

# AI Creative Workflow - One-Pager SOP

## Plan - Create - Edit - Publish - Learn - in hours, not days

Stack: Flow - Veo 3 - KREA - Nano Banana (Gemini) - Runway - KLING - Higgsfield AI - Hedra - Recraft - Freepik (Mystic & AI Suite) - Magnific AI - Descript - Sora - Designs.ai - Automation: Make - CoSchedule - Buffer - Hootsuite - (Zapier/n8n optional)

### 1) Ideation -> Micro-brief (15-30m)

Use ChatGPT to output a 7-day plan: hooks, visual plan (video/still + shot idea), tool choice (Veo3/Runway/KLING/Hedra/KREA/Recraft/Freepik Mystic), captions for LinkedIn/Instagram/X, 5 hashtags, CTA.

Save to 01\_briefs/ and extract image/video prompts to 02\_prompts/.

### 2) Previz (look & motion)

Flow: block 6-10s beats, order scenes; export a 30-60s look reel.

KREA: realtime style board; use Enhancer/22K upscale for hero stills.

### 3) Generation (router)

Veo 3: cinematic T2V + Audio: [SFX/dialogue] support (use Veo 3 Fast for drafts).

Runway Gen-3: text/img->video, Motion Brush & camera controls.

KLING 2.1: fluid realism & longer beats. Higgsfield: preset-driven VFX/transitions.

Hedra: expressive talking/singing heads. Sora: high-fidelity storytelling (up to ~1 min).

KREA/Freepik Mystic: photoreal stills; Recraft: true vectors; Magnific AI: controlled detail upscaling.

### 4) Edit & Design

Descript: edit like text, Studio Sound, captions, eye-contact fix; export platform cuts.

Runway: inpaint & motion tweaks. Designs.ai: thumbnails/carousels.

Master formats: LI 1080x1350/1080x1080; IG Reels 1080x1920; X 1:1 or 16:9.

### 5) Captions -> Variants (20-30m)

Prompt ChatGPT:

• LinkedIn: two short paragraphs + 1 CTA (plain English)

• Instagram: hook + 3 bullets + 5 hashtags

• X: ≤260 chars + 2 hashtags (front-load the claim)

Request 2 tone variants (professional / conversational).

### 6) Orchestrate & Publish (Make + CoSchedule/Buffer/Hootsuite)

CoSchedule as source-of-truth calendar (or a CSV/Sheet).

Make flow: Watch CSV/Sheet -> ChatGPT (captions/alt text) -> Buffer/Hootsuite: Create

scheduled post -> Write post URL back to sheet -> Pull KPIs nightly.

Use native schedulers if preferred; keep approvals human-in-the-loop.

### 7) Measure & Learn (weekly 20-30m)

Track saves, comment rate, profile clicks. Export CSV; ask ChatGPT for wins/losses + 3 tests.

Template folders: 01\_briefs/ 02\_prompts/ 03\_renders/ 04\_edits/ 05\_masters/ 06\_social/ 07\_analytics/.

Naming: YYYY-MM-DD\_proj-platform-format\_v01.ext

### Prompt Cheat-Sheet (copy/paste)

Universal Shot (Veo/Runway/KLING/Sora):

Subject [who/what] performs [action] in [location/time]. Camera [lens mm][movement][fps].

Look [style refs], lighting [key/fill/rim], palette [tones]. Timing [6-8s], pacing [snappy/smooth],

transitions [cut/match]. Negative [avoid]. Audio: [SFX/ambience/dialogue].

Hedra Talking-Head:

[emotion] "line one" (small smile). [warm] "line two" (slight nod). Keep 8-14 words per line; 1 blink cue/line.

Freepik Mystic Realism:

stainless-steel travel mug on slate shelf, 85mm, soft window light, brushed metal

micro-scratches, shallow DOF, neutral bokeh, eye-level, golden hour, subtle teal-orange grade,

compression artifacts: low.

Recraft Vector Constraints:

vector only, no raster effects, solid fills, 2-3 spot colors (Pantone-friendly), scalable strokes;

include long text exactly as: "AI Creative Workflow".

KREA Enhancer -> Hero Still:

Upscale best frame with Enhancer (22K when needed); color-match to video grade.