

PRICE IT OUT BEFORE YOU START

FRUITOFLABORSHOW.COM/PRICE-IT-OUT

Based on our own research and use, checked Oct 19–20, 2026. Prices, credits and plans change often, so always confirm on the tool's own pricing page before you buy. Your costs will vary depending on how much you make and how many retakes you need. This isn't financial advice.

Disclosure: There are no affiliate links in this worksheet. We have no affiliation with 7ART.

Five minutes, one pencil. By the end you'll know what your project really costs per billing period (and per month), and which plan you actually need.

Heads-up on "monthly": some plans bill every 4 weeks, not every month. That's 13 bills a year, not 12. Do the math per billing period, then convert.

Golden rule: get every "credits" number from the tool's **Generate button**, set up the way you'll really use it (length, quality, sound on or off). Not from the pricing page.

1 Step 1: Your tools

Job	Tool	Plan you're looking at
Video		
Images		
Voice		
Lip sync		

2 Step 2: Credits per clip

For each tool: **seconds per clip × credits per second = credits per clip.**

(Tool priced per clip instead? Just write the per-clip number.)

Tool	Seconds per clip	× Credits per second	= Credits per clip

Images: _____ images × _____ credits each = _____

Voice: _____ characters of script × _____ credits per character = _____

3 Step 3: Credits per billing period

Use each tool's own period (a month, 4 weeks, 12 weeks...).

Tool	Billing period	Credits per clip	× Clips per period	= Credits per period

4 Step 4: Add your retake buffer

Things fail and come out wrong. Some failures get refunded, but bad-looking results usually don't.

Credits per period × 1.____ = credits you really need.

_____ × 1.____ = _____ × 1.____ = _____

- We suggest at least × **1.10** (10%). On our first episode, a few images needed redoing, and one generation failed but still charged us 30 credits.
- For hard shots, go higher. On one tricky scene, 2 of our 3 takes failed.

5 Step 5: Which plan, and what it really costs

Tool	Credits you really need	Plan that covers it	Billing period	Credits in plan	Intro price	Renewal price	Bills per year
					\$	\$	
					\$	\$	
					\$	\$	

Real cost per year = each tool's renewal price × bills per year, added up = \$ _____

Real cost per month (averaged) = cost per year ÷ 12 = \$ _____

Check before you pick:

- ☐ Does the plan cover your credits **with** the buffer? If not, what does a top-up cost (if one exists)?
- ☐ Do unused credits roll over, or vanish at period end?
- ☐ Is it really monthly? A 4-week plan bills 13 times a year.
- ☐ Does the free plan allow commercial use and posting without a watermark?
- ☐ Reminder set for 2 days before renewal?

Our example, filled in: Pruitt the talking plum (ESTIMATE, not run yet)

A 14-second talking-plum test clip made with HeyGen Avatar IV inside 7ART, plus one new voice line on ElevenLabs.

Step 1: Video and lip sync: 7ART (HeyGen Avatar IV, 1080p). Voice: ElevenLabs.

Step 2:

Tool	Seconds	× Credits/sec	= Credits per clip
7ART HeyGen Avatar IV, 1080p	14	25 (BUTTON, 1080p, not run; PUBLIC 7ART model page says 20)	350
ElevenLabs voice	~191 characters × ~1 credit each		~200 (only if we record a new line; our test reuses an existing take, so \$0)

Step 3: Say we made 4 clips like this per billing period: 7ART (every 4 weeks) $4 \times 350 = 1,400$. ElevenLabs (monthly) $4 \times \sim 200 = \sim 800$.

Step 4: × 1.10 (our suggested buffer): 7ART **1,540**. ElevenLabs **~880**.

Step 5:

Tool	Need	Plan	Billing period	Credits in plan	Intro	Renewal	Bills per year
7ART	1,540	4 weeks	4 weeks	3,000	\$15.19	\$38.95	13
ElevenLabs	~880	Starter (Free has no commercial license)	month	30,000	–	\$6	12

Real cost: about \$45 per 4 weeks (7ART \$38.95 + ElevenLabs \$6). Averaged over a year, that's about \$48 a month, because 7ART bills 13 times a year.

What the example teaches:

- **The voice is the small part.** ~880 credits is under 3% of the ElevenLabs Starter plan's 30,000 a month.
- **7ART has room to spare.** 1,540 of 3,000 leaves about 1,460 credits that expire at the end of the period if we don't use them.
- **Budget the renewal, not the intro.** The first 4 weeks would cost \$15.19 for 7ART. Every 4 weeks after that, \$38.95.
- **"About \$45" isn't "\$45 a month."** Because 7ART bills every 4 weeks, the yearly average is about \$48 a month.
- **Read the button.** At the public page's 20 credits a second, we'd have guessed 280 credits for this clip, not 350.

Find this worksheet at fruitoflaborshow.com/price-it-out

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