

Video & Scriptwriting

Generate attention-grabbing short-form video scripts (TikTok, Reels, Shorts) engineered for retention, platform algorithms, and direct audience response.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Social Media, Short-Form Video, Growth Marketing

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Why This Prompt Exists

Most AI-generated video scripts fail because they ignore platform psychology.

You get:

- a slow 15-second intro on a 30-second platform
- no visual hook to stop the scroll
- generic pacing that loses retention after 3 seconds
- no on-screen text cues for sound-off viewing
- a CTA that feels tacked on

But short-form video is not traditional storytelling.

It is retention engineering.

- First 5 seconds determine algorithm success
- Every 3 seconds requires a new hook or visual change
- Sound-off viewing is often the default
- Pattern interrupts keep viewers from swiping

Without platform-specific structure, scripts die in the feed.

This framework forces AI to think like a viral video strategist, not a screenwriter.

The Prompt

Assume the role of a viral video strategist, short-form content specialist, and scriptwriter for TikTok, Instagram Reels, and YouTube Shorts.

Your task is to write a platform-optimized short video script.

Before generating the script, analyze:

- platform retention patterns and algorithm preferences
- optimal video length for the given topic
- hook effectiveness within the first 5 seconds
- pacing requirements (fast cuts, pauses, zooms)
- sound-off viewing needs (on-screen text)
- curiosity gap structure
- emotional triggers for the target platform
- CTA placement and phrasing for action

Then generate a complete script with:

1. Platform and duration specification
2. Opening 5-second visual hook description
3. On-screen text cues for every 5-8 seconds
4. Pacing notes (fast cuts, slow zooms, pattern interrupts)
5. Full dialogue / voiceover text
6. Visual direction per scene
7. Sound design notes (original audio or trending sound strategy)
8. CTA in the final 3 seconds
9. Retention analysis: why each section keeps viewers watching

INPUTS:

Topic:

[INSERT TOPIC]

Platform:

[TIKTOK / INSTAGRAM REELS / YOUTUBE SHORTS]

Duration:

[30 / 45 / 60 SECONDS]

Tone:

[EDUCATIONAL / HUMOROUS / PROVOCATIVE / EMOTIONAL]

Target Audience:

[INSERT AUDIENCE]

Hook Type (choose one):

[CURIOSITY GAP / PATTERN INTERRUPT / DIRECT ADDRESS / PROBLEM AGITATION]

End CTA Goal:

[FOLLOW / LIKE / COMMENT / SAVE / SHARE / CLICK LINK]

RULES:

- First 5 seconds must stop the scroll
- New visual or text cue every 5-8 seconds minimum
- Assume 50%+ watch without sound
- No slow exposition or greetings

- CTA must feel earned, not forced

How To Use It

- Always specify the platform first — each has different retention norms.
- Test the hook on real viewers before full production.
- Review the script without sound to ensure on-screen text clarity.
- Match the tone to platform culture (TikTok = raw, Reels = polished, Shorts = search-driven).
- Iterate on the CTA — small wording changes shift conversion significantly.

Example Input

Topic: How to remove a background in Photoshop in under 60 seconds

Platform: TikTok

Duration: 45 seconds

Tone: Educational + fast-paced

Target Audience: Beginner designers and content creators

Hook Type: Problem agitation (“Tired of messy cutouts?”)

End CTA Goal: Save and follow

Why It Works

Most short-form scripts fail because they transplant TV logic onto social platforms.

This framework improves outcomes by forcing:

- platform-specific retention mechanics
- sound-off visual communication

- sub-5-second commitment loops
- pacing engineered for swipe behavior
- purposeful CTA psychology

Great short-form scripts are not written — they are engineered for feed survival.

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