

Content Creation / YouTube Content

Generate a complete video script structure with hook, intro, body breakdown, transitions, visual direction, and call-to-action optimized for YouTube retention.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: YouTube Scripting, Video Production, Retention Optimization

Updated: May 2026

Why This Prompt Exists

Most YouTube videos lose viewers in the first 60 seconds because the script has no structure.

You get:

- rambling intros that take 2 minutes to get to the point
- no clear sections (viewers get lost)
- no visual direction (boring talking head)
- no retention strategy (drop-off at every transition)
- CTAs that feel tacked on

But a YouTube script is not a transcript.

It is a retention machine with predictable sections.

- Hook (0-30 sec): stop the scroll
- Intro (30-90 sec): what they'll learn, why it matters
- Body (90 sec - end): 3-5 clear sections
- Transitions: visual changes to reset attention
- CTA: specific next step

Without structure, viewers leave before the value.

This framework forces AI to build scripts that retain and convert.

The Prompt

Assume the role of a YouTube scriptwriter who structures videos for retention.

Your task is to create a video script structure.

Generate:

1. HOOK (0-30 seconds)
 - Attention-grabbing opening
 - Visual direction note

2. INTRO (30-90 seconds)
 - What they'll learn
 - Why it matters to them
 - Visual direction

3. BODY (3-5 sections)

For each:

 - Section title
 - Key points (2-3 sentences)
 - Estimated duration
 - Visual direction (B-roll, text overlay, animation)

4. TRANSITION NOTES

- How to move between sections

5. CALL TO ACTION (30-60 seconds)

- Specific next step
- Visual direction

6. FULL TIMELINE (minutes:seconds)

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 / 30 MIN]

Format:

[TUTORIAL / LISTICLE / STORY / REVIEW / INTERVIEW]

Desired CTA:

[SUBSCRIBE / COMMENT / CLICK LINK / WATCH NEXT VIDEO]

RULES:

- Hook must be within first 30 seconds
- Intro must include a "what you'll learn" promise
- Body sections: 3-5 max (more is overwhelming)
- Each section needs visual direction (change every 15-30 seconds)
- Transitions should be visual, not verbal ("next, let's talk about...")
- CTA must be specific and urgent
- Include estimated timing for each section

How To Use It

- Record the hook separately — it's the most important part.
- Visual direction changes every 15-30 seconds to retain attention.
- Time yourself reading to ensure you hit the target length.
- Test the hook on 5 people in your target audience.
- Save the structure for similar future videos (reuse what works).

Example Input

Video Topic: 5 productivity apps that actually work (not the usual ones)

Target Audience: Solopreneurs and remote workers overwhelmed by productivity tools

Key Takeaways: 5 specific app recommendations, why each works, how to set up each in under 10 minutes

Video Length Target: 10 MINUTES

Format: LISTICLE

Desired CTA: SUBSCRIBE FOR MORE TOOL REVIEWS

Why It Works

Most YouTube scripts have no structure.

This framework improves outcomes by forcing:

- 30-second hook (retention)
- explicit intro promise (expectation)
- 3-5 body sections (scannability)
- visual direction (engagement)
- timing estimates (pacing)

Great YouTube scripts don't just inform — they keep viewers watching until the end.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI content creation tools, YouTube frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)