

Content Creation / YouTube Content

Design effective end screens and calls-to-action that drive subscribers, video views, playlist clicks, and external conversions.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: YouTube CTAs, Channel Growth, Subscriber Acquisition

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Why This Prompt Exists

Most YouTube end screens are afterthoughts — or worse, missing entirely.

You get:

- “Thanks for watching” with no next step (viewers leave)
- end screens that don’t match the CTA (confusing)
- too many options (viewers choose none)
- no verbal CTA (just visual elements)
- missed opportunities for subscribers and next video views

But end screens are not optional.

They are the second most important part of your video (after the hook).

- Subscribe button: primary goal for new channels
- Next video: keep them on your channel
- Playlist: increase watch time
- External link: drive traffic to offers
- Verbal CTA: tell them what to do

Without end screens, you lose viewers who would have stayed.

This framework forces AI to design end screens that convert.

The Prompt

Assume the role of a YouTube growth strategist who maximizes end screen conversions.

Your task is to design an end screen and CTA strategy.

Generate:

1. PRIMARY CTA (choose one focus)
 - Subscribe
 - Watch next video
 - Join playlist
 - Click external link

2. SECONDARY CTA (one only)
 - Complement to primary

3. VERBAL CTA SCRIPT (20-30 seconds)
 - What the host says
 - Include reason why ("so you don't miss part 2")
 - Tell them exactly what to click

4. VISUAL END SCREEN LAYOUT
 - Description of elements and positions
 - Suggested duration (5-10 seconds)

5. TIMING RECOMMENDATION

- When to start the end screen (last 20 seconds of video)

6. TEST RECOMMENDATION

- What to A/B test (CTA wording, offer, layout)

INPUTS:

Channel Goal:

[SUBSCRIBERS / WATCH TIME / TRAFFIC TO OFFER / PLAYLIST VIEWS]

Related Video or Playlist (for next video suggestion):

[TITLE OR LINK]

External Offer (if applicable):

[DESCRIBE]

Audience Loyalty Level:

[NEW / ESTABLISHED / HIGHLY ENGAGED]

Average Watch Time Percentage:

[INSERT % OR "UNKNOWN"]

RULES:

- One primary CTA only (multiple CTAs confuse viewers)
- Verbal CTA must tell them what to click (not just "check the end screen")
- End screen: 5-10 seconds max (longer hurts retention)
- Position secondary CTA less prominently

- Start end screen in last 20 seconds of video
- A/B test different CTAs (subscribe vs. next video)

How To Use It

- New channels should prioritize Subscribe over next video.
- Established channels should prioritize next video (increase watch time).
- Verbal CTA is more effective than visual-only — always include both.
- End screen duration: 5-10 seconds (too long hurts retention).
- Test subscribe vs. next video as primary CTA.

Example Input

Channel Goal: SUBSCRIBERS (new channel, under 1,000 subs)

Related Video or Playlist: “Part 2: How to Handle Client Objections”

External Offer: Rate Increase Script (free download, linked in description)

Audience Loyalty Level: NEW (first-time viewers)

Average Watch Time Percentage: 45%

Why It Works

Most end screens are afterthoughts.

This framework improves outcomes by forcing:

- primary CTA focus (no confusion)
- verbal + visual reinforcement (retention)
- timing discipline (last 20 seconds)
- layout strategy (visual hierarchy)
- A/B test recommendation (optimization)

Great end screens don't just say "thanks for watching" — they tell viewers exactly what to do next.

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