

How to use AI for content creation: a weekly workflow with ChatGPT, Claude, Canva and CapCut

A simple weekly workflow for small businesses and creators: real questions, a one-page brand brief, ChatGPT or Claude, Canva, CapCut captions, one video into five posts, and the AI labels YouTube and TikTok ask for. Free PDF, no sign-up.

WHAT THIS ADDS

Most people start with the tool and ask it what to post, so they get the same ideas as everyone else. This guide starts with the questions your customers really type and a one-page brief about your business, and only then brings in ChatGPT or Claude, Canva and CapCut. Every price and rule comes from each company's own page, opened on October 28, 2026.

Why people are searching for this

On October 28, 2026, AnswerThePublic showed about **260 US searches a month** for *best ai for content creation* and about **140** for *how to use ai for content creation*. Smaller searches in the same list: *ai tools for youtube content creation* (about 40) and *best ai tools for youtube content creation* (about 20). People are not asking which tool is magic. They are asking how to fit AI into a normal week.

Important: this guide was written from each company's own pricing and help pages, opened on October 28, 2026. The workflow was not tested on a live account for this guide.

Step 1: start with real questions, not a blank page

The hardest part of AI content is not the writing, it is the topic. Ask a chatbot what to post and you get the same ideas everyone else gets. Start with what real people type instead.

- **AnswerThePublic** is a keyword tool: type a topic and it shows the questions people search for, with a monthly number next to many of them. Without an account it allowed one free search on the day this guide was written; the page says a free account unlocks three searches a day.
- **Google autocomplete** is free: start typing your topic into Google and read the suggestions.

Write down ten questions your customers actually ask. Those are your next ten posts.

Step 2: write a one-page brand brief

This is the step most people skip, and it is why their AI content sounds generic. Keep it to one page with five parts:

1. Who you are, in one sentence.
2. Who you help, and what they are worried about.
3. What you sell, with your real prices.
4. How you sound: three words you want, and three words you never want.
5. Three posts that did well, pasted in full.

Save it once in a **Project**. Both ChatGPT and Claude have Projects: a workspace where files and instructions are saved once and every chat inside can use them. ChatGPT's pricing page lists Projects on the Plus plan. The PDF below has a fill-in template.

Step 3: draft with ChatGPT or Claude

Prices from each pricing page (US, excluding tax):

Plan	Price	Notes from the page
ChatGPT Free	\$0	Limited uploads, image creation and memory
ChatGPT Go	\$8/month	The page says this plan may include ads
ChatGPT Plus	\$20/month	Lists Projects, scheduled tasks and custom GPTs
ChatGPT Pro	From \$100/month	Three usage tiers
Claude Free	\$0	
Claude Pro	\$20/month, or \$17/month billed yearly (\$200 up front)	
Claude Max	From \$100/month	

For most small businesses one \$20 plan is plenty. You do not need both.

The prompt, pasted inside your project:

Using my brand brief, write a 60-second video script that answers this question: [your question]. Start with a hook in the first line. Use short sentences. Give one real example from my business. End with one clear next step.

Then do the important part yourself: read it out loud, cut anything you would never say, and add one true story, a number or a mistake you made. AI is fast at the first draft; your story is the part nobody can copy.

Step 4: design with Canva

Canva plan	Monthly	Yearly	Notes from the page
Free	\$0	\$0	Up to 20 Standard or Premium AI uses; 1 Brand Kit (3 colors only)
Pro	\$18, one person	\$144	AI tools (resize, translate, remove background and more), 5 Brand Kits, social content scheduling
Business	\$25 per person	\$250 per person	Collaboration and team admin, 100 Brand Kits

Put your logo, colors and fonts into the brand kit once. Make one design, then resize it for each platform instead of starting again. If you post every week, Pro is the plan to look at because of resize and scheduling.

Step 5: captions with CapCut

Captions help anyone watching with the sound off, and anyone who is deaf or hard of hearing. CapCut's auto caption page describes three steps: upload your video; go to the *Text* tab, choose *Auto captions* and click *Generate* (it detects the language and creates synced captions you can edit); then export. The page says no credit card is required to start. Some CapCut features sit behind a paid plan, so check inside the app before you build your week around it.

Always read your captions once: names, prices and brand words are what auto captions get wrong most often.

Step 6: turn one video into five posts

Record one longer video a week, three to eight minutes, answering one of your ten questions. Paste the transcript into your project and ask for:

- three short clips, each with its own hook and the exact start and end line to cut;
- one written post for Facebook or LinkedIn;
- one short email to your customer list.

That is five pieces from one recording. You still choose which ones are good, but you are editing instead of starting from zero.

Step 7: label AI content the right way

YouTube requires creators to disclose AI-generated or altered content that seems realistic: content that makes a real person appear to say or do something they did not do, alters footage of a real event or place, generates a realistic scene that did not happen, or creates music that is the main focus of the video. Its examples of things you do not have to disclose include captions, color or lighting fixes, background blur, and using AI to help with a script, title or thumbnail. In YouTube Studio it is the *AI use* question in the *Attributes* section when you upload. The page says disclosing alone will not limit a video's audience or its eligibility to earn money, and that creators who consistently choose not to disclose may get a label applied or penalties, including removal of content or suspension from the YouTube Partner Program.

TikTok's help page says it requires creators to label AI-generated content that contains realistic images, audio and video. Before you post a video in the app: tap *Next*, tap *More options*, and turn on the *AI-generated content* setting. TikTok says the setting will not affect distribution as long as the video follows its Community Guidelines.

Rule of thumb: if AI only helped you write, you are usually fine. If AI made a realistic face, voice, place or event, label it.

The weekly plan and what it costs

Day	Job
Monday	Pick one question from your list of ten
Tuesday	Draft the script in your project, then rewrite it in your words
Wednesday	Record one video
Thursday	Captions in CapCut, graphics in Canva, five posts from the transcript
Friday	Schedule everything for next week

About one focused hour a day. Cost: you can run it on the free plans with limits for \$0, or with one AI plan (\$20) plus Canva Pro (\$18 a month), about \$38 a month before tax.

Honest limits

- This workflow was not run on a live account for this guide.
- Prices, plan names and menus change. Check each page before you pay.
- AI drafts can be wrong. Check every fact, price and claim before you post.
- You are responsible for what goes out under your name, AI or not.

DO THIS

Start with ten real customer questions and a one-page brand brief saved in a Project. Then draft with one AI plan, design once in Canva, caption in CapCut, turn each video into five posts, and label anything realistic that AI made.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact

- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

Fynl.io is for the rest of the job: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. The brand brief you write here is the same one-page brief that makes any AI tool, including the AI inside Fynl, sound like you.

Sources

- AnswerThePublic: keyword research for "ai for content creation" (Oct 28, 2026) — <https://answerthepublic.com/en/reports/0179a816-0948-44ab-b711-a0da249d56c5>
- ChatGPT pricing — <https://chatgpt.com/pricing>
- Claude pricing — <https://claude.com/pricing>
- Canva pricing — <https://www.canva.com/pricing/>
- CapCut: Smart Auto Caption Generator — <https://www.capcut.com/tools/auto-caption-generator>
- YouTube Help: Disclosing use of GenAI content — <https://support.google.com/youtube/answer/14328491?hl=en>
- TikTok Support: About AI-generated content — https://www.tiktok.com/support/faq_detail?id=7636670084747893268