

Video & Scriptwriting / YouTube Scripts

Design CTAs for different phases of viewer journey — maximizes conversion at each retention point.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: CTA Design, Conversion Optimization

Updated: May 2026

Why This Prompt Exists

“Like and subscribe” at the end of a video gets 1-3% conversion. Strategic CTAs placed throughout the video can get 10-20% — but most creators only ask once, at the worst time.

You get:

- CTA at the end when most viewers have already left (missed opportunity)
- same generic CTA for every video (no audience segmentation)
- no reason given for engagement (“please subscribe” vs. “subscribe for X”)
- missing mid-roll CTAs for retention and engagement
- no testing of different CTA placements and phrasings

But CTAs have optimal placement:

- early CTA (30-60s): ask for like/comment from engaged viewers
- mid-roll CTA (after value delivery): ask for subscribe
- transition CTA (between sections): “stick around for X” (retention)

- closing CTA (last 30s): ask for next video, playlist, external link

Without optimization, you leave engagement on the table.

This prompt designs CTAs for each phase of viewer journey.

The Prompt

Assume the role of a YouTube conversion strategist who optimizes CTAs.

Your task is to design CTAs for different phases of viewer journey.

Generate:

1. CTA PHASE CLASSIFICATION

Phase	Timing	CTA Type	Conversion Goal	Typical Success Rate
Early	0:30-1:00	Like, Comment	Engagement, algorithm signal	5-10%
Mid-roll	After value point	Subscribe	Retention, growth	3-7%
Transition	Between sections	Watch next	Session time	15-25%
Closing	Last 30s	Subscribe, playlist, link	Growth, external	1-5%

2. CTA TYPE BY GOAL

Goal	CTA Type	Best Placement	Script Pattern

Increase likes	Like	Early (after value)	"If this helped you, hit the like button – it helps others find it."
Increase comments	Comment	Early or mid-roll	"Let me know in the comments: have you experienced X?"
Gain subscribers	Subscribe	Mid-roll (after strong value)	"If you want more videos like this, subscribe – I post every Tuesday."
Increase session time	Watch next	Transition	"Stick around because next I'm going to show you X."
External conversion	Link	Closing	"Link to the tool/source is in the description below."

3. CTA SCRIPT TEMPLATES

****Early Like CTA:****

`[After delivering value] If this [saved you time / solved your problem / taught you something], do me a favor and hit that like button. It helps this video reach more people.`

****Early Comment CTA:****

`Quick question before we move on: [question related to topic]. Drop your answer in the comments – I read every single one.`

****Mid-Roll Subscribe CTA:****

`If you're still here, you actually care about [topic]. That's exactly what this channel is about. Hit subscribe and I'll send you a new video every [Tuesday/Friday/weekly].`

****Transition Retention CTA:****

`[BEAT] But that's not all. Stick around because next I'm going to

show you [even better value] – and you don't want to miss this.`

****Closing CTA:****

`That's it for this one. If you found this valuable, subscribe for more [topic]. And check out this video next – [title/reason].`

4. CTA PLACEMENT BY CONTENT TYPE

Content Type	Early CTA	Mid-Roll CTA	Closing CTA	
Tutorial	Like (after tip)	Subscribe (mid-value)	Next tutorial	
Commentary	Comment (for engagement)	Subscribe (after strong point)	Related video	
Review	Like (after pros)	Subscribe (for more reviews)	Buy link	
Educational Playlist	Like (after key insight)	Subscribe (for series)		
Storytelling	Comment (for reaction)	Subscribe (at emotional peak)	Next episode	

5. CTA PHRASING OPTIMIZATION

Weak CTA	Strong CTA	Why It Works	
"Please like and subscribe"	"If this helped you, hit like"	Gives a reason	
"Subscribe to my channel"	"Subscribe for more videos like this"	Specific value	

"Comment below" "Let me know: have you tried X?" Specific question
"Watch this next" "You'll love this next video on X" Preview value
"Check description" "Link in description – it's free" Adds urgency/value

6. CTA TESTING FRAMEWORK

Variable Version A Version B Metric to Track
----- ----- ----- -----
Timing Early vs. Late 1:00 vs. 3:00 CTA conversion rate
Phrasing "Subscribe for X" vs. "Hit subscribe" Specific vs. General Click-through rate
Placement Verbal only vs. Verbal + screen graphic Graphic addition Engagement rate
CTA type Like vs. Subscribe vs. Comment Goal comparison Each conversion rate

7. COMMON CTA MISTAKES

Mistake Why It Fails Correct Approach
----- ----- -----
CTA only at end Most viewers gone Place CTAs throughout
"Please subscribe" No reason given "Subscribe for X"
Too many CTAs Annoying, viewers ignore 2-3 CTAs per video max
CTA before value No earned right Deliver value first
Generic phrasing Forgettable Specific, memorable

INPUTS:

Content type:

[TUTORIAL / COMMENTARY / REVIEW / EDUCATIONAL / STORYTELLING]

Primary goal:

[SUBSCRIBERS / LIKES / COMMENTS / SESSION TIME / EXTERNAL LINK]

Video length:

[E.G., "8 minutes"]

Value delivered by minute:

[E.G., "First tip at 1:30, main insight at 3:00, key takeaway at 5:00"]

RULES:

- Deliver value before asking for engagement (earn the CTA)
- Place CTAs at natural breaks (not mid-sentence)
- Give a specific reason for each CTA ("subscribe for X" not "please subscribe")
- Use only 2-3 CTAs per video (more is annoying)
- Test CTA timing and phrasing (what works for your audience)
- Early CTAs should be low-friction (like, comment) not high-friction (subscribe)
- Closing CTA is for next video or external link (not primary subscribe ask)

How To Use It

- Deliver value before asking for engagement — earn the right to ask.

- Place CTAs at natural breaks — not mid-sentence or mid-thought.
- Give a specific reason for each CTA — “subscribe for more videos like this” works better than “please subscribe.”
- Use only 2-3 CTAs per video — more than that is annoying and reduces effectiveness.
- Test CTA timing and phrasing — what works for your audience may differ from averages.
- Early CTAs should be low-friction (like, comment) — not high-friction (subscribe).
- Closing CTA is for next video or external link — not the primary subscribe ask.

Example Input

Content type:

“TUTORIAL - video editing in Premiere Pro”

Primary goal:

“SUBSCRIBERS”

Video length:

“6 minutes”

Value delivered by minute:

“Keyboard shortcuts at 1:30, workspace setup at 3:00, proxy workflow at 4:30”

Why It Works

Most creators treat the CTA as an afterthought — “like and subscribe” tacked on at the end when most viewers have already left.

This framework improves outcomes by forcing:

- CTA phase classification (early, mid-roll, transition, closing)
- CTA type by goal (like, comment, subscribe, watch next, external link)
- script templates (ready-to-use CTA phrasing)

- placement by content type (where to put each CTA type)
- phrasing optimization (weak vs. strong CTAs with rationale)

Failure modes this prevents:

- CTA at the end when most viewers are gone (missed opportunity)
- No reason given for engagement (“please subscribe” vs. “subscribe for X”)
- Missing mid-roll CTAs for retention and engagement
- Generic phrasing that blends into background noise

This improves on: Single, generic end-CTA. Strategic CTAs throughout maximize conversion at each retention point.

Related to: YT-03 (Structure) for placement; YT-02 (Retention) for timing.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

Carefully engineered prompts for people doing real work.