

Social Media / TikTok Scripts

Create narrative-driven TikTok scripts with setup, conflict, resolution, and voiceover cues.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Storytelling TikToks, Narrative Content, Emotional Connection

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Why This Prompt Exists

Most storytelling TikToks lack structure — they meander and lose viewers.

You get:

- stories without a clear arc (boring)
- no hook (no reason to watch)
- conflict that's not compelling
- resolution that feels rushed
- no emotional payoff

But a story is not a sequence of events.

It is a journey with stakes.

- Setup (0-10 sec): introduce character and situation
- Conflict (10-30 sec): the problem or obstacle
- Resolution (30-50 sec): how they overcame it
- Lesson (50-55 sec): what they learned
- CTA (55-60 sec): what to do next

Without structure, your story won't land.

This framework forces AI to write scripts that hook, hold, and payoff.

The Prompt

Assume the role of a TikTok storyteller who hooks viewers with narrative.

Your task is to write a storytelling TikTok script.

Generate:

1. HOOK (0-5 seconds)
 - Start in the middle of action
 - Creates curiosity
2. SETUP (5-15 seconds)
 - Who, what, where
 - Establishes stakes
3. CONFLICT (15-35 seconds)
 - The problem or obstacle
 - Emotional stakes
4. RESOLUTION (35-50 seconds)
 - How they overcame it
 - Specific actions
5. LESSON (50-55 seconds)
 - What they learned
 - Applicable to viewer

6. CTA (55-60 seconds)

- Follow for more stories, comment their experience, etc.

INPUTS:

Story (brief description):

[WHAT HAPPENED?]

The Conflict (what was hard?):

[DESCRIBE]

The Resolution (how did it end?):

[DESCRIBE]

The Lesson (what did you learn?):

[INSERT]

Target Audience:

[WHO WILL RELATE?]

Desired Emotion:

[INSPIRED / MOTIVATED / RELIEVED / HOPEFUL]

Brand Voice:

[AUTHENTIC / VULNERABLE / RELATABLE / INSPIRATIONAL]

RULES:

- Hook: start in the middle of action (not "let me tell you a story")
- Setup: establish stakes quickly (what could be lost?)

- Conflict: make it specific and emotional
- Resolution: specific actions, not "I figured it out"
- Lesson: must be applicable to viewer
- CTA: ask them to share their own story

How To Use It

- Hook: start in the middle of action — not "let me tell you a story."
- Setup: establish stakes quickly — what could be lost?
- Conflict: make it specific and emotional — "I almost quit" not "it was hard."
- Resolution: specific actions — "I did X, then Y, then Z."
- Lesson: must be applicable to viewer — not just about you.
- CTA: ask them to share their own similar story.

Example Input

Story: I was scared to raise my rates for 2 years, then finally did it and lost 2 clients, but gained 3 better ones.

The Conflict: Fear of losing clients, imposter syndrome

The Resolution: Used a script to announce increase, lost 2 small clients, gained 3 new clients at higher rate

The Lesson: The clients who leave weren't your ideal clients anyway — raising rates filters for better fit

Target Audience: Freelancers scared to raise rates

Desired Emotion: INSPIRED

Brand Voice: AUTHENTIC AND VULNERABLE

Why It Works

Most storytelling TikToks lack structure.

This framework improves outcomes by forcing:

- hook (attention)
- setup (stakes)
- conflict (tension)
- resolution (satisfaction)
- lesson (value)

Great storytelling TikToks don't just share experiences — they make viewers feel something and learn something.

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