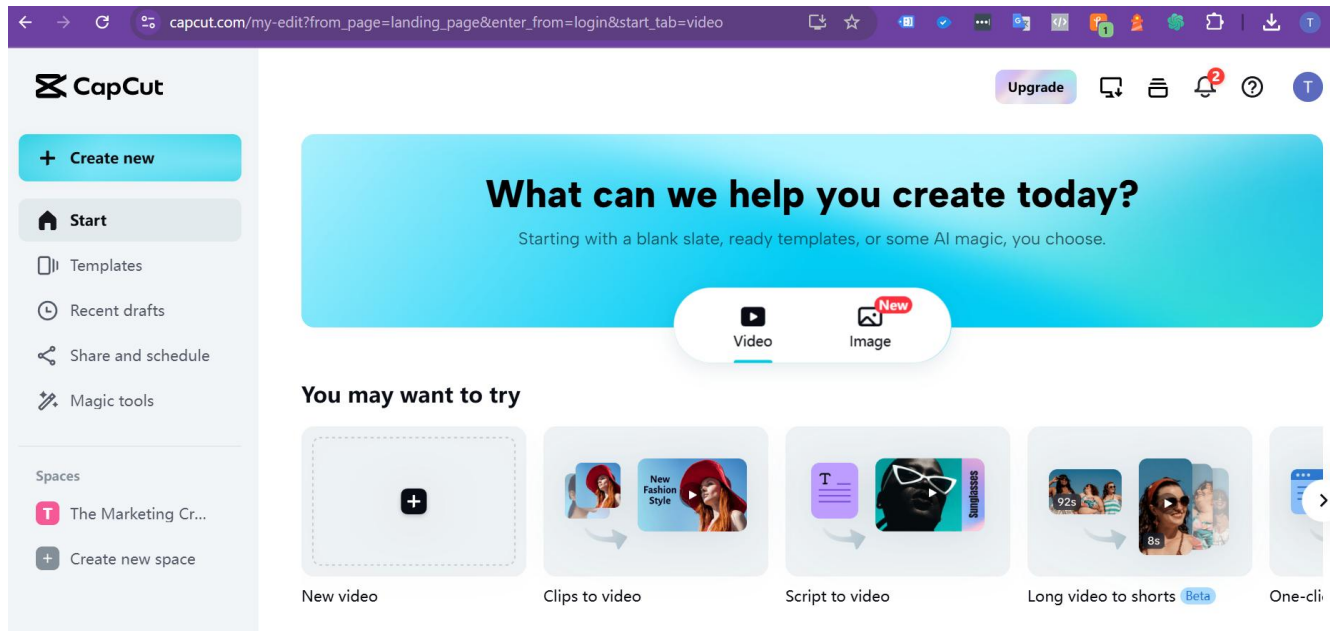


Go to CapCut.com on your browser.

You should then create an account.

1. Got a CapCut account on mobile? Select this option and follow instructions.
2. Got a TikTok account? You can login using that
3. Or create an account by logging in with your Gmail

# How to get started – Home screen



This is your Home screen.

**Create New** – Click this to start editing a new video

**Start** – This is the equivalent of Home

**Templates** – browse through their templates and simply add your images / videos

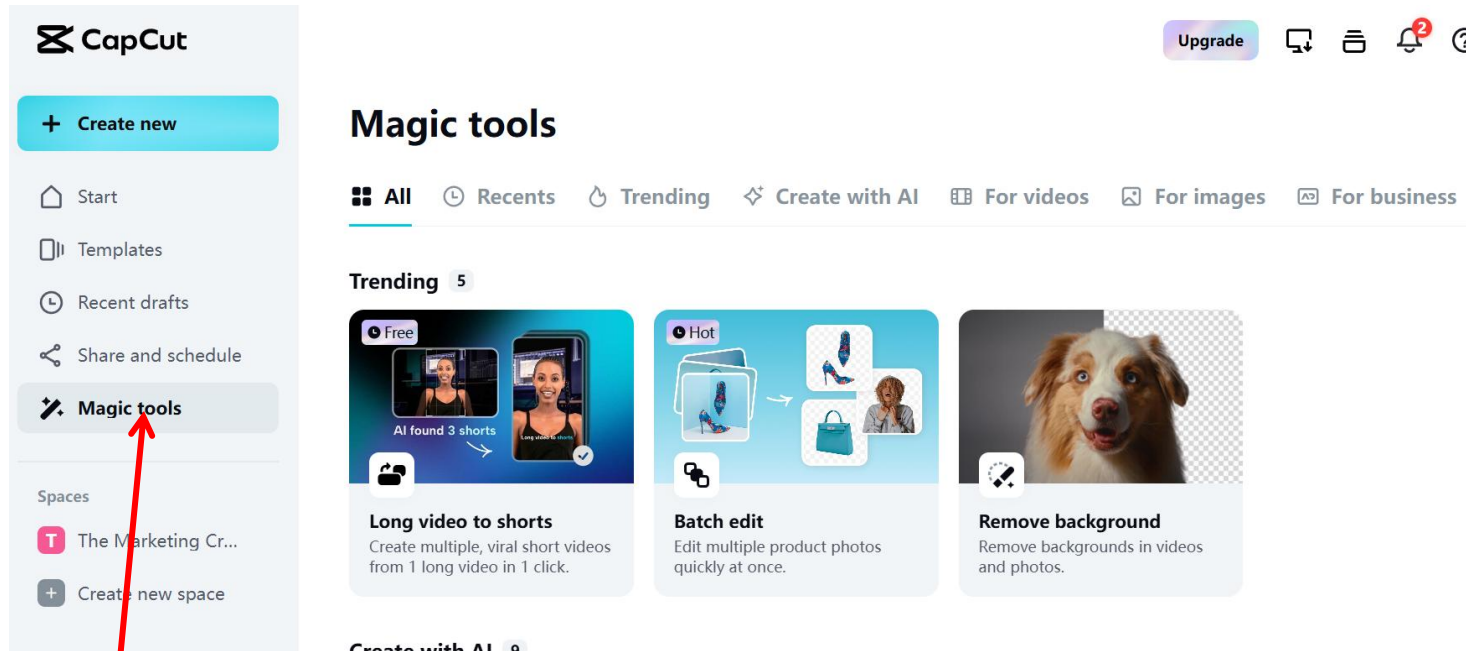
**Recent drafts** – all your previous video projects live here. You can go back and continue editing them

**Share / schedule** – people (collaborators) can share video projects with you

**Magic tools** – they have LOTS of AI tools. They all live here

**Spaces** – You are given 5gb of storage for free. Your videos take up this storage. If you exceed this you would need to delete files or upgrade for 100gb of storage in the Pro plan

# The Ai tools area

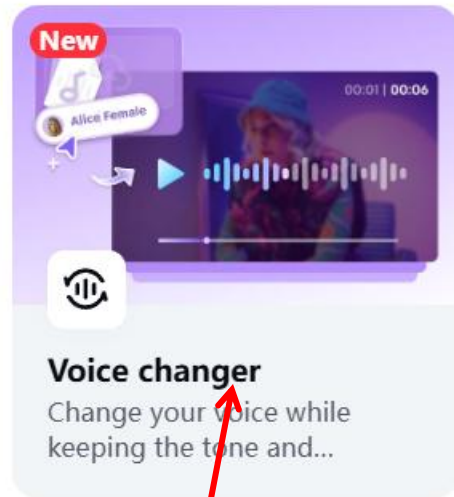


**The AI tools are in the Magic tools section**

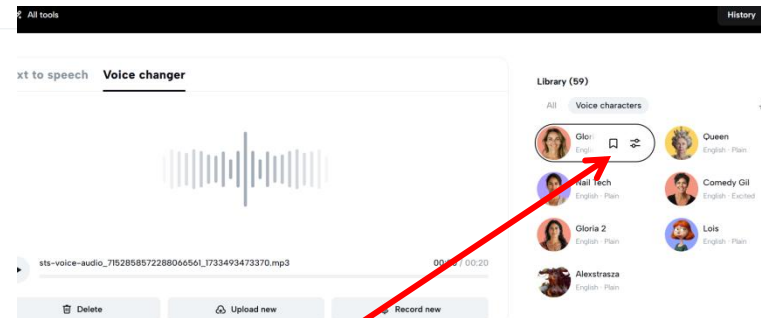
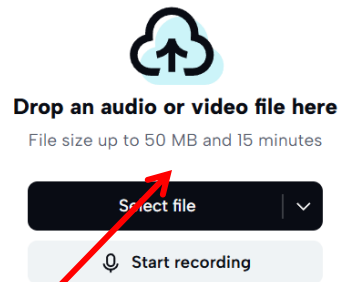
Go to CapCut.com  
Then click on magic tools

You can now browse through their AI tools for video editing and image editing

# The Ai tools area



## Voice changer



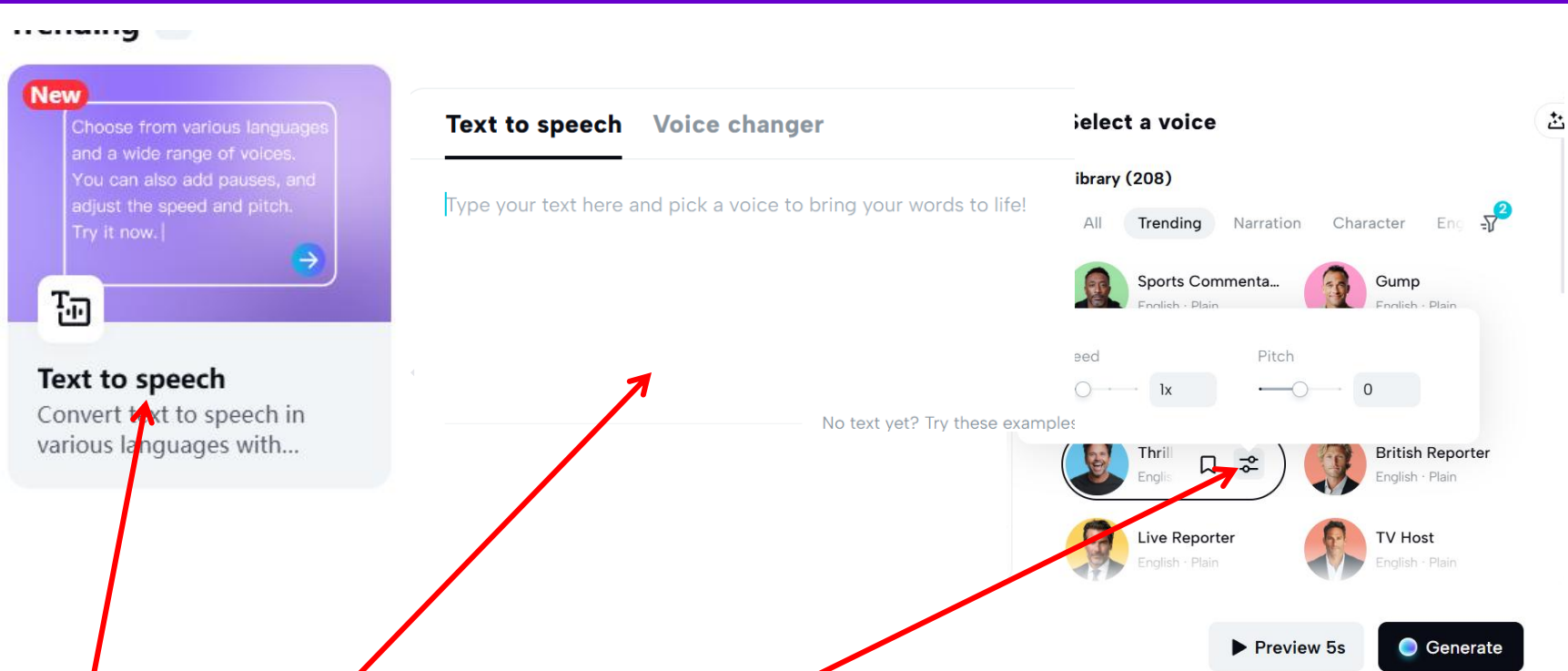
## Voice changer

Click on Voice changer

Either upload a video that has someone speaking or record yourself saying what you want in a video  
Then select a voice. When you select a voice click on the controls icon and then click generate

You can then download this as an audio file. You could then import this audio file into a video project and use it as a voiceover on your video and match the video clips or images to it.

# The Ai tools area



## Text to speech

Click on text to speech

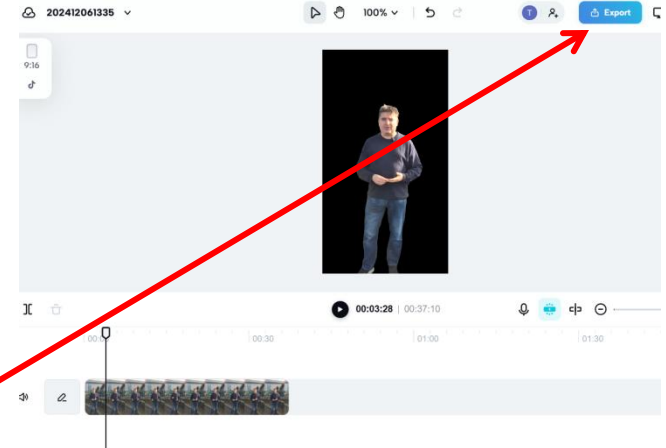
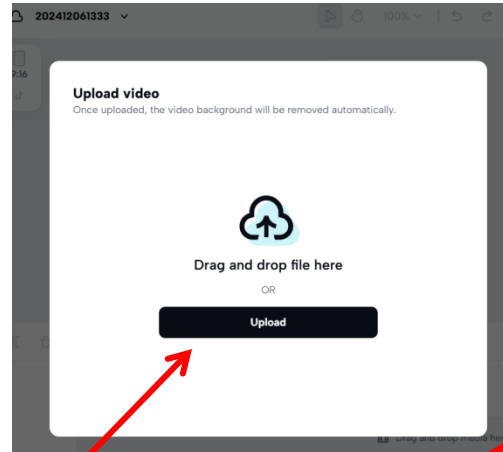
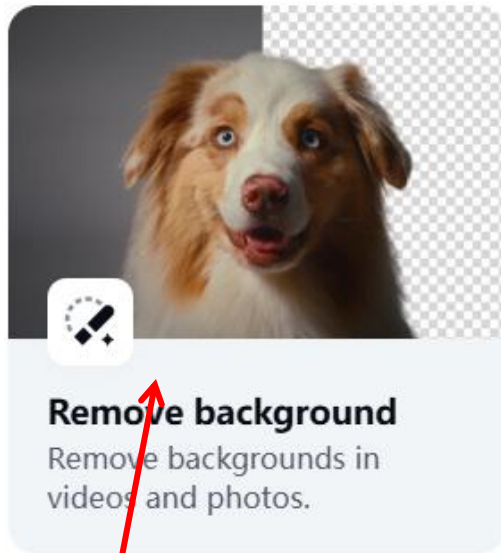
Paste in or type what you want said

Then select a voice. When you select a voice click on the controls icon and then click generate

You can then download this as an audio file. You could then import this audio file into a video project and use it as a voiceover on your video and match the video clips or images to it.



# The Ai tools area



## Remove the background from a video

Click on Remove background

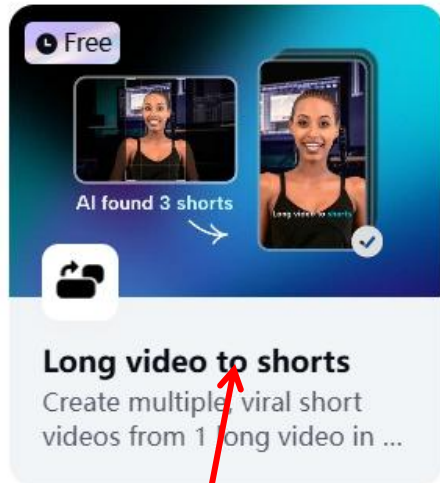
Upload your video

Your video will now have the background removed

You can edit out parts you do not want

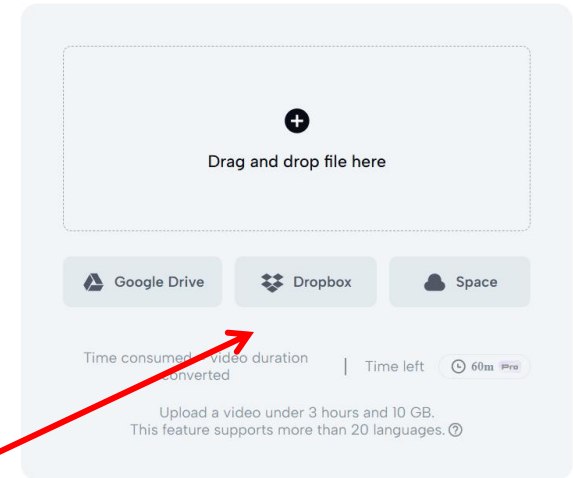
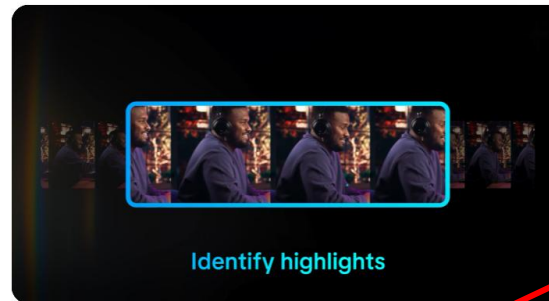
Click export to save this final video that doesn't have a background. You can then use this in future videos

# The Ai tools area



## 1 long, multiple shorts: Viral videos in a snap.

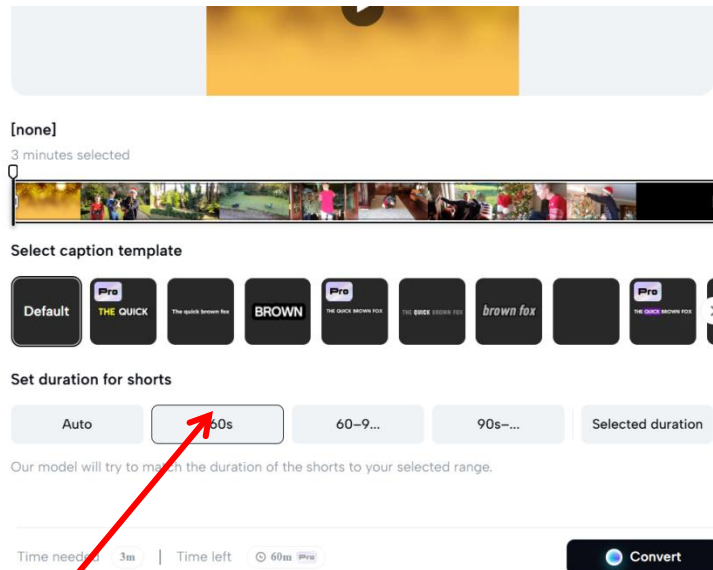
You can convert 60 minutes of long videos to shorts for free every month. [Join Pro](#) to get 240 extra minutes per month.



**Long videos to shorts – the Ai will scan your long video, identify the best bits and turn it into multiple short videos that you can share on social media**

1. Click Long video to shorts
2. Upload your video

# The Ai tools area

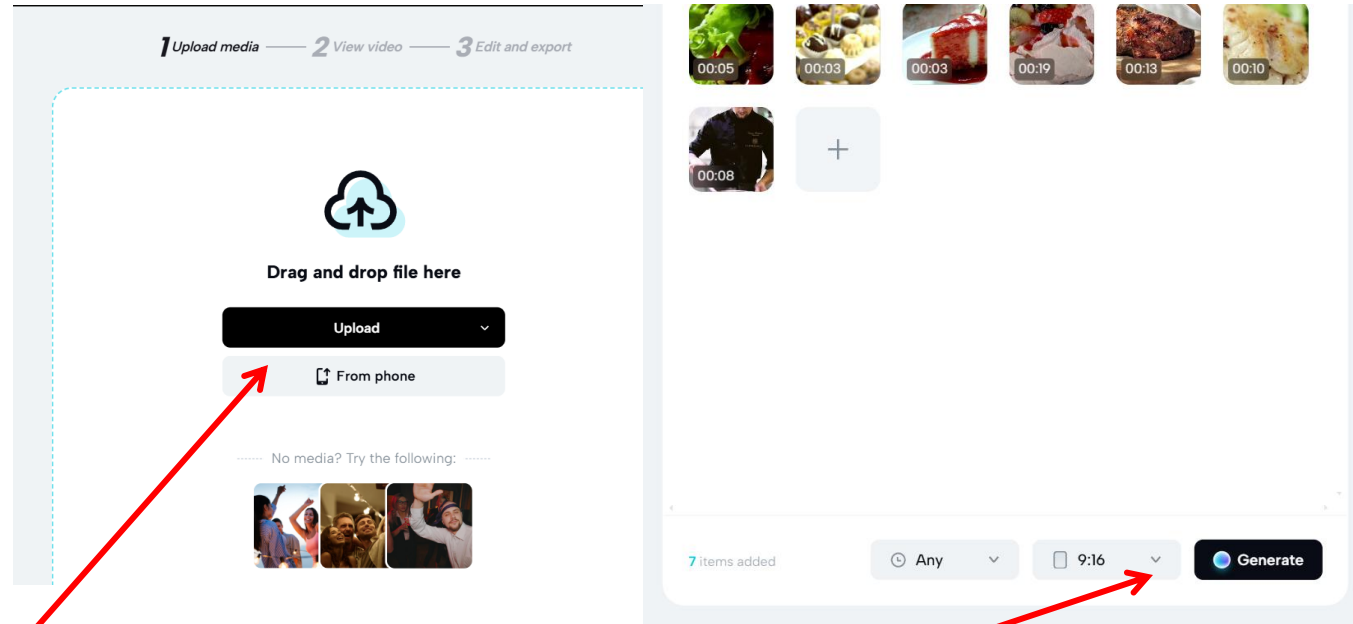
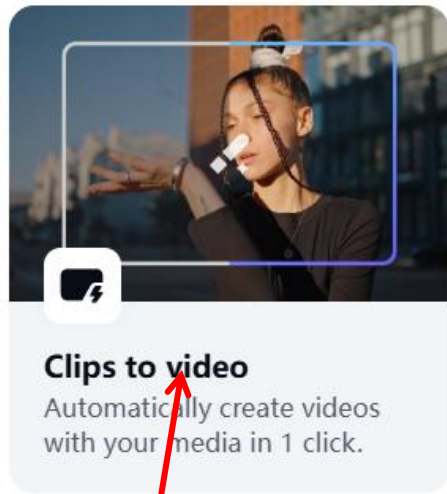


You can then choose what length you want the videos to be  
You can also choose whether you want captions and if so what type

Then click generate

It will then show you the videos and you can download them

# The Ai tools area



**Clips to video - the Ai will edit your videos or images with eye catching effects**

Click on Clips to video

Upload your clips / images

Then choose your video shape eg. 9:16

Click generate

If you like the video click export

# What we will cover

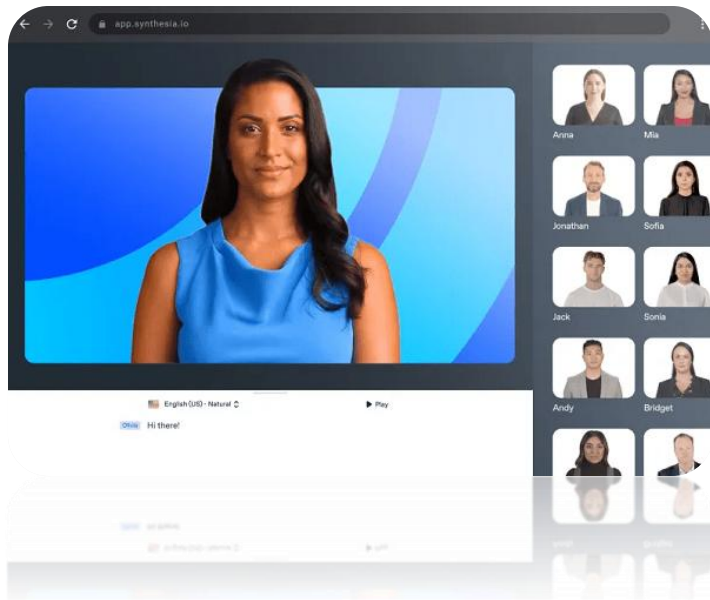
## **AI tools to generate Avatars**

**Synthesia.io**

## **AI Voice generation tools**

**11 labs - for AI voice overs**

# How can AI video avatars impact your digital marketing?



Perhaps you want to make ...

- **Educational / training videos**
- **Customer service videos explaining how your product works.**
- **Website videos that explain how your product works**

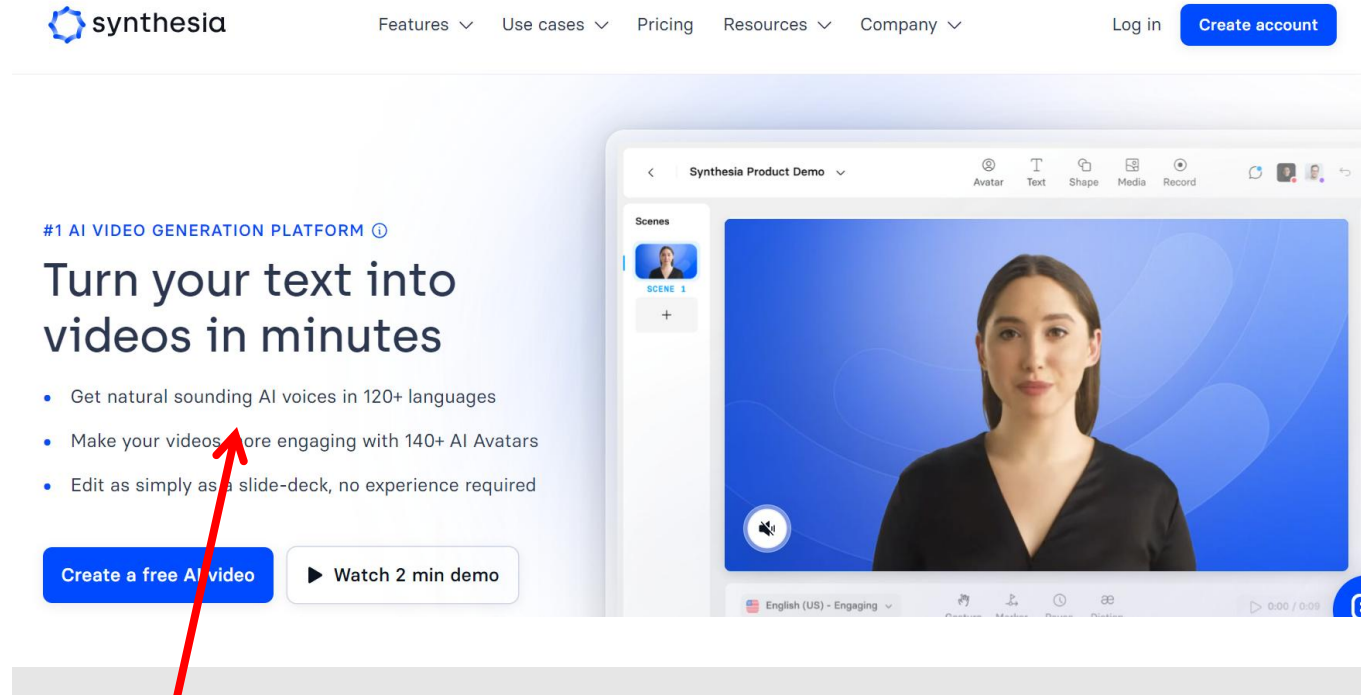
Currently if you want a person speaking in your video you need have all of the equipment and then shoot the video, including lots of takes

With an AI video Avatar you can choose the person that you would like to speak in your video and provide the text. That AI person will then speak it in the video – no need for recording equipment etc.

The person can also speak it in any language you want.



# Synthesia – Create an AI video Avatar who will say what you type

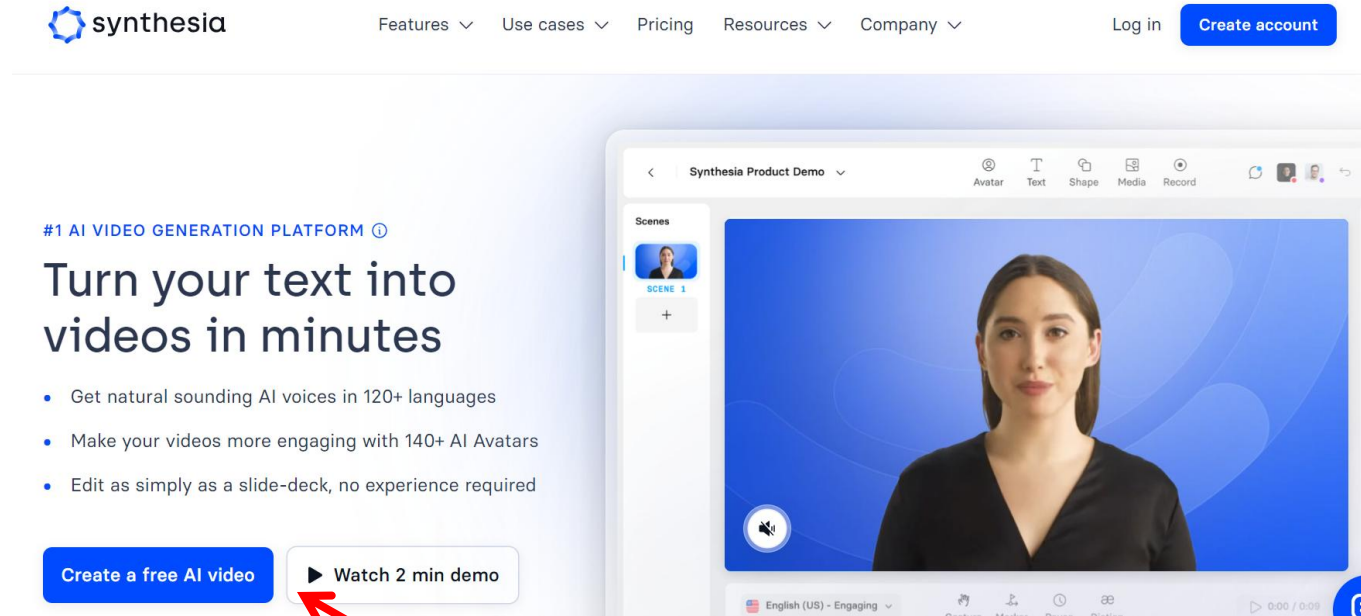


Would you like someone speaking in your video but you don't want to hire someone or even shoot the video? You can have an AI person (avatar) say what you want in a video

Search for Synthesia.io or click on this link <https://www.synthesia.io/>

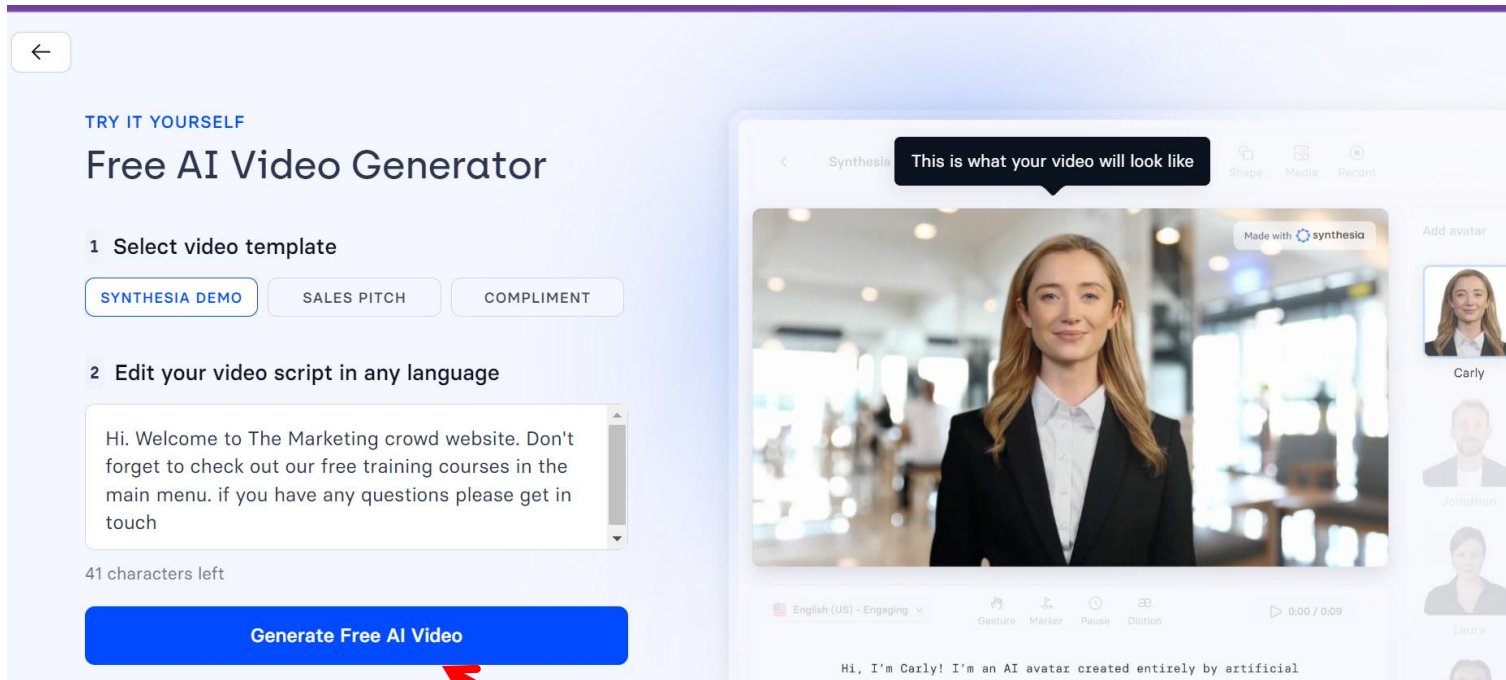
Signup for a free account and then sign in

# Synthesia – Create an AI video Avatar who will say what you type



To try this service, on the homepage click on Create a free Avatar

# Synthesia – Create an AI video Avatar who will say what you type



Type in the text that you would like the Avatar to speak  
Click generate free AI video  
It will then ask you to filling your name and email address

# Synthesia – Create an AI video Avatar who will say what you type

● WE'RE GENERATING YOUR VIDEO!

You'll receive the video via email

Please check your spam folder too. And in the meantime, you can watch a quick product tour below.



Evan, your AI video is ready! 🙌

Want an AI video superpower? You can now create videos 10x faster than before. No filming crews, studios, or complicated editing software required.

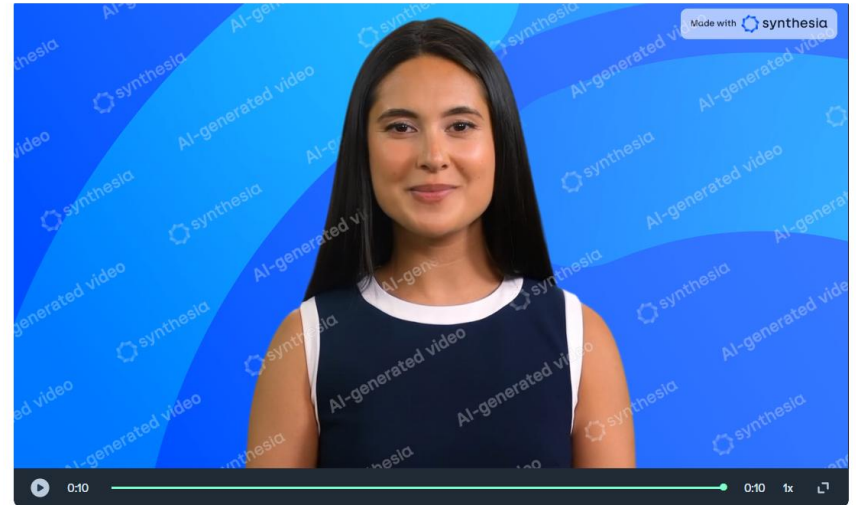
Watch your AI video

They will then send you an email (within 10 mins) with a link to your video

# Synthesia – Create an AI video Avatar who will say what you type



Click this link to view the sample video  
<https://share.synthesia.io/914b6cd6-d476-4a5c-9cf1-03005f338818>



Click this link to view the sample video  
<https://share.synthesia.io/5141d1e1-a4bc-4238-95d2-ac6acb1eb403>

# Synthesia – Create an AI video Avatar who will say what you type

## Starter Yearly, -25%

Ideal for individuals just starting out with video creation.

€20 /month

€240 billed yearly. [Pay monthly →](#)

Create account now

- ✓ 1 editor & 3 guests ⓘ
- ✓ 120 minutes of video/year ⓘ
- ✓ 70+ AI avatars ⓘ
- ✓ 120+ languages and voices ⓘ
- ✓ AI script assistant New! ⓘ
- ✓ Built-in screen recorder ⓘ
- ✓ Image, video & music uploads ⓘ

They have 140 avatars to choose from  
They have over 120 voices and accents

So, if you wanted to use an Avatar in your marketing videos, for \$20 a month you can have 2 hours of video a year

For \$59 / mth you get 6 hours of video

€59 /month

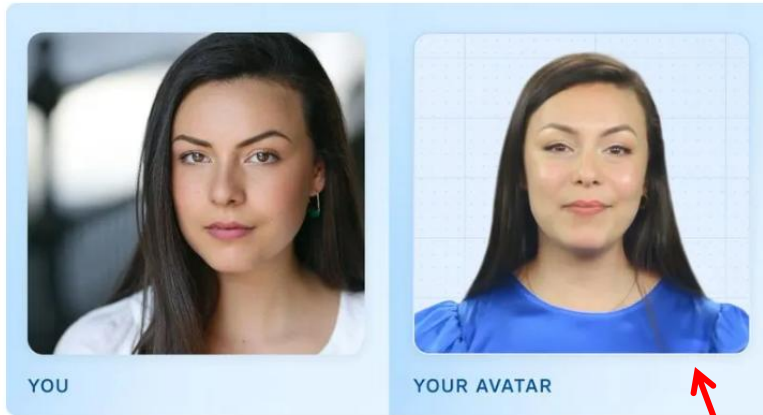
€708 billed yearly. [Pay monthly →](#)

Create account now

- ✓ 1 editor & 5 guests ⓘ
- ✓ 360 minutes of video/year ⓘ
- ✓ 90+ AI avatars ⓘ
- ✓ 120+ languages and voices ⓘ
- ✓ AI script assistant New! ⓘ
- ✓ Built-in screen recorder ⓘ
- ✓ Image, video & music uploads ⓘ



# Synthesis – Create an AI video Avatar who will say what you type



## What is a custom avatar?

A custom avatar is a realistic digital version of yourself. Designed in the same style as our stock avatars, they capture your unique likeness. With custom avatars, you can create personalized videos in 120+ languages.

Synthesis also provides the technology to create a Custom Avatar based on your self

<https://www.synthesia.io/features/custom-avatar>

See an example in this YouTube video

<https://youtu.be/9YrYF0wpisg?si=zbS5MtQCL1wwW37c&t=244>

# Synthesia – Create an AI video Avatar who will say what you type

## GET STARTED

Which custom avatar is right for you?

Webcam AI Avatar	Studio AI Avatar
A cost effective solution	Professional-quality avatar
Record from your laptop	Upload studio recordings
720p max. resolution	1080p max. resolution
Chest up framing	Choice of framing
1 free avatar in Starter plan (annual)	Paid add-on feature
Ready in 5 business days	Ready in 10 business days

1. You can create an Avatar of yourself by providing some footage using your web cam
  - You get one Avatar of yourself with the Starter plan (\$20 a month)
  - However, you cannot add your own cloned voice to this – an Ai voice will be used.
2. You can provide a professional studio quality video (you need to provide this)
  - Only available on the enterprise plan. Estimated at €1000
  - You can add your cloned voice to this

# What we will cover

**AI tools to generate Avatars**

Synthesia.io

**AI Voice generation tools**

**11 labs - for AI voice overs**

# How can AI voices impact your digital marketing?



**I think AI Voice creation will lag behind image and video generation but you will start hearing more about it.**

## **1. If you want a professional voiceover for a video**

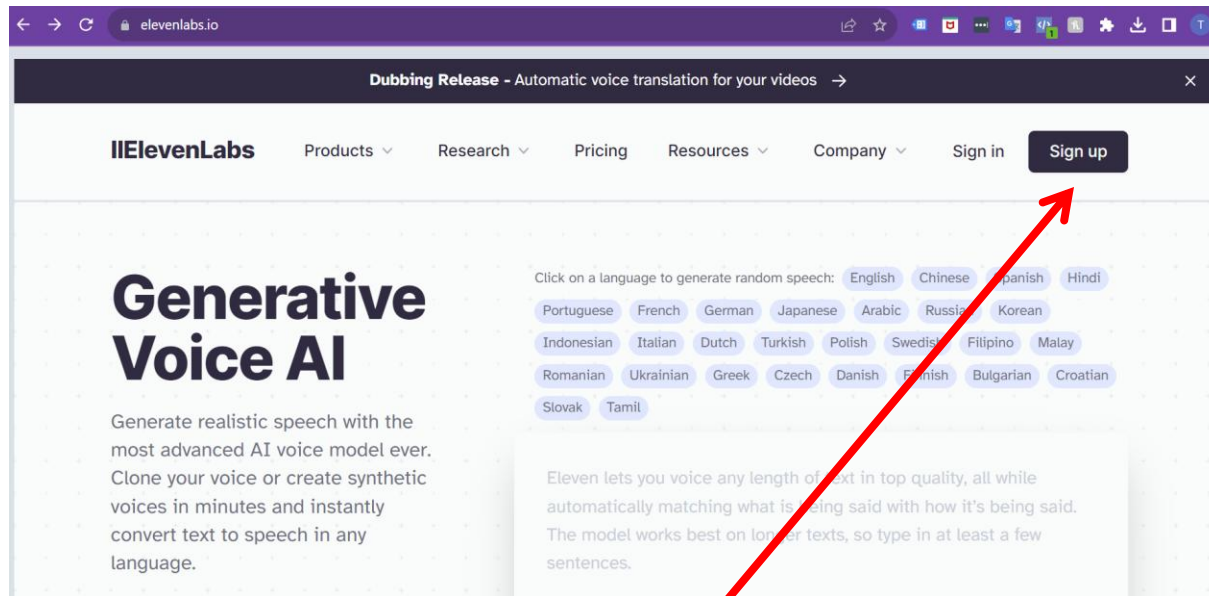
Currently you would either record your own voice and add it as a voiceover in a video or you would commission a voice over artist.

With either of these you would need to re record it in a foreign language if you wanted to

With AI voices you can simply choose a voice that you like, type what you want and it will say it. You can add it to your video

And if you want that voice saying it in a different language it will translate it and say it in any language you want. .

# Eleven Labs – Create AI voiceovers

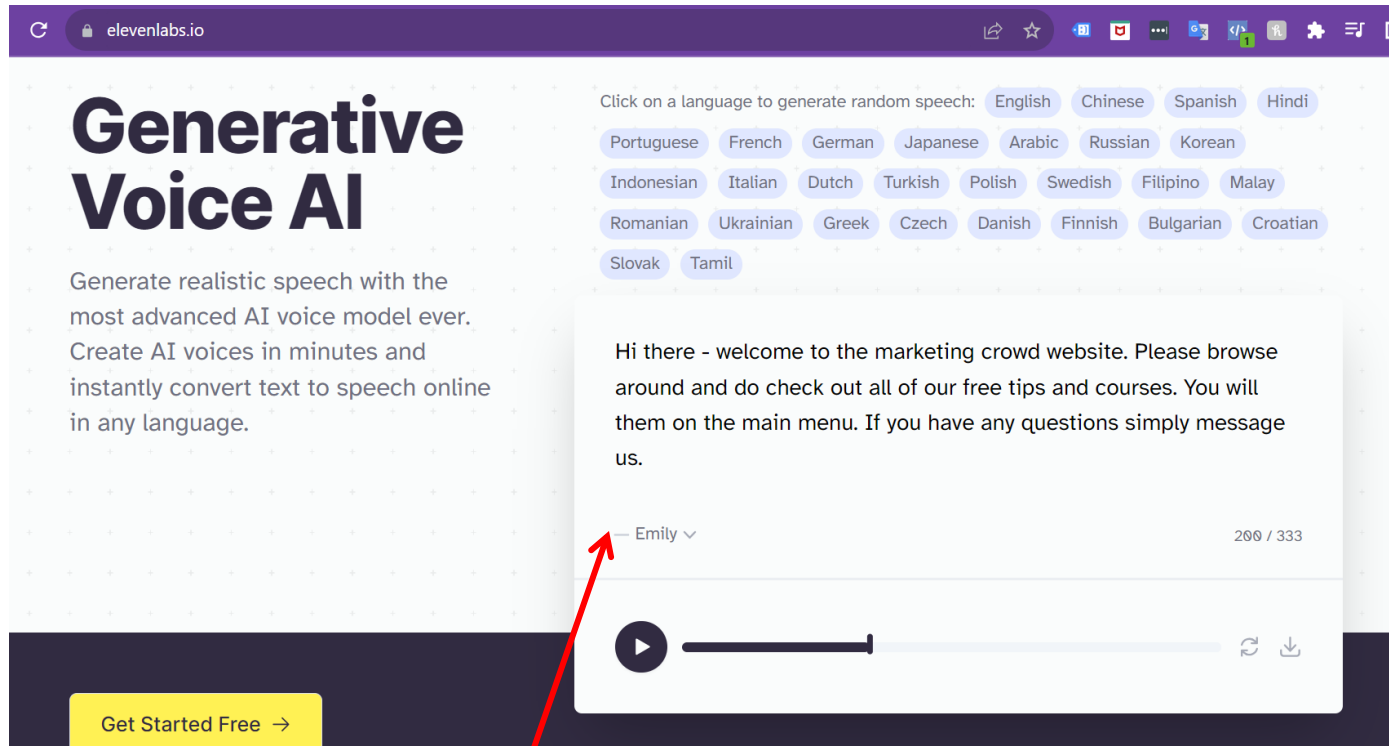


Do you want to generate a professional voiceover for a video?  
**Or would you like to clone your own voice?**

Search for Elevenlabs.io or click on this link <https://elevenlabs.io/>

Signup for a free account and then sign in

# Eleven Labs – Create an AI voiceover

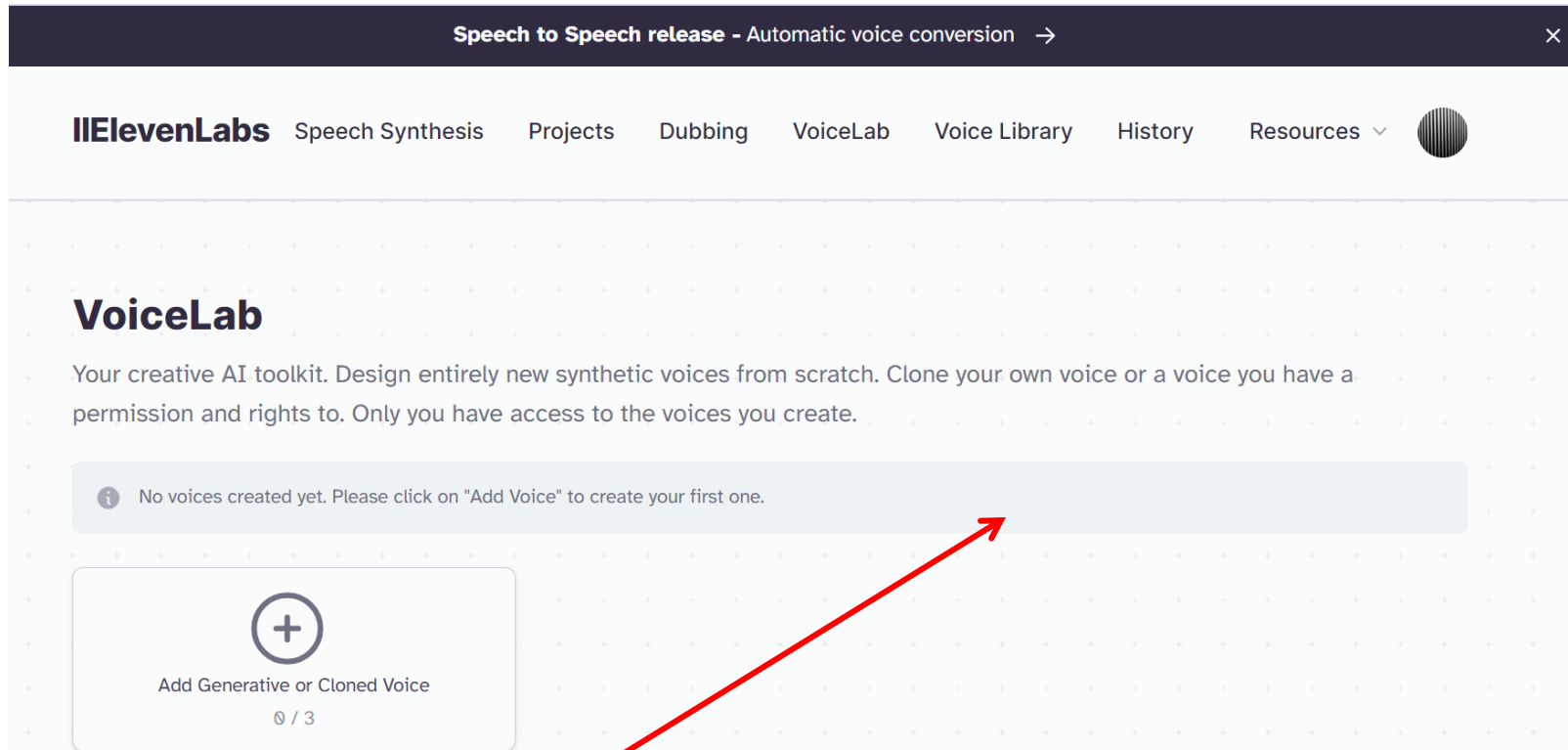


On the homepage you can get a feel for what their AI voices could do for you in terms of a voiceover

1. Choose your language
2. Type what you would like said
3. Then choose a voice from the dropdown and click play.



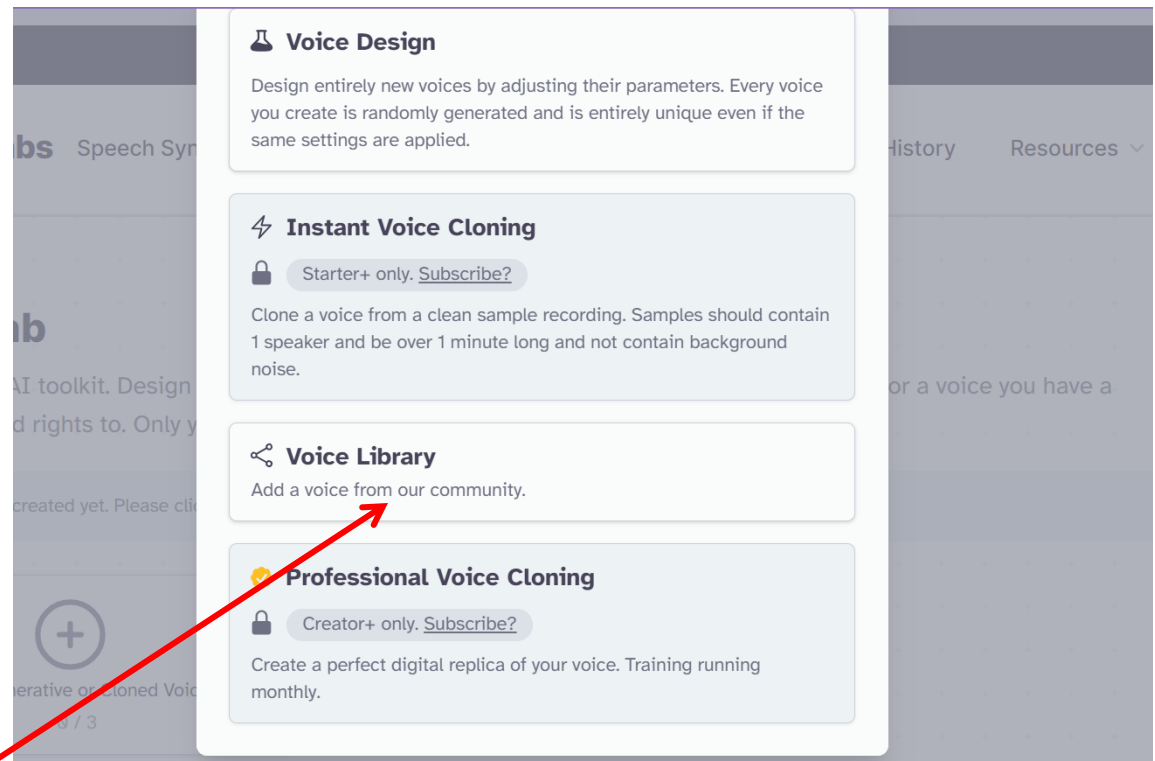
# Eleven Labs – Create AI voiceovers



To create a free voiceover ... When you are logged in click on Voice Lab  
Click on the +

***(note – your free plan allows you to create a voiceover using 10,000 characters per month)***

# Eleven Labs – Create AI voiceovers

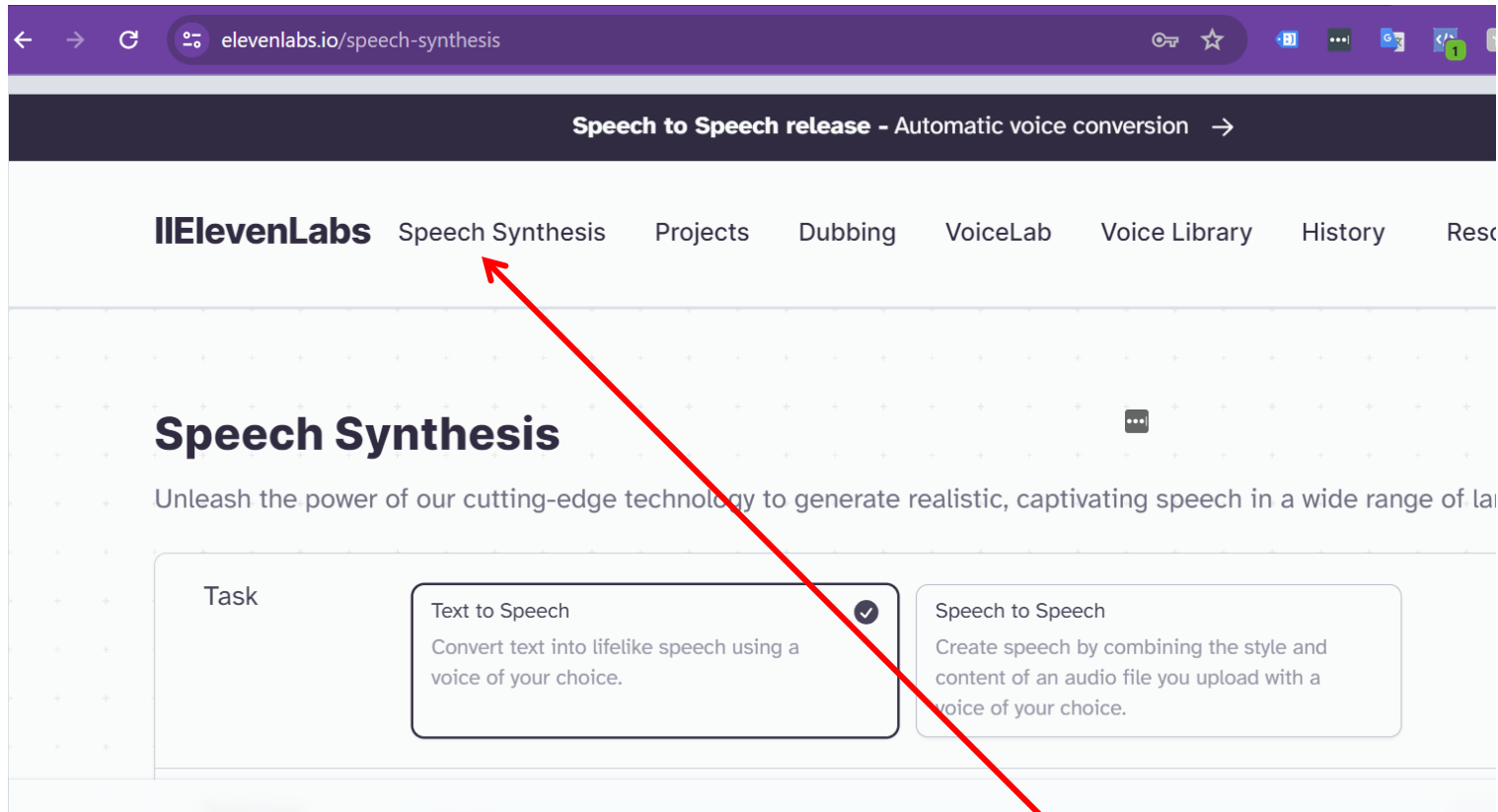


If you are on the free plan you can browse the voice library and create a voice over based on their AI voices

However, you cannot clone your voice using the free plan.

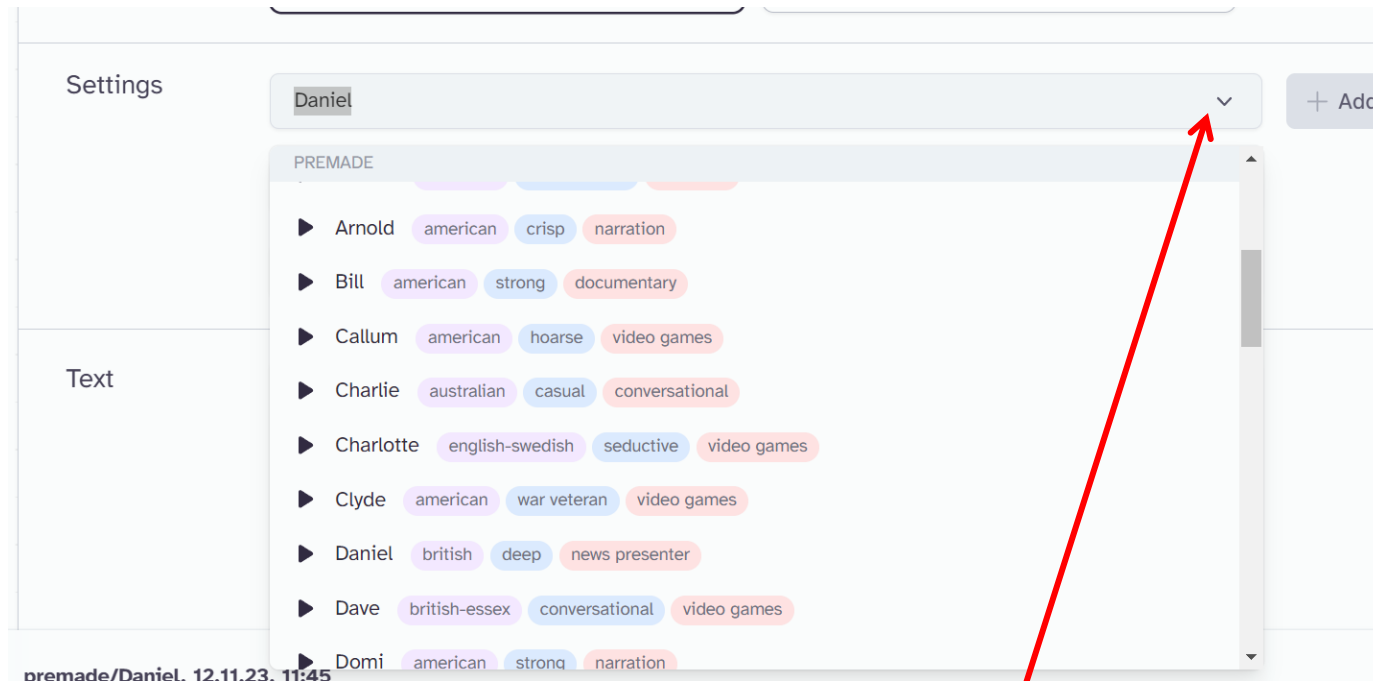
The Starter + plan is \$5 a month and you can clone your voice and use it for 40,000 character a month

# Eleven Labs – How to create an AI voice over



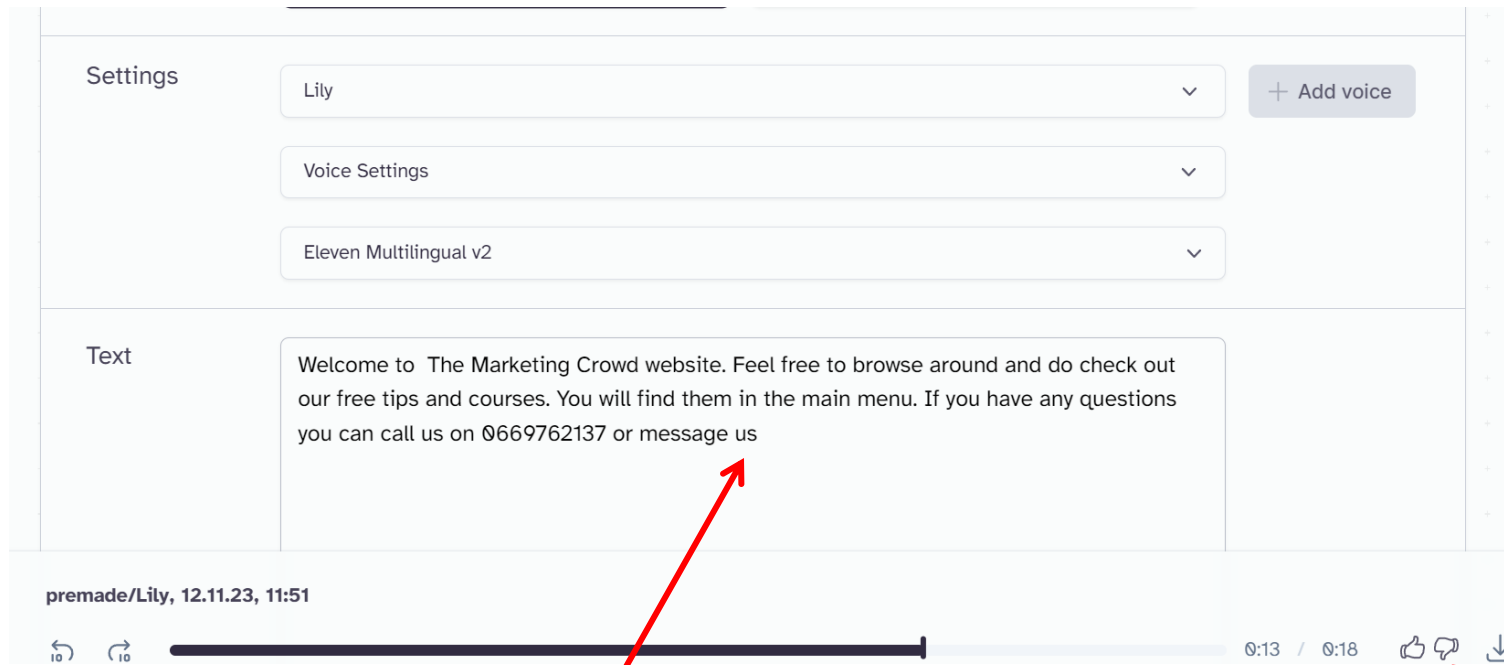
In order to create a Voiceover, login to your account and click Speech Synthesis

# Eleven Labs – How to create an AI voice over



Click the dropdown and you can choose a voice based on gender and country

# Eleven Labs – How to create an AI voice over



Type in your text and click generate

Then click play to listen to your Voice Over  
You can also download it by clicking the download icon