HeyGen AI Video Creation
Course Modules

Module 1: AI Video Fundamentals

- Introductionto AIvideocreation, use cases in digital
- marketing, ads, reels, education, and business promotion.

Module 2: HeyGen Platform Overview

- Account creation, free vs paid plans, dashboard navigation,
- Templates, avatars, voices, and project management.

Module 3: AI Avatars

- Understanding AI avatars,
- Selecting the right avatar for different industries, audience types, and platforms.

Module 4: AI Voice & Language

- Using AI voices, tone and emotion control,
- speed and pitch settings, and creating videos in English,
- Hindi, Hinglish, and regional languages.

Module 5: Script Writing for AI Videos

- Writing short, clear, and high-converting scripts using
- Hook–Problem–Solution–CTA formula for ads and reels.

Module 6: Video Creation Practical

- Creating videos usingscenes,backgrounds, text
- overlays, avatar positioning, and branding elements.

Module 7: Platform-Wise

- Video Strategy Optimizing videos for Instagram Reels,
- YouTube, Facebook, and ads with correct format, size, and duration.

Module 8: Multi-Language & Local Marketing

- Creating one script in multiple languages and using AI videos for local and regional business marketing.

Module 9:

- Monetization & Career Opportunities Freelancing, agency services, client pricing models, high-demand niches, and income opportunities using HeyGen.

Module 10:

- Practical Projects & Assignments Hands-on projects including business promotion videos, multi-language videos, and portfolio creation.

Module 11:

- Best Practices & Common Mistakes Professional quality standards, making AI videos look natural, common errors, and ethical AI usage.

Learn to Create Human-Like AI Avatars

Master the creation of ultra-realistic AI avatars for videos, ads, courses, social media, and business presentations.

Hands-On Training with Industry Tools
Work with leading AI avatar platforms for face modeling, voice cloning, lip-sync, and realistic expressions.

Talking & Video AI Avatars
Learn to create AI avatars that speak naturally with human-like voice, expressions, eye movement, and gestures.

AI Voice Cloning & Synchronization
Create realistic AI voices and perfectly sync them with avatars for professional videos.

Avatar Creation for Marketing & Content
Use AI avatars for YouTube videos, reels, ads, brand promotion, and online courses.

Live Projects & Portfolio Building
Create multiple AI avatar projects to build a strong portfolio for jobs and freelancing.

No Coding Required
Designed for beginners, content creators, marketers, trainers, and entrepreneurs.

Freelancing & Business Use Cases
Learn how to sell AI avatar services to clients, agencies, and brands.

Job & Freelance Support
Guidance for job roles, freelancing platforms, client pitching, and real-world use cases.

Career Opportunities
AI Content Creator, AI Video Specialist, Digital Marketer, Creative Technologist, Freelancer.