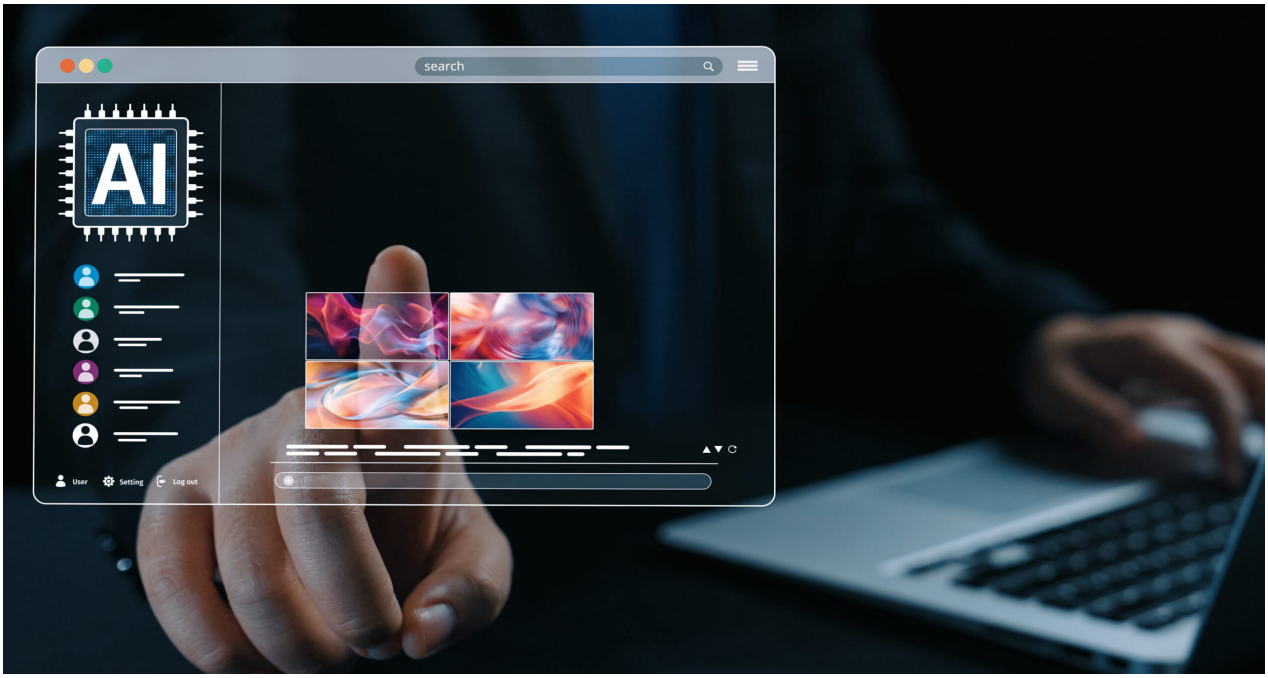

Evolve with Jeff Launches AI Video Generation Service for Creators Over 40

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Minneapolis, Minnesota - September 02, 2026 -
Evolve with Jeff has launched a new service focused on AI Video Generation designed to help aspiring creators over the age of 40 produce professional videos without expensive equipment or complex editing software. The launch expands the company's existing catalog of online business services and arrives alongside a comprehensive guide covering practical tips and workflows for beginners.

The new offering centers on Evolve with Jeff - AI Video Generation, a service that walks first-time creators through the process of using artificial intelligence for scripting, visuals, voice, editing, and content repurposing. The approach is structured around a seven-step workflow that moves an idea from concept to a published video, allowing users to concentrate on their message rather than technical hurdles.

The service reflects the company's broader mission of helping individuals over 40 translate their accumulated life and career experience into online content. The accompanying guide addresses the video formats considered easiest for beginners, which AI tools are worth learning first, and how to build confidence without

being forced to appear on camera. It also introduces a beginner script framework and reviews a range of accessible tools, including InVideo, HeyGen, Descript, OpusClip, ElevenLabs, and Runway.

"People over 40 often assume the technology has passed them by, and that assumption keeps them on the sidelines," said Jeff Mork, founder of Evolve with Jeff. "AI video generation removes the barriers that used to stop beginners, so the focus can shift back to what matters most, which is the story and the experience a person already has to share."

The launch builds on the company's established work through Evolve with Jeff - YouTube over 40, a program that guides beginners in creating, growing, and monetizing a channel based on their own experiences. That program provides step-by-step instruction for newcomers, addresses common concerns such as imposter syndrome, and explains how views can be converted into income over time.

The new service also connects to guidance the company offers around Evolve with Jeff - Faceless YouTube Channel, an approach suited to creators who prefer to build an audience without appearing on screen. AI-assisted video tools pair naturally with this format, since voice, visuals, and editing can be handled without traditional filming.

"The goal is to make the first video feel achievable rather than overwhelming," Mork added. "When someone completes that first project, the momentum tends to follow, and the tools become a system rather than a one-time experiment."

The company emphasizes practical methods for keeping AI-assisted content feeling human rather than automated, along with advice on adapting a single core idea across multiple platforms and tracking the signals that indicate what to improve. The guide closes with a frequently asked questions section addressing common concerns raised by beginners.

Evolve with Jeff helps individuals over the age of 40 turn their life experiences into an online business. The company offers services spanning YouTube channel growth, Instagram content, user-generated content creation, and AI video production. Across these areas, the company emphasizes the value of experience, credibility, and perspective that older creators bring, and encourages them to share that knowledge with a wider audience.

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Evolve with Jeff

Helping people over 40 create quality text and video content for YouTube, Facebook, Instagram, TikTok and website content.

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