How this reel was made

The steps behind a faceless AI reel, from a topic to a finished video.

1

Pick a real topic

A fact you can check against the official source: a changelog, a pricing page or an announcement.

2

Write it to a proven structure

Open with a surprise, keep sentences short, say the key point twice and end with one action.

3

Voice it with your cloned voice

Generate the voiceover from the script with word-level timing so the captions and graphics follow each word.

4

Let Claude build the graphics

Each line of the script gets a designed card, timed to the word it belongs to. It is HTML rendered to video.

5

Check the frames, then render

Look at frames from every scene, fix anything that overlaps, then export the 9:16 video.

Tools: Voice: ElevenLabs. Motion graphics: HyperFrames (HTML to video). Built and run by Claude inside Editor OS.