

## Content Creation / YouTube Content

Write scripts designed to maximize audience retention using hooks, pattern interrupts, open loops, and pacing strategies.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Retention Optimization, Audience Engagement, Scriptwriting

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Why This Prompt Exists

Most YouTube scripts ignore retention — they inform but don't engage.

You get:

- steady drop-off throughout the video
- no pattern interrupts (viewers get bored)
- no open loops (no reason to stay)
- monotone pacing (no energy variation)
- scripts that teach but don't entertain

But retention is not accidental.

It is engineered through specific techniques.

- Open loop: promise something you'll reveal later
- Pattern interrupt: change visual or audio every 15-30 seconds
- Pacing: vary energy, speed, and tone
- Cliffhanger: tease what's coming next
- Callback: reference something from earlier

Without retention engineering, viewers leave before the value.

This framework forces AI to write scripts that keep people watching.

## The Prompt

Assume the role of a YouTube retention engineer who writes scripts that keep viewers watching.

Your task is to write a retention-focused script.

Generate:

1. OPEN LOOP (0-30 seconds)
  - Promise something you'll reveal later
  - Example: "By the end of this video, you'll discover why most freelancers never raise their rates..."
2. HOOK (first 30 seconds)
  - Pattern interrupt or curiosity gap
3. RETENTION TIMELINE (with techniques)

For each section:

  - Section title
  - Retention technique (open loop, pattern interrupt, cliffhanger, callback)
  - Visual direction
  - Estimated time
4. PATTERN INTERRUPTS (5-7)
  - Specific moments to change visual or audio

5. CLOSING LOOP (last 30 seconds)

- Close the open loop from the beginning

6. SCRIPT (with retention notes embedded)

INPUTS:

Video Topic:

[INSERT]

Target Audience:

[WHO IS WATCHING?]

Key Takeaways (3-5):

[LIST]

Video Length Target:

[5 MIN / 10 MIN / 15 MIN / 20 MIN]

The "Big Reveal" (what you'll promise at the beginning):

[E.G., "The 3-word phrase that makes clients say yes to rate increases"]

RULES:

- Open loop within first 30 seconds (reason to stay)
- Pattern interrupt every 15-30 seconds (visual or audio change)
- Close the open loop before the end (don't leave them hanging)
- Vary pacing (slow for teaching, fast for energy)
- Use cliffhangers before section breaks

- Call back to earlier points for cohesion

How To Use It

- Open loops are the most powerful retention tool — use them.
- Pattern interrupts can be visual (B-roll, zoom) or audio (sound effect).
- Watch your retention graph; drop-off points tell you where to improve.
- Close all loops by the end (frustrated viewers don't subscribe).
- Test different retention techniques to see what works for your audience.

Example Input

**Video Topic:** How to raise freelance rates without losing clients

**Target Audience:** Freelancers earning \$30-\$80/hour

**Key Takeaways:** 3 signs you're undercharging, the exact script to use, how to handle objections

**Video Length Target:** 10 MINUTES

**The "Big Reveal":** The one sentence that makes clients agree to a rate increase every time

Why It Works

Most YouTube scripts ignore retention.

This framework improves outcomes by forcing:

- open loops (curiosity to stay)
- pattern interrupts (attention reset)
- pacing variation (energy)
- cliffhangers (section retention)
- callback cohesion (narrative satisfaction)

Great retention scripts don't just inform — they make viewers afraid to look away.

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