



## LESSON 5.

# HOW TO AUTOMATE CREATIVE AND CONTENT PRODUCTION

## Why automating creatives and content is not a “feature” but a necessity

Content is fuel for every affiliate. Without a steady flow of posts, videos, and creatives, you won't be able to test, scale, and earn consistently.

Doing everything manually is slow, costly, and causes burnout. **Automation provides speed, allows you to test more hypotheses, and ultimately brings more profit.**

Imagine your affiliate project as a car:

1. Posts, videos, and banners = gasoline.
2. Leads/conversions = miles traveled.

If there's little or bad fuel, the car stops. Automation helps you refuel quickly and regularly, and also test different fuel types to find the best one.

## The Newbie Problem — Everything Done Manually

Typical newbie story:



**Need 1 headline** → spend 45–60 minutes thinking, editing, picking images.

Need a test pack of creatives (5 headlines × 3 covers) → 15 combinations → 15 hours of work.

**Result:** few tests, slow iterations, low speed in finding a working combo.

## What Automation Brings

- 1. Test speed:** more options → faster discovery of winning creative.
- 2. Scale:** duplicate a working format quickly for other GEOs/audiences.
- 3. Saves money and time:** fewer freelance orders for routine tasks.
- 4. Consistent quality:** templates keep brand tone stable.
- 5. Focus on strategy:** spend time on hypotheses and optimization, not routine.



## Where Automation Pays Off Right Now

1. Generate dozens of headlines and descriptions in minutes.
2. Quickly create cover/image variants (drafts) for A/B tests.
3. Automatic subtitles and clips from long videos.
4. Batch text localization by GEO.
5. Template auto-replies and lead qualification (bots).

## Automation = more tests = faster winners

The more variations you test, the better chance to find your 1–2 creatives generating the bulk of profit.

Automation means running 10 tests a day instead of 1 a week.

It speeds up the “**hypothesis → creative → test → result**” cycle.

**The faster you complete this cycle, the sooner you find working combos and start scaling profits.** Start with one routine task and see tangible gains in an hour.

## What Can Be Automated in Creative Production

**Almost everything repetitive and routine can be automated:** texts, images, video clips, subtitles, voiceover—all done quickly today with AI and simple workflows.



**Automation doesn't replace humans — it removes routine:**

AI creates drafts and variant packages → human edits, adds brand details, and publishes. This approach saves hours and allows testing dozens of hypotheses instead of one.

### 1. Texts — what and how to automate



**What to automate:**

headlines, subheadings, post texts, landing page descriptions, Shorts/Reels/TikTok scripts, email campaigns, CTA variants.



**Why important**

Text is the fastest and cheapest testable asset. One working headline can double CTR, so generating many options is a great strategy.

## Step-by-step workflow

1. Brief (1–2 min): offer, audience, goal (click/subscription), tone (friendly/business), banned words.
2. Generation (1–3 min): ask LLM for 20 headline variants + 5 post variants.
3. Selection (5–10 min): human picks 3 best headlines and adjusts style.
4. A/B test: launch 2–3 variants, collect data 48–72 hours.
5. Optimization: keep winner and scale.

### Prompt example

*“You are a marketer. Offer: \$10 bonus for registration on EVEDEX exchange. Audience: 18–34, interested in crypto. Give 20 tweet headlines (1–2 lines), playful tone, ban: don’t use ‘guaranteed,’ ‘quick money.’”*

## 2. Images: what and how to automate

### What to automate:

drafts of banners, covers, memes, illustrations, A/B variations of colors and text.



## Why important

Visuals are often the first signal. A couple of cover variants can greatly affect CTR.

AI generation delivers quick concepts; Canva templates enable batch text/image swapping.



## Step-by-step workflow

1. Visual brief: size, text on image, main colors, style example (link).
2. Concept generation: 4–6 concepts via image AI or template lib.
3. Batch adaptation: load template into Canva and make 10 versions (different headlines/colors).
4. Quick selection: pick and export 3–5.
5. A/B tests in paid/organic feed.

### Image-gen prompt example

*“Cover concept for Shorts: ‘How to get \$10 on EVEDEX.’  
Style — minimalism, dark blue background, large text,  
wallet icon. No people on photos.”*

### 3. Video — what and how to automate



#### What to automate:

cuts from long videos into Shorts/Reels, auto subtitles, template scripts, batch description and timecode generation, auto addition of intros and CTAs.



#### Why important

Shorts/Reels deliver powerful organic reach but require many clips. Tools find “lightweight” moments and cut automatically.



#### Workflow example

1. Source: webinar/stream/long video.
2. Auto analysis: upload to Opus Clip, Pictory, CapCut AI — it suggests best clips by engagement.
3. Batch generation: pick 8–10 short clips, 15–30 sec each.
4. Auto subtitles: tool adds captions and transcript.
5. Add TTS/voiceover/ending: optionally insert CTA screen or link.
6. Planning: export to scheduler.

### **Prompt/instruction for auto-cutting**

*“Find 8 moments in this 40-min webinar with practical insights or ‘shocking facts.’ Make 20–30 sec clips with subtitles and ‘Link in profile’ CTA at the end.”*

## **4. Sound — voiceovers and TTS (text-to-speech)**



### **What to automate:**

voiceovers for short videos, bot voice messages, dubbing into other languages.



### **Why important**

Professional voiceovers used to cost time and money. Now realistic TTS voices let you do 50 videos in an hour.



### **Workflow example**

1. Script: prepare final text for voiceover.
2. Choose voice: select tone, speed, language.
3. Generate audio: export mp3/wav.
4. Sync: insert into video, check intonation and pauses.
5. Finalize: small edits, sometimes add micro-pauses or live human intonation.

### TTS prompt example

*“Voiceover: ‘Want to get \$10? Click the link in the description.’ use neutral male voice, 120 wpm, emotional intonation at the end.”*

## Common Mistakes and How to Avoid Them

- 1. Mistake:** publishing without fact-check → fix: use a fact-check checklist.
- 2. Mistake:** automation steals brand tone → fix: templates with brand phrases/slogans.
- 3. Mistake:** too many variants → fix: test reasonable batches (5–10), not 100.
- 4. Mistake:** forgetting UTM → fix: embed UTM generation into the workflow.

Automation in affiliate marketing isn’t about “robots doing everything for you,” it’s about **speeding up processes**.

1. Each creative, text, or banner that used to take hours can now be done in 5 minutes.
2. Instead of 1–2 tests per week, you can launch 10–15 and find what really works faster.
3. Less routine → more focus on strategy and scaling.

**Main idea:** don't try to completely replace yourself with AI. Your task is **to think and verify hypotheses**; AI's task is to accelerate, suggest options, and automate repetitive tasks.

If you combine **human brain (analysis, strategy, creativity)** with AI tools (speed, scale, variety), you get a formula for **more tests, less routine, and higher profits.**