AI CONTENT STUDIO

Getting started

Turn one video of you talking into a finished YouTube video, short clips for every platform and an animated explainer, with Claude doing the editing.

Your YouTube video

Trimmed, colour-corrected, with quote cards, zooms on your key lines, captions and a thumbnail.

3–5 Shorts

Vertical clips of your best moments for YouTube Shorts, Instagram Reels and TikTok, with captions and graphics.

A 30-second explainer

An animated video of one idea from your talk, read by a natural-sounding AI voice.

How this guide works

Part 1 · Set up
Once. Claude does the installing; you click Allow.

Part 2 · Your brand
Once. About 15 minutes of easy questions.

Part 3 · Make content
Every video. One sentence, then you watch and approve.

You don't need to know how to code. You'll copy a few sentences into Claude, click **Allow** when it asks, and watch your videos before anything is final.

BEFORE YOU START

What you need

Not much. If you have a computer and a video of yourself, you can do this.

- [ ] **Your computer**
  The laptop or desktop you already have is fine. Some computers are faster than others, so on an older laptop a video just takes longer. Start it and go do something else.

- [ ] **A Claude plan and the Claude desktop app**
  Download the app from **claude.ai/download** and sign in.

- [ ] **A video of you talking**
  Straight from your phone is perfect. Any length.

- [ ] **Your logo and 3–10 screenshots of edits you love**
  RECOMMENDED
  Claude uses these to match your colours and to learn your taste, so your videos don't look like everyone else's.

- [ ] **A free Google Gemini key, for the AI voice**
  RECOMMENDED
  This is the voice we use, and it gives much better results than the built-in free voice. It's free from Google, no card needed, and Claude walks you through getting it in a couple of minutes. Without it, the built-in voice still works; it just sounds more robotic.

One habit that saves you every time: when Claude asks permission to run a step, it tells you what the step does. Read the one line, then click **Allow**. Claude will never post anything for you.

PART 1 · SET UP (ONCE)

Install your studio

You'll make one folder for your studio, then let Claude set everything up inside it.

1 Unzip the kit

Open your **Downloads** folder, right-click **content-studio-kit.zip** and choose **Extract All**, then **Extract**. You'll get a folder called **content-studio-kit**. Leave it there.

2 Make your studio folder

On your Desktop, right-click an empty spot and choose **New → Folder**. Name it **My Content Studio**. Everything you make will live here.

3 Open Claude in that folder

Open the Claude desktop app, go to the **Code** tab, and choose your **My Content Studio** folder as the folder to work in.

4 Give Claude the studio

First copy the kit's location: in **Downloads**, right-click the **content-studio-kit** folder and choose **Copy as path**. (On Windows 10, hold **Shift** while you right-click.)

TYPE THIS, THEN PASTE WHERE IT SAYS

Here are some new skills: paste here. Install them into this folder.

What happens: Claude copies the studio into your folder and tells you when it's done. Click **Allow** if it asks.

PART 1 · SET UP (ONCE)

Get your computer ready

Two more steps and the setup is done.

5 Start a fresh session

Claude only learns new skills when a session starts. Start a **new session** in the same **My Content Studio** folder.

6 Get your computer ready

TYPE THIS

Check my computer and set up anything that's missing.

What happens: Claude checks your computer and sets up the free tools the studio uses. It explains each one in plain words and asks before installing anything. Say yes or click **Allow**. The first time, the downloads can take a while, so let them run.

If Claude asks you to close and reopen the app, do that, open a session in **My Content Studio** again, and type the same sentence. It picks up where it left off.

You're done when Claude says **"Your computer is ready."**

PART 2 · YOUR BRAND (ONCE)

Make it look like you

Your brand is what keeps your videos from looking like everyone else's. There are no wrong answers, and you can change any of it later.

7 Set up your brand

TYPE THIS

Set up my brand.

Claude will ask you, one question at a time:

1. What you teach, and who it's for.
2. Which **look** you like. It shows you six styles side by side.
3. Your **colours**. Share your logo and it pulls them out for you, or type your own.
4. Words you never say, and any rules for quotes you use.
5. Edits you love. Drop in your screenshots.

Change it later by just saying so, for example: "Use the calm style" or "Make my brand colour navy blue."

PART 3 · MAKE CONTENT (EVERY VIDEO)

Turn a video into content

From here on, this is all you do for each new video.

8 Hand Claude your video

Find your video file, right-click it and choose **Copy as path** (Windows 10: hold **Shift** while you right-click).

TYPE THIS, THEN PASTE

Make content from my video: paste here

What happens: Claude listens to your whole video (a few minutes) and asks a few quick questions while it works: what this video is for, and what viewers should do after watching. Then it shows you its plan at each checkpoint:

Checkpoint	You see	You decide
The plan	Where it will trim, which quotes become cards, which lines get a zoom	Yes, or what to change
A 10-second test	A short clip opens on your screen	Does the colour and sound look and feel right?
Your Shorts	The best moments, then 3 looks for each one	Pick 3–5 moments and a look for each
Your explainer	The finished video. The first time, in 3 different voices	Pick the voice you like best

The one rule: nothing is final until you've watched it. If something looks or sounds off, say so in your own words, like "the captions are too small" or "start the clip a second later." That's all Claude needs.

PART 3 · MAKE CONTENT (EVERY VIDEO)

9 Post it

Your finished videos are in the **exports** folder inside **My Content Studio**. Captions are already built into the Shorts and the explainer. Claude never posts for you; you upload them yourself.

> **The explainer uses an AI voice.** When you post it, turn on the "AI-generated" label on Instagram and TikTok, and write "AI-narrated" in the YouTube description.

Good to know

What it costs
Nothing beyond your Claude plan. Everything runs on your computer for free, and the natural AI voice uses Google's free plan (it has a daily limit, plenty for a few videos a day).

Your files
Your videos stay on your computer. Claude reads the words you say and looks at still frames to make its choices. With the free Google voice, Google may use the narration text to improve its products.

Music and sound effects
Bring your own, or ask Claude to help you find free ones you're allowed to use.

If something goes wrong
Type "Something's off:" and describe it. Claude checks your setup and its list of known fixes, then tells you what it wants to do before doing it.

How long it takes
It depends on your computer. A gaming computer flies; an everyday laptop takes longer on a long video. You can keep using your computer, or let it run while you're away.

Changing your mind
Your brand, look, colours and voice can all change anytime. Just say what you want.

KEEP THIS HANDY

Words that work

You can always talk to Claude normally. These are the sentences you'll use most.

Check my computer and set up anything that's missing.

First setup, or anytime something stops working.

Set up my brand.

Once, or to start a new brand.

Make content from my video:
paste here

Every new video.

Something's off: the voice is out of sync.

Describe what you see or hear, in your own words.

Make the hook shorter.

The text in a Short's first 3 seconds.

Try a different look for this Short.

Claude shows you new options.

Use the second voice.

For the explainer narrator.

What are you doing right now, and how long will it take?

Anytime you're unsure.