

How to use AI in Content Creation - [Primal Robin](#)

1. Find Ideas (Chat GPT)

- New function in ChatGPT: Projects, save your chats there so its easier to find it then.
- First prompt I use when I start new chat for Content ideas for new channel:
 - Describe your channel, what content you want to create, ex. *"I am creating a new channel about science, focusing on fascinating and possibly controversial scientific facts and discoveries. The content will be Shorts, so each idea needs a strong hook."*
 - Prompt it to find 50 ideas in the style of the channel + hooks for every idea, hook should be straight to the point and leave a question in the viewer, prompt it to choose 10 best ideas from all 50, ex. *"Find 50 ideas, include an example of a hook as the first sentence of the video, hook should be straight to the point, and leave a question in the viewer. The voice-over will be created using AI. When you're done, choose 10 best from all 50. "*
 - Whole prompt will look like this:
"I am creating a new channel about science, focusing on fascinating and possibly controversial scientific facts and discoveries. The content will be Shorts, so each idea needs a strong hook. Find 50 ideas for shorts, include an example of a hook as the first sentence of the video, hook should be straight to the point, and leave a question in the viewer. The voice-over will be created using AI. When you're done, choose 10 best from all 50. Make a list, including the hook for every idea."
- Everytime I use this prompt it gives me so much insane ideas. I do it every Sunday before new week. I create a plan in [Notion](#) for the next 7 days, which includes ideas, scripts (I will explain how to do scripts later) for every channel I run.
- From the beginning it can take you 30+ minutes, but when you train your GPT, it will know what answers you prefer. So it will write mostly good ideas, now 7 ideas for the next week take me about 10-15 minutes, including scripts.

2. Script writing (Chat GPT)

- When you have ideas and hooks, prompt it to write scripts for them, be specific, write length (in seconds for reading), prompt it to not use any hard terminology, make it easy to understand, write it so the viewer is engaged and is curious what happens next, ex. *"Write text script for the Black Holes, voice-over will be from Elevenlabs so write it easy for the AI so it doesnt stop and read it smoothly. Don't use any hard terminology. Length should be 30-40 seconds. Make it engaging, the viewer has to be curious what happens next"*
- Do this in the same chat as ideas, after every generation, write what would you improve, and it will learn what answers you prefer.

3. AI Profile Picture (Chat GPT: DALL-E)

- I use AI Profile pictures on almost all channels.
- Prompt it to generate a picture, ex. *"Generate a picture of young boy, show only face on the picture, curly hair, blue eyes, put trees in the background."*
- Upload some photos like a reference.

This is a result of this prompt + some reference photos



Here is a Google drive with some photos you can use as a reference, or just copy profile pictures from channels that inspired you.

📁 Reference AI pictures - Primal Robin


4. AI Photos (Grok AI)

- Grok AI on X can generate super realistic photos, with real famous people.
- Example of prompt I use: *"Draw Donald Trump playing chess with Vladimir Putin"*



5. AI Voice-over ([Elevenlabs](#))

- You probably know this AI, you can choose from thousands of voices.
- The feature I use the most is Instant Voice Clone, record a speech from some celebrity, convert it into mp3, create new voice, import to Elevenlabs and boom you have their voice.
- It will take time to understand the settings of creating voiceover, but here is something from what I learnt:



The image shows a screenshot of the Elevenlabs AI voice settings interface. It features three sliders for adjusting voice parameters:

- Model:** A dropdown menu showing "V2 Eleven Multilingual v2".
- Stability:** A slider ranging from "More variable" to "More stable". The current setting is approximately 30% towards "More stable".
- Similarity:** A slider ranging from "Low" to "High". The current setting is approximately 70% towards "High".
- Style Exaggeration:** A slider ranging from "None" to "Exaggerated". The current setting is approximately 30% towards "Exaggerated".

- Stability: more stable, more smoother and faster the speech is, if it's under 30, it can for ex. randomly stop sometimes.
- Similarity: high, more similar to the original voice.
- Style Exaggeration - exaggerated, more emotions, breathing...

6. Copy others content with AI (Chat-GPT)

- Find Short you want to copy, copy link and paste it here:
<https://tactiq.io/tools/youtube-transcript>
- You will get the full transcript, paste it to Chat-GPT with this prompt: *"Rewrite this script with different words, keep the same meaning and story."*
- Boom you have a new full script for video, create voiceover in Elevenlabs.

7. Random tips

- **AI's Mistakes Are Your Mistakes:** If the AI messes up, it's usually because the instructions weren't clear. So, make sure you're giving it the right guidance.
- **Keep It Simple:** Don't overload the AI with too much info at once. Clear and concise prompts work best. If the task is complex, break it into smaller steps.
- **Always Review AI Outputs:** Even though AI can draft content quickly, it's crucial to go over what it produces. Make sure it matches your message and maintains quality.

Thanks for reading this, please, if you have some feedback, my [DM](#) is open.

If you haven't already, follow [Primal Robin](#) on X

We're all gonna make it.