

A FIELD GUIDE FOR WORKING CREATIVES

25 AI quick wins **by craft**

Twenty-five things AI is genuinely good at right now, grouped by what you actually do — each with an honest note on where it breaks.

How to use this guide

Twenty-five wins is a menu, not a to-do list. Pick one. The creatives who get the most out of AI are not the ones running the most tools — they are the ones who made a single workflow boring and reliable, then moved on to the next.

Each win is tagged by what it costs you to start:

QUICK WIN an afternoon, useful immediately · **PROJECT** a weekend, bigger payoff · **BUILD** a real system — do this after two or three wins are banked

Pick your first win with three filters:

- **Frequency.** Weekly beats monthly. The win is in the repetitions, not the cleverness.
- **Dread.** Choose the task you avoid. Adoption solves itself when the alternative is a job you hate.
- **Reversibility.** Start where a bad output costs you nothing. Never where it costs you a client.

Then two rules that keep this honest:

- **Time the task first.** One week of actual minutes, written down. Without a baseline you cannot tell a real win from a fun new toy, and most people cannot tell the difference by feel.
- **Read the "where it breaks" line before you rely on it.** Every win here has one. They are not disclaimers — they are the reason the workflow survives contact with a real deadline.

On the tools: specific products are named where the workflow genuinely depends on one, and left out where any competent model will do. Nothing in this guide is sponsored, and none of it needs a paid tier you do not already have.

Designer

The wins here are in the work around the work — the variations, the handoff, the third round of "can we see it in blue".

01 Variation passes on a locked direction QUICK WIN

Once a layout is approved, generate the sizes, crops and colourways from it instead of rebuilding each by hand.

Where it breaks: it will happily break your grid and your type hierarchy. Treat output as a rough, never a deliverable.

Try this week: take your last approved key visual and ask for the six placements you always end up needing. Fix the two that are close; bin the rest.

02 Moodboards from a written brief QUICK WIN

Turn a client's vague paragraph into a visual direction you can react to — faster to argue with an image than a sentence.

Where it breaks: the references are invented, so never present them as prior art or competitor work.

03 Design rationale written for you QUICK WIN

Feed it your decisions and get the paragraph explaining why — the part of the deck most designers resent writing.

Where it breaks: it will invent a reason you did not have. Only let it phrase decisions you actually made.

04 Asset cleanup at volume PROJECT

Background removal, upscaling, reframing and naming across a whole shoot or back catalogue in one pass.

Where it breaks: upscaling invents detail. Fine for backgrounds, risky on faces, wrong on anything a client will pixel-peep.

Filmmaker & Video

Editing is where the hours actually go. Most of the win is in logging, selects and versioning — not in generating footage.

05 Transcribe, then edit from the text QUICK WIN

Cut the interview in a document, then apply it to the timeline. The single biggest time saver in this list for anyone who edits talking heads.

Where it breaks: transcripts flatten tone. Mark the takes that were funny or tense before you cut, because the text will not tell you.

Try this week: transcribe your next interview, delete the bad answers in the transcript, and use that as your paper edit before opening the NLE.

06 Automatic logging and selects PROJECT

Tag a card of footage by shot type, subject and usable/unusable so you stop scrubbing to find the take you remember.

Where it breaks: it judges technical quality, not performance. It will mark a perfectly framed dead take as a select.

07 Cutdowns from a finished edit QUICK WIN

One master becomes the 60, the 30, the vertical and six pull-quotes — the versioning that eats a whole afternoon.

Where it breaks: automatic vertical reframing loses the subject the moment two people are in shot.

08 B-roll and inserts on demand PROJECT

Generate the abstract cutaway you would otherwise licence — texture, atmosphere, the shot that just needs to not be a talking head.

Where it breaks: anything with hands, text, crowds or continuity. Works for mood; fails for anything a viewer studies. Disclose it.

09 Thumbnail and title testing before you publish QUICK WIN

Generate the variants and get an honest read on which promise the frame is actually making.

Where it breaks: it predicts nothing about your audience. It is a second opinion, not data — your own retention graphs outrank it.

Musician & Audio

Audio is the one craft where AI cleanup is genuinely, boringly better than what most people can do by hand. Generation is a much weaker story.

10 Repair and de-noise QUICK WIN

Room tone, plosives, hum and the air-conditioning you did not notice until playback. Rescues takes you would have re-shot.

Where it breaks: push it hard and voices go underwater. Two gentle passes beat one aggressive one.

Try this week: run your worst usable recording through a repair pass and A/B it. This is the win most people underrate.

11 Stem separation on anything QUICK WIN

Pull vocals, drums and bass out of a finished mix — for remixing, practice, or salvaging a session whose project file is gone.

Where it breaks: separated stems carry artefacts that only show up in a loud room. Check on speakers before you commit.

12 Reference-matched rough masters QUICK WIN

A defensible loudness and tone match for demos, client previews and social cuts, in minutes.

Where it breaks: it is a rough, not a master. It cannot make the arrangement decisions a mastering engineer is actually paid for.

13 Sketch beds and scratch ideas PROJECT

Generate a bed to cut a video against so timing decisions do not wait on the final track.

Where it breaks: licensing and provenance are genuinely unsettled. Use it as scaffolding you replace, not as the released track.

Writer & Copywriter

The wins are at the ends — before the first draft and after it. The draft itself is where AI writing is most obvious and least useful.

14 Interrogate your own outline QUICK WIN

Ask what a sceptical reader would object to, then write against those objections. Better output than asking for prose.

Where it breaks: it is agreeable by default. You have to explicitly ask it to argue with you or it will just praise the outline.

Try this week: paste an outline and ask for the five strongest objections a reader could raise. Answer them in the piece.

15 A voice guide it can actually follow PROJECT

Turn samples of your best writing into explicit rules — sentence length, what you never say, how you open. Reusable across every tool.

Where it breaks: "write in my voice" without a written guide produces an average of everyone. The guide is the whole trick.

16 Line editing, not drafting QUICK WIN

Hand it a finished draft and ask what to cut. It is a far better editor than writer, and nobody uses it this way.

Where it breaks: it will smooth out the specific, strange details that make writing yours. Refuse about half its suggestions.

17 Research triage with sources on the table PROJECT

Summarise a stack of papers or documents you supply, with claims traced back to which document said what.

Where it breaks: it fabricates citations when asked to research from memory. Only trust it on documents you handed it, and spot-check quotes.

Marketer

Volume is the trap. Every win here is about deciding faster or understanding better — not about publishing more.

18 One asset, every channel QUICK WIN

A single long piece becomes the newsletter, the posts, the FAQ and the landing-page section. Same argument, reshaped per format.

Where it breaks: repurposing a weak piece just distributes the weakness. It multiplies whatever you feed it.

19 Mine what customers already told you PROJECT

Run reviews, replies, support threads and comments into a monthly digest of the words your audience actually uses.

Where it breaks: it over-weights the loudest and most recent. Sample deliberately or you will chase one angry reply.

Try this week: paste six months of comments and ask for the ten most repeated phrases. Use them as headlines verbatim.

20 Angle generation before ad production QUICK WIN

Twenty positioning angles in an afternoon, so the expensive production only happens on the ones worth testing.

Where it breaks: it cannot tell you which will win. It widens the field; the platform data still picks.

21 Landing-page critique against a real funnel QUICK WIN

Give it the page and the audience and ask what a first-time visitor cannot work out in five seconds.

Where it breaks: it defaults to generic CRO advice. It gets sharp only when you tell it who the visitor is and what they were promised.

Founder & Builder

The compounding ones. These are slower to set up and they are the reason the others stop being manual.

22 Write the thing you keep explaining QUICK WIN

Record yourself walking through a process once; get the SOP, the checklist and the handoff doc out of it.

Where it breaks: it documents what you said, including the step you do wrong. Read it before anyone follows it.

23 Ship the small internal tool PROJECT

The calculator, the dashboard, the form you have wanted for a year and could never justify paying for.

Where it breaks: generated code is confident about security and often wrong. Never put it in front of customer data without review.

24 A searchable brain for your own work BUILD

Your notes, contracts, briefs and past projects, answerable with sources — so the answer is not "it's in a folder somewhere".

Where it breaks: garbage in, confident garbage out. It needs someone to keep the source material current or it quietly goes stale.

Try this week: start with one folder — your last ten client briefs — before attempting everything you have ever written.

25 Your own workflow, written down as a rule BUILD

Once a prompt works, save it with the model it was tuned for, the output it produced, and where it broke. That file is the actual asset.

Where it breaks: model updates change behaviour without warning. Undated prompts rot; note when you last confirmed it worked.

The rest of it happens in the room.

These twenty-five are the menu. The **AI Creators Roundtable** is where the versions that survived real client work get shared — prompts stored with the model they were tuned for and notes on where they break, weekly live AMAs, and a room of working creatives sorted by craft.

Founding member pricing is open now at aicreatorsroundtable.com