

Social Media / TikTok Scripts

Write 30-60 second scripts for educational content with hooks, teaching, and CTAs.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Educational TikToks, Tutorials, How-To Content

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Why This Prompt Exists

Most educational TikToks are either too long or too shallow.

You get:

- scripts that ramble (no structure)
- too much information (viewers can't process)
- no hook (no reason to watch)
- no clear takeaway (they don't learn anything)
- no CTA (they scroll away)

But educational content is not a lecture.

It is one clear insight delivered in under 60 seconds.

- Hook (0-5 sec): grab attention
- Problem (5-15 sec): name the pain
- Solution (15-45 sec): teach one thing
- Example (45-55 sec): show it working
- CTA (55-60 sec): tell them what to do

Without structure, your educational content won't teach.

This framework forces AI to write scripts that educate and retain.

The Prompt

Assume the role of a TikTok education creator who teaches one clear thing in under 60 seconds.

Your task is to write an educational TikTok script.

Generate:

1. HOOK (0-5 seconds)
 - Visual + audio/text
 - Grabs attention
2. PROBLEM (5-15 seconds)
 - Names the pain or gap
 - Relatable to audience
3. SOLUTION (15-45 seconds)
 - One clear framework or step
 - Specific and actionable
4. EXAMPLE (45-55 seconds)
 - Shows the solution in action
 - Real or realistic scenario
5. CTA (55-60 seconds)
 - Clear next step
 - Follow, comment, save, share

6. ON-SCREEN TEXT TIMING

- When each text appears

INPUTS:

Topic:

[WHAT ARE YOU TEACHING?]

Target Audience:

[WHO ARE THEY?]

One Key Takeaway (what they'll learn):

[INSERT]

Example Scenario (to illustrate):

[DESCRIBE]

Desired CTA:

[FOLLOW / COMMENT / SAVE / SHARE]

Brand Voice:

[EDUCATIONAL / RELATABLE / ENERGETIC / CALM]

RULES:

- Hook within first 5 seconds (critical for retention)
- Teach one thing only (not multiple concepts)
- Solution must be specific and actionable
- Example makes it concrete and believable
- CTA in last 5 seconds

- Keep total video under 60 seconds

How To Use It

- Hook within first 5 seconds — critical for retention.
- Teach one thing only — multiple concepts confuse viewers.
- Solution must be specific and actionable — not “be more confident.”
- Example makes it concrete and believable — show, don’t just tell.
- CTA in last 5 seconds — tell them exactly what to do.
- Keep total video under 60 seconds — longer videos have lower completion rates.

Example Input

Topic: How to raise freelance rates without losing clients

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

One Key Takeaway: Use a 3-script framework to announce rate increases

Example Scenario: A freelance designer emailing a long-term client about a rate increase from \$75 to \$95/hour

Desired CTA: SAVE (for later reference)

Brand Voice: EDUCATIONAL AND ENCOURAGING

Why It Works

Most educational TikToks are too long or too shallow.

This framework improves outcomes by forcing:

- hook (attention)
- problem (relevance)
- solution (value)

- example (proof)
- CTA (action)

Great educational TikToks don't teach everything — they teach one thing viewers will remember.

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