

Synthesia AI Video Creator Sheet by CAIT

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Script Writing Tips for AI Avatars

Synthesia avatars rely on a well-structured, conversational script to sound natural and professional.

Script Writing Do's:

- Keep sentences short and clear
- Use natural, spoken-style phrasing
- Add pauses and emphasis using commas or ellipses
- Use contractions ("you're," "it's," etc.) for informal tone
- Insert placeholders for visuals: [show graph], [insert product image]

Example Script:

"Welcome to Synthesia! Today, we'll explore how AI can help your business create better videos... in less time."

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Avatar Voice & Tone Customization

You can control your AI avatar's accent, speed, gender, and tone.

Voice Settings Options:

- Accents: US, UK, Indian, Australian, Spanish, French, German, etc.
- Tone Modes:
 - Formal: Business updates, reports
 - Friendly: Tutorials, intros
 - Inspirational: Leadership or culture content
 - Calm & Clear: Customer support videos

Pro Tip: Test 2–3 voices for the same script and pick the most engaging tone.

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Scene Structure Templates (Intro / Info / Outro)

Structure Example:

Intro (Hook the Viewer)

“Did you know you can create pro-level videos without a camera crew?”

Info / Body (Key Points or Instructions)

“Here’s how Synthesia works: First, choose an avatar. Then, upload your script. Finally, download your video in minutes.”

Outro (Call to Action or Wrap-up)

“Try Synthesia today — and save hours on your next training video!”

Tip: Break longer videos into 2–3 scene sections for better flow.

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Best Practices for B2B Explainer Videos

- ✓ Use a formal or neutral avatar tone
- ✓ Keep it under 2 minutes for overview videos
- ✓ Highlight value with bullet points on screen
- ✓ Use branded background templates
- ✓ Add captions for sound-off viewers
- ✓ Embed customer testimonials in the outro

Use Cases:

- Internal training
- SaaS product walk-throughs
- HR onboarding
- Client onboarding videos
- Quarterly update videos

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Language & Translation Capabilities

Synthesia supports 120+ languages and accents.

- Translate your script directly within the editor
- Choose local accents (e.g., Mexican Spanish, Quebec French)
- Auto-subtitles in multiple languages
- Perfect for international employee training & localization

Tip: Use consistent terminology across translations by uploading a glossary.

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Video Length & Resolution Guide

Video Type	Ideal Length	Resolution
Social Media Explainers	30–60 sec	1080x1080 (square)
B2B Product Demos	60–90 sec	1920x1080 (HD)
Internal Training	2–5 min	1920x1080
HR/Compliance Videos	3–7 min	1080p or 4K
Website Hero Video	< 30 sec	1080p

Pro Tip: Shorter + clearer = higher engagement.

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Integration Tips for LMS or Websites

- ✓ Download videos as .mp4 and upload to:
 - Moodle / Canvas / Blackboard
 - Google Classroom / Microsoft Teams
 - Thinkific / Kajabi / Teachable
- ✓ Use iframe embed to place videos on:
 - Landing pages
 - Product pages
 - Employee portals
- ✓ Add captions for WCAG compliance

Automation Idea: Pair with Zapier to auto-generate onboarding videos when a new hire joins your HR system.