

AI-Assisted YouTube Content System

Building a consistent sports shorts content workflow using AI voiceover and video editing — reaching 7 million views

ElevenLabs · CapCut · Sports Shorts · Personal Project

Type	Personal Project
Niche	Sports transformation shorts (15–20 seconds)
Tools	ElevenLabs (AI voiceover), CapCut (video editing)
Result	7,000,000+ views — consistent growth in early 2025
Status	Paused — workflow and knowledge fully retained

The Idea

Short-form sports content — specifically athlete transformation and comparison videos — performs extremely well on YouTube Shorts. The challenge was producing these consistently without the need for expensive recording equipment, a studio, or a visible presenter. The solution was an AI-assisted workflow using ElevenLabs for voiceover and CapCut for editing, with the content direction and creative decisions handled personally.

The Workflow

01 Topic Research: Identify trending sports transformation or comparison topics with strong viewer interest — athlete body transformations, before/after career stats, physical evolution

02 Script Writing: Write a punchy 15–20 second script personally — tight, engaging, built for short attention spans

03 AI Voiceover: Run the script through ElevenLabs to generate a natural-sounding AI voice — choosing tone and delivery style that fits the content

04 Video Editing: Assemble the video in CapCut — syncing the voiceover with footage, text overlays, transitions, and effects

05 Publish: Upload to YouTube Shorts with optimized titles, descriptions, and thumbnails

The Result

The channel reached over 7 million views during early 2025 through consistent publishing and a repeatable content formula. The workflow proved that AI tools combined with strong creative direction can produce high-performing content without traditional production costs.

What This Demonstrates

- Ability to use AI tools practically to produce real, measurable results — not just theory
- Understanding of short-form content strategy and what drives viewer engagement
- Creative direction skills — AI handled the voice, but the scripts, topics, and editing decisions were personal
- Consistency and workflow discipline — 7M views requires publishing regularly, not just one viral video
- Knowledge of ElevenLabs and AI voiceover that can be applied to client projects — explainer videos, automation demos, marketing content

How This Applies to Client Work

The same workflow can be applied to client projects — product explainer videos, automation demo walkthroughs, social media content, and marketing videos — all produced efficiently using AI voiceover and editing without the cost of a full video production team.

Tech Stack

ElevenLabs	CapCut	YouTube Shorts
AI Voiceover	Short-form Content	Content Strategy

Lance Montiage

Developer · Automation