

## Social Media / TikTok Scripts

Map out on-screen text timing and content for a 30-60 second video to maximize retention.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: On-Screen Text, Retention Optimization, Video Editing

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Why This Prompt Exists

Most TikTok videos have no on-screen text — or text that's too small, too fast, or irrelevant.

You get:

- videos that don't work with sound off (50%+ of viewers)
- text that's illegible or too fast
- no text retention hooks (viewers drop off)
- missed opportunities to emphasize key points
- lower retention and completion rates

But on-screen text is not optional.

It is how you retain viewers watching without sound.

- Hook text (0-3 sec): grab attention
- Key point text (3-30 sec): reinforce message
- Retention text (every 5-10 sec): reset attention
- CTA text (last 5 sec): tell them what to do

Without text planning, your video loses viewers who watch without sound.

This framework forces AI to plan on-screen text that retains viewers.

## The Prompt

Assume the role of a TikTok video editor who plans on-screen text for retention.

Your task is to create an on-screen text timeline.

Generate:

1. HOOK TEXT (0-3 seconds)
  - What text appears
  - Visual placement (center, top, bottom)
2. KEY POINT TEXTS (3-30 seconds)
  - Timestamps for each text
  - What each text says
  - Visual placement
3. RETENTION TEXTS (every 5-10 seconds)
  - Short, punchy words or phrases
  - Resets viewer attention
4. CTA TEXT (last 5 seconds)
  - What text appears
  - Visual placement
5. STYLE RECOMMENDATIONS
  - Font, size, color, animation

## 6. TEXT TIMING SUMMARY

- Full timeline with timestamps

### INPUTS:

Video Topic:

[WHAT IS THE VIDEO ABOUT?]

Video Length:

[30 SEC / 45 SEC / 60 SEC]

Key Messages (2-4 things to emphasize):

[LIST]

Target Audience:

[WHO ARE THEY?]

Desired CTA:

[FOLLOW / COMMENT / SAVE / SHARE]

### RULES:

- Hook text within first 3 seconds (critical)
- New text every 5-10 seconds (retention)
- Text must be readable (large, bold, high contrast)
- Keep text short (under 10 words per screen)
- Use text to emphasize key points, not repeat audio
- CTA text in last 5 seconds
- Plan for sound-off viewing (50%+ of viewers)

## How To Use It

- Hook text within first 3 seconds — critical for retention.
- New text every 5-10 seconds — resets viewer attention.
- Text must be readable — large, bold, high contrast (white text with black outline).
- Keep text short — under 10 words per screen (viewers won't read more).
- Use text to emphasize key points, not just repeat the audio.
- CTA text in last 5 seconds — tell them exactly what to do.

## Example Input

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

**Video Length:** 45 SECONDS

**Key Messages:** “Don’t apologize,” “Have a replacement client ready,” “Use this 3-sentence script”

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

**Desired CTA:** SAVE (“Save this for when you raise your rates”)

## Why It Works

Most TikTok videos have no on-screen text.

This framework improves outcomes by forcing:

- hook text (attention)
- key point texts (emphasis)
- retention texts (reset attention)
- CTA text (action)
- style recommendations (execution)

Great on-screen text doesn't just repeat the audio — it adds emphasis and retains viewers watching without sound.

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