Using ElevenLabs for Campaign Audio

A practical guide for content creators.

Overview

[ElevenLabs](#) is an easy-to-use, best-in-class audio generation tool for anyone who needs voices or sounds for their content.

Benefits:
- Super easy to use the basic text to speech feature
- Excellent quality speech to speech feature
- Multiple voice cloning options

Trade-offs:
- Text to speech can have some AI tells
- Sound effects can be hit or miss

What you can do:
- Text to speech: Type to generate audio
- Speech to speech: Transform your recording (with optimal pronunciation and intonation) into another voice (could be another gender, age, style etc.)
- Dub videos into another language
- Create a clone of your voice (to generate audio from text using your own voice, no recording necessary)
- Create a custom AI voice (to generate audio from text using a voice you created, no recording necessary)
- Generate long form audio content (podcasts, audiobooks, narrated web content)

Examples:

Voice Generation
[Text to speech - Climate change](#)
[Text to speech - Reproductive freedom](#)
[Speech to Speech - Reproductive freedom](#)

Voice Isolation
[Voiceover on a noisy train - Original](#)
[Voiceover on a noisy train - Voice isolated](#)

Dubbing
[Original](#)
[Kamala Harris tweet - Spanish dubbed](#)

Potential use cases:
- Video voiceover
- Audiograms
- Podcast intros
- Hotline greetings/robocalls
- Long form audio
- Dubbing into another language
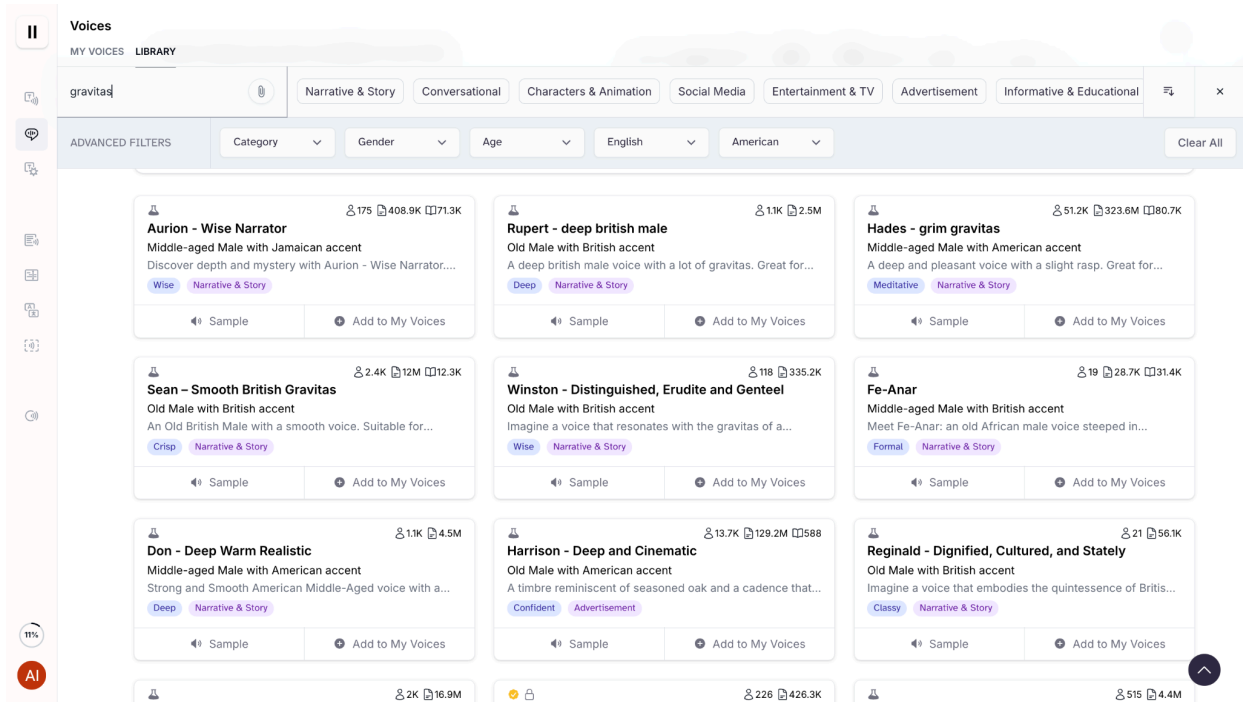- Sound effects

Quick Start Guide

1. Choose your [plan](#):
   a. Free, $0—10,000 Characters per month (~10 min audio)
   b. Starter, $5/mo—30,000 Characters per month (~30 min audio)
   c. Creator, $22/mo—100,000 Characters per month (~2 hours audio)
   d. Pro, $99/mo—500,000 Characters per month (~10 hours audio)
2. Explore the basics:
   a. [Introduction](#)
   b. [Types of voices](#)
   c. [Voice settings](#)
   d. [Voice cloning](#)
   e. [Speech to speech](#)
   f. [Pauses and emotion](#)
3. Start creating!

Step-by-Step Guides

How to generate text-to-speech

1. Start by exploring voices

You can preview voices from the main prompt box, but it's easier to select "Voices" from the menu on the left and explore the Library, filtering by gender, language, keywords, and more. You'll see preset voices, professional voice clones, and voices generated by other users. Let's look for a deep, male, American voice with a lot of gravitas. Harrison sounds perfect, so we'll click "Add to My Voices."
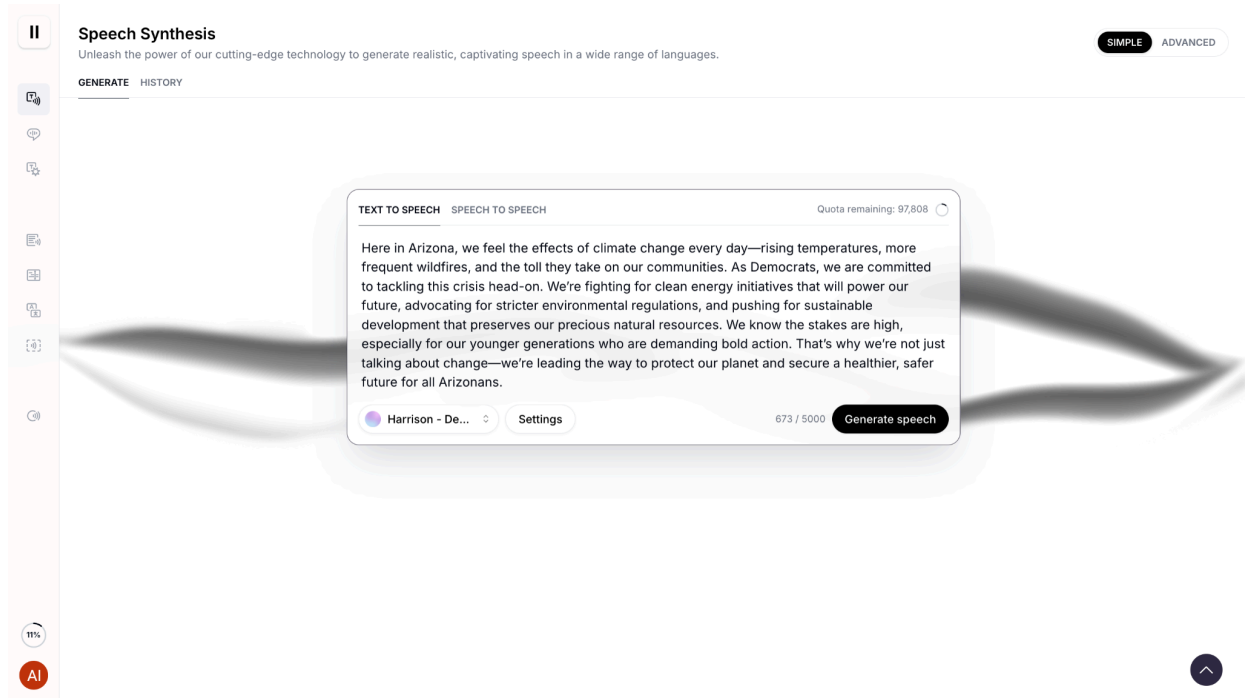
2. Generate your audio

Once you know which voice you want, head to "Speech" from the menu on the left. From here, the basics are very simple. Simply paste your text, select your preferred voice, and generate your audio.

Here's the result using Harrison and a passage about climate change from ChatGPT. If you don't like what you hear, play with the settings or consider specifying pauses and emotion.
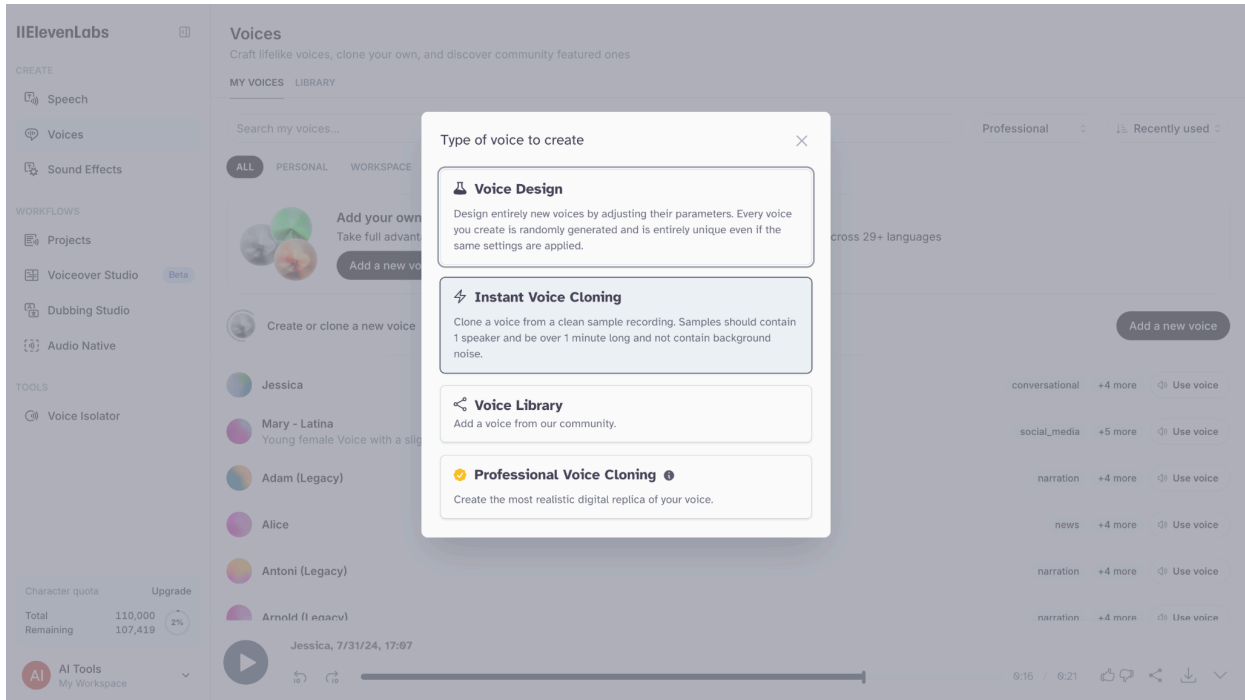
Speech to speech works the same way except you'd upload or record your audio instead of entering text.
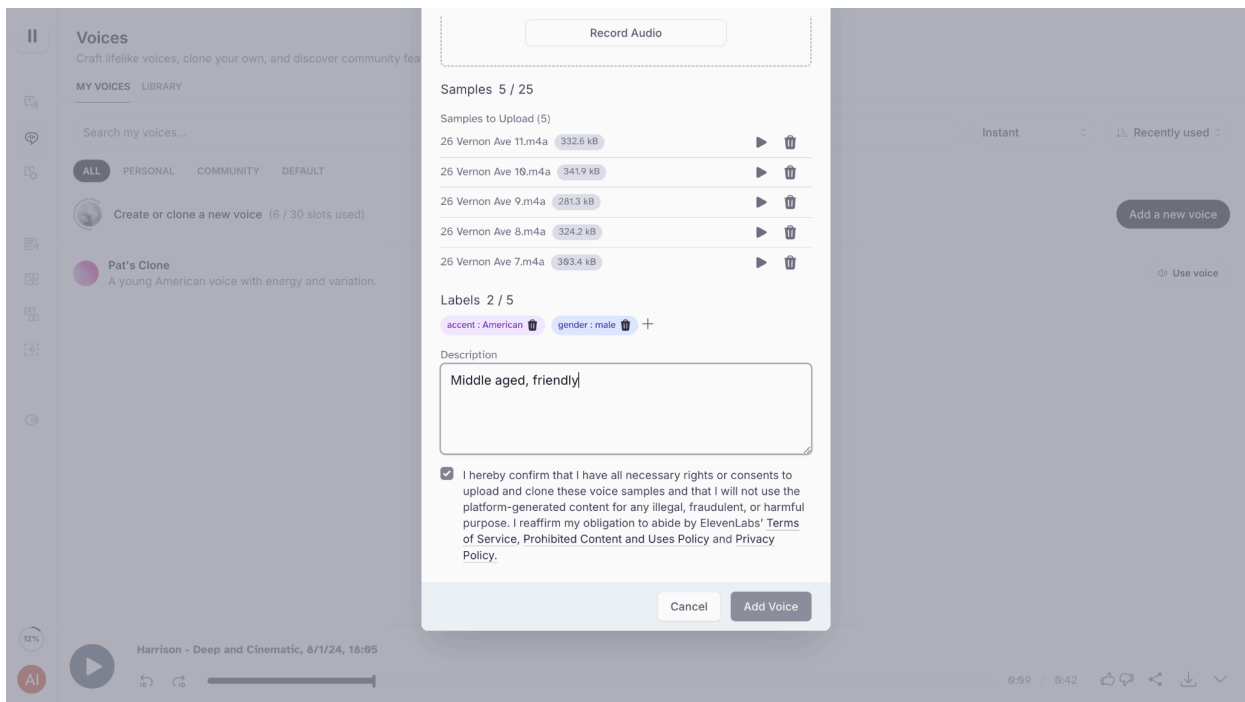

How to clone a voice

1. "Select Instant Voice Cloning"

This is your fast track to a clone of you (or your principal's) voice.

2. Record or upload your samples

What you say doesn't matter—but how you say it matters very much, so be sure to choose examples that match the style of your end goal (whether it's a campaign ad, an audiobook, or something else)..

Note that generations made from cloned voices can't be shared with a link. (You can still download them and share them another way.)
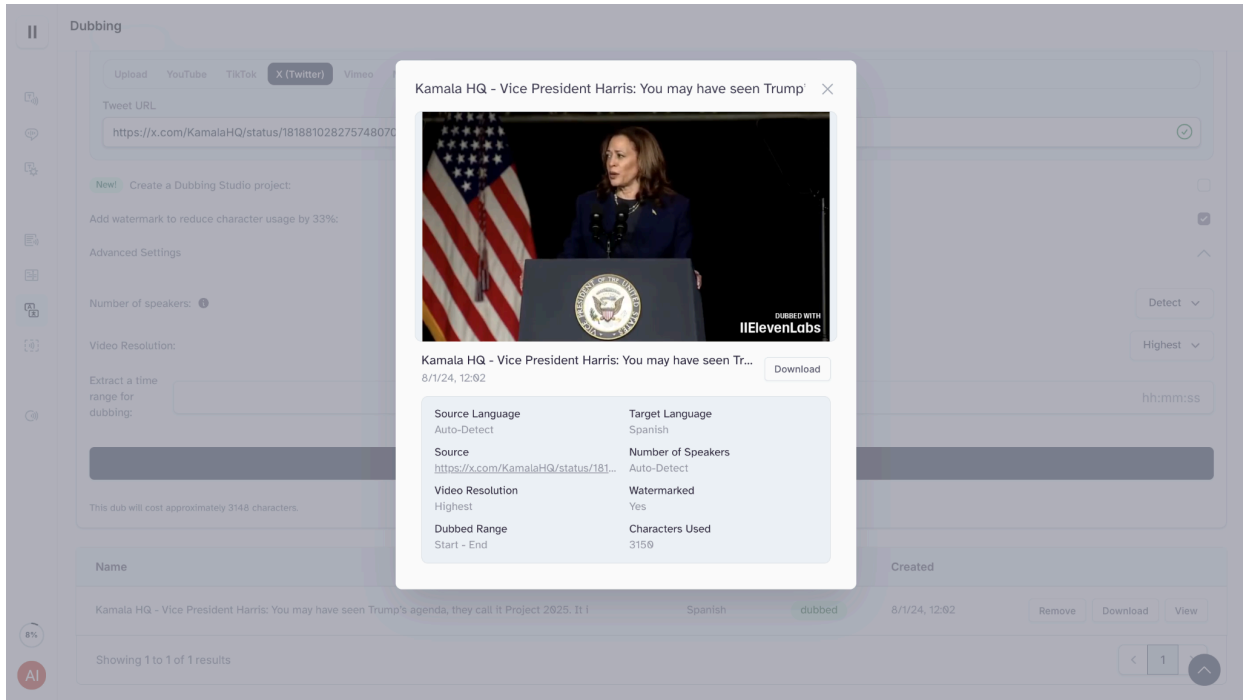
How to dub a video

1. Select your video to dub

This can be a file upload or a link from YouTube, TikTok, X (Twitter), Vimeo, etc. Paste the link or upload the file and select the desired output language.

2. Review and download your video.

Have a native speaker or professional translator ensure that the translation is accurate and culturally appropriate. (Unfortunately, ElevenLabs does not provide the transcript.) Then you can download and use your video. The dubbing will sound like the original speaker(s) in a new language, but with the original accent. In this case, the VO will sound like Kamala Harris speaking Spanish with an American accent.

Tips

1. Use speech to speech

For short-form audio, such as a video voiceover, speech to speech is your best bet for nailing the pronunciation, intonation, and pacing. Simply record yourself and transform it into your preferred voice.

2. Consider a professional voice clone

Creating a professional voice clone requires a few hours of high quality audio to train the model, significantly more than the instant clone, but will result in the best possible clone. If you're looking for a hyper realistic voice, it might be worth it in the long run. Note: The model will "learn" from whatever you upload, including any background noise, so it's important that the audio you upload is free from anything that you don't want the model to replicate.

Guidelines for Political Use

1. There are some restrictions on political content

ElevenLabs prohibits election misinformation including:

- "Voter suppression: Content designed to mislead voters about the time, place, means, or eligibility requirements for voting, or false claims that could materially discourage voting.
- Candidate misrepresentation: Content intended to impersonate political candidates or elected government officials for non-satirical purposes.
- Interference with democratic processes: Content that promotes or incites interference with democratic processes, including disinformation campaigns.
- Political advertising (without prior written approval)"

2. Beware of bias

While ElevenLabs features a wide variety of voices and languages, only a limited number are labeled by race and ethnicity. So if you're using the search feature to find a particular voice, you might run into some stereotypes. Ensure your content goes through a thorough review process.

3. Decide about disclaimers

Adding a disclaimer that your content was created using generative AI can go a long way to enhancing transparency, trust, and ethical integrity. By clearly informing your audience that AI tools were used to create or modify the content, campaigns can mitigate concerns about authenticity and manipulation.

For AI voices, we feel generic narration is fine without a disclaimer. However, if a voice supposedly belongs to a real person, or is interacting with another person who's expecting to interact with a human, a disclaimer is key.

[Here's a recent example:](#)

Rep. Jennifer Wexton ✔
@RepWexton

Your ears aren't deceiving you—AI has allowed me to make a new model of my voice like it was before my PSP.

I hope this helps show creative ways we can empower people facing the kinds of health and accessibility challenges I have and demonstrate our abilities don't define us.

my mobility and ability to speak clearly.

AI Voice

11:27 AM · Jul 10, 2024 · **850.1K** Views