

Getting Your AI Keys

Content Studio · a plain-English setup guide — account › billing › key › paste

Content Studio uses **your own** API keys (“bring your own key”), so every generation is yours. Keys live only in your browser and are used only for your generations — never shared. You don’t need all of them: add the platforms you have, and the app runs on free sample content until you do. For each platform, the flow is always the same: **create an account** › **add billing/credits** › **create a key** › **paste it into Settings** › **AI Providers**.

Anthropic (Claude)

Powers: text — strategy, copy, captions, plans

TEXT

1. Go to **console.anthropic.com** and create an account (or log in).
2. Add credits: open **Settings** › **Billing**, add a payment method, then **Buy credits** — \$5–\$20 is plenty to start (pay-as-you-go, prepaid).
3. Create your key: **Settings** › **API Keys** › **Create Key**. Name it “Content Studio” and **Copy** it — it begins with sk - ant - and is shown only once.
4. In Content Studio: **Settings** › **AI Providers** › **Anthropic (Claude)** and paste it.

Tip Text generations cost pennies — \$10 of credit lasts a very long time.

OpenAI (GPT)

Powers: text + image generation

TEXT / IMAGE

1. Go to **platform.openai.com** and create an account (or log in).
2. Add credits: click the gear › **Billing** › **Add payment method**, then **Add to credit balance** (e.g. \$10). Prepaid.
3. Create your key: open **platform.openai.com/api-keys** › **Create new secret key**. Name it and **Copy** — it begins with sk - and is shown only once.
4. In Content Studio: **Settings** › **AI Providers** › **OpenAI (GPT)** and paste it.

Tip Under **Billing** › **Limits**, set a monthly cap so you can never overspend.

Adobe Firefly

Powers: commercial-safe image generation

IMAGE · 2 VALUES

1. Go to **developer.adobe.com** and sign in with your Adobe ID (you need an Adobe plan with Firefly API access).
2. Click **Create new project** › **Add API** and choose **Adobe Firefly / Firefly Services**.
3. For credentials choose **OAuth Server-to-Server** — Adobe generates a **Client ID** and a **Client Secret**.
4. In Content Studio: **Settings** › **AI Providers** › **Adobe Firefly** and paste **both** values into their two fields.

Tip Firefly’s API is a paid Adobe service; usage and credits are managed inside your Adobe account.

Optional — Video platforms

HeyGen (talking-avatar videos): **app.heygen.com** › **Settings** › **API** › **Create API Key**, copy it, and paste it into Content Studio (HeyGen). API access needs a paid HeyGen plan.

Luma (Dream Machine video): **lumalabs.ai** › **Dream Machine** › **API / Dashboard** › **create a key**, copy it, and paste it into Content Studio (Luma).

Where every key goes

In Content Studio, open **Settings › AI Providers** and paste each key into its row. A green • **Connected** dot confirms it. With no keys connected the app still works on free sample content — add keys whenever you want real output.

Your keys are safe

Keys are stored only in **your browser** and used only for **your** generations — they are never sent to anyone else. Treat a secret key like a password: don't post it publicly, and you can **revoke or rotate** it anytime from each platform's dashboard.

These steps reflect each platform's setup as of 2026. Exact button names may shift slightly, but the flow is always the same: account › billing/credits › create key › paste. • Powered by FELLS.