

The AI Video Approval Gate Playbook

A Step-by-Step Guide to Stop Wasting Money on AI Video

01

Map Your Stages by Cost

Before you can protect your budget, you need to know exactly where it's leaking. List every stage in your AI video job and write down the real cost next to each one, not a guess.

💡 QUICK TIPS

- Script + captions typically run under \$0.01
- Voice + avatar typically run 50-100x more than the script
- B-roll cost depends entirely on whether it's generated or code-drawn

02

Find the 60x Line

Somewhere in your stage list, the price jumps by an order of magnitude or more. That jump is the seam, and it's the only place a gate actually needs to exist. Everything before the seam should run automatically and cheaply.

💡 QUICK TIPS

- The seam is usually between writing and rendering
- If you can't find a 10x+ jump, look again — it's there

03

Build a Hard Stop, Not a Reminder

A checkbox you can click past isn't a gate. The expensive stage needs to be structurally unreachable until the cheap stage has been explicitly approved by a human.

💡 QUICK TIPS

- Automation: make the expensive step depend on an approval flag
- Manual: physically close the script file before opening the voice tool
- Never trust a warning dialog to stop you at 11pm

04

Set a Spend Cap as Backup

Even an approved run can spiral if something loops or retries unexpectedly. A spend cap is the same idea as the gate, applied to your total budget instead of a single step.

💡 QUICK TIPS

- Set a hard daily or weekly ceiling on the expensive stage
- Review the cap monthly as your volume changes

05

Review Checklist Before You Approve

Run through this before you let anything expensive start. If any answer is no, the script goes back for a rewrite instead of forward to rendering.

💡 QUICK TIPS

- Does the hook land in the first two seconds?
- Is it under your word ceiling?
- Does it match your brand voice?
- Would you actually post this if you saw it cold?

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

Join the Build →

<https://hub.digicuratoragency.com/join>