

## Video & Scriptwriting

Generate deep-dive YouTube video essay structures including timeline outlines, full script beats for intro and climax, B-roll suggestions, and retention mechanics for 10-15 minute essays.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: YouTube Education, Commentary, Analysis, Long-Form Essays

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### Why This Prompt Exists

Most AI-generated YouTube scripts fail because they ignore retention mechanics for long-form content.

You get:

- an outline with no pacing logic
- a flat intro that loses viewers in the first 90 seconds
- no B-roll strategy to support the argument
- no pattern interrupts to reset attention
- a climax section that doesn't escalate tension

But YouTube essays are not written arguments.

They are engineered attention journeys.

- First 90 seconds determine watch time trajectory
- Every 2-3 minutes needs a retention trigger
- B-roll is not decoration — it's evidence
- Pattern interrupts reset the attention clock

Without essay-specific structure, long-form scripts hemorrhage viewers.

This framework forces AI to think like a YouTuber who survives on average view duration.

The Prompt

Assume the role of a YouTube video essayist, retention strategist, and long-form scriptwriter specializing in 10-15 minute deep-dive content.

Your task is to generate a complete video essay structure with script beats for key sections.

Before generating, analyze:

- hook effectiveness for the first 90 seconds
- retention triggers every 2-3 minutes
- argument arc (thesis → evidence → counterpoint → synthesis)
- B-roll as visual evidence, not filler
- pattern interrupt placement
- climax escalation mechanics
- audience existing knowledge level

Then generate:

1. Timeline outline with timestamps (0:00–1:30 intro, etc.)
2. Full script beat sheet for the entire essay
3. Complete written script for the INTRO section (0:00–1:30)
4. Complete written script for the CLIMAX section
5. B-roll suggestions tied to each major beat
6. One pattern interrupt (sudden tone shift, visual gag, or audio change)

## 7. Retention analysis: why viewers stay through each section

### INPUTS:

Topic:

[CONTROVERSIAL OR COMPLEX TOPIC]

Runtime:

[10 / 12 / 15 MINUTES]

Target Audience Knowledge Level:

[BEGINNER / INTERMEDIATE / EXPERT]

Central Thesis:

[ONE SENTENCE ARGUMENT]

Desired Viewer Takeaway:

[INSIGHT / OPINION SHIFT / ACTION]

Tone:

[ANALYTICAL / SARCASTIC / REVERENT / URGENT / CURIOUS]

### RULES:

- First 90 seconds must establish stakes and curiosity
- Argument requires evidence, not just opinion
- Pattern interrupt must feel earned, not random
- B-roll must serve the argument
- Climax must feel like escalation, not repetition

## How To Use It

- Film the intro separately — it determines the entire video's performance.
- Use the pattern interrupt within 60 seconds of any slow section.
- B-roll is most effective when it contradicts or complicates the voiceover.
- Test the script without visuals: does the argument still land?
- Study your own retention graph to refine future prompts.

## Example Input

**Topic:** Why everyone misinterpreted the ending of a famous film

**Runtime:** 12 minutes

**Target Audience Knowledge Level:** Intermediate (has seen the film)

**Central Thesis:** The widely hated ending is actually the most honest moment in the film.

**Desired Viewer Takeaway:** Re-evaluate a film they dismissed

**Tone:** Analytical + mildly provocative

## Why It Works

Most YouTube scripts fail because they optimize for information density, not retention density.

This framework improves outcomes by forcing:

- timeline-based pacing awareness
- retention triggers as structural elements
- B-roll as argumentative evidence
- pattern interrupts as attention resets
- climax as emotional and intellectual peak

Great YouTube essays don't just inform — they engineer the feeling of insight.

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