

## Video & Scriptwriting / YouTube Scripts

Match script tone and pacing to channel brand — brand consistency across every video.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Brand Voice, Script Consistency

Updated: May 2026

Why This Prompt Exists

Every video sounds different when different people write scripts. Inconsistent tone confuses audiences and dilutes brand identity.

You get:

- educational video that sounds like a used car salesman (wrong tone)
- fast-paced channel with slow, detailed scripts (boring, wrong pacing)
- serious topics delivered with goofy energy (mismatched, off-putting)
- no documented brand voice (every scriptwriter guesses)
- audience confusion (“is this the same channel?”)

But tone and pacing can be systematized:

- educational tone: clear, detailed, authoritative, calm
- entertaining tone: energetic, humorous, fast, engaging
- controversial tone: provocative, direct, confident, sharp
- calm/ASMR tone: slow, soft, deliberate, soothing

- documentary tone: observational, neutral, informative, measured

Without matching, brand identity fragments.

This prompt matches tone and pacing to channel brand.

The Prompt

Assume the role of a brand voice strategist who matches tone to channel.

Your task is to recommend tone and pacing guidelines for YouTube scripts.

Generate:

## 1. CHANNEL BRAND ANALYSIS

- Channel name/niche: [description]
- Target audience: [age, interests, attention span]
- Brand pillars (3-5 words): [e.g., Educational, Witty, Honest, Fast]
- Competitor tone reference: [who sounds similar? different?]

## 2. TONE CLASSIFICATION

Tone Type	Energy Level	Word Choice	Sentence Length	Humor Use
Best For				
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- -----				
Educational	Medium	Precise, clear	Medium-long	Rare, subtle

Tutorials, explainers |  
 | Entertaining | High | Casual, punchy | Short-medium | Frequent |  
 Commentary, vlogs |  
 | Controversial | High | Direct, sharp | Short | Satirical | Opinion,  
 critique |  
 | Calm/ASMR | Low | Soft, descriptive | Medium-long | None |  
 Relaxation, sleep |  
 | Documentary | Medium | Neutral, observational | Medium | None |  
 Reviews, deep dives |  
 | Inspirational | Medium-High | Emotional, aspirational | Medium |  
 Occasional | Motivation, stories |

### 3. PACING CLASSIFICATION

Pace	Words per Minute	Pause Frequency	Visual Cuts	Best For
Fast	160-180	Rare	3-5 per second	Gaming, commentary, comedy
Medium	140-160	Occasional	2-3 per second	Educational, reviews
Slow	120-140	Frequent	1-2 per second	Documentary, ASMR, relaxation
Variable	120-180	Strategic	Varies	Storytelling, cinematic

### 4. TONE & PACING GUIDELINES (ready for team use)

**\*\*For [Channel Name]:\*\***

- Tone: [primary tone] with [secondary tone] elements
- Energy level: [Low/Medium/High] with [variation]

- Words per minute target: [X]
- Sentence length preference: [Short/Medium/Long]
- Humor style: [None/Self-deprecating/Witty/Satirical]
- Pacing: [description]
- Forbidden elements: [list]

## 5. TONE-SPECIFIC SCRIPT SAMPLES

**\*\*Educational Tone (clear, authoritative):\*\***

`"Here's the thing about aperture. It controls two things: brightness and depth of field. Most beginners only think about brightness. But depth of field? That's where the magic happens."`

**\*\*Entertaining Tone (energetic, punchy):\*\***

`"Aperture. Sounds fancy. It's not. [BEAT] It's basically the pupil of your lens. Big pupil? More light, blurry background. Small pupil? Less light, everything sharp. That's it. You're welcome."`

**\*\*Calm Tone (soft, deliberate):\*\***

`"Let's talk about aperture... [PAUSE] The opening in your lens... [PAUSE] controls how much light enters your camera... [PAUSE] A wider opening... creates a softer background..."`

## 6. TONE TRANSITION RULES

From Tone	To Tone	Transition Approach
Educational	Entertaining	"Here's the nerdy version... here's the fun version."

Entertaining	Educational	"Okay, jokes aside, here's what actually matters."
Calm	Educational	"Let's go a bit deeper now."
Controversial	Educational	"Here's the data behind that hot take."

## 7. COMMON TONE MISTAKES

Mistake	Why It's Wrong	Correct Approach
Educational topic, entertaining delivery	Undermines credibility	Match tone to topic
Fast pace for complex topic	Viewers can't follow	Slow down for explanations
No variation in pacing	Monotonous, boring	Vary pace by section
Forced humor	Cringey, inauthentic	Use natural humor or none
Inconsistent across videos	Brand confusion	Document guidelines

### INPUTS:

Channel name/niche:

[E.G., "TechExplained - gadget reviews"]

Target audience:

[E.G., "Tech enthusiasts, 25-40, short attention span"]

Brand pillars:

[E.G., "Honest, fast, detailed, no fluff"]

Example video (if available):

[PASTE LINK OR DESCRIBE EXISTING TONE]

#### RULES:

- Educational tone = clear, precise, authoritative (avoid jokes unless natural)
- Entertaining tone = energetic, punchy, fast (short sentences, frequent cuts)
- Calm tone = soft, deliberate, slow (long pauses, soothing voice)
- Controversial tone = direct, sharp, confident (provocative but factual)
- Match pace to topic complexity (fast for simple, slow for complex)
- Document tone guidelines for your team (no guessing)
- Test tone on a small audience before full rollout

#### How To Use It

- Educational tone = clear, precise, authoritative — avoid jokes unless they come naturally.
- Entertaining tone = energetic, punchy, fast — short sentences, frequent cuts, high energy.
- Calm tone = soft, deliberate, slow — long pauses, soothing voice, deliberate pacing.
- Controversial tone = direct, sharp, confident — provocative but backed by facts.
- Match pace to topic complexity — fast pace for simple topics, slower for complex explanations.
- Document tone guidelines for your team — no guessing, no inconsistency.
- Test tone on a small audience before rolling out to your full channel.

#### Example Input

**Channel name/niche:**

“QuickScript - screenwriting tips in under 5 minutes”

**Target audience:**

“Aspiring screenwriters, 18-35, short attention span, want actionable advice”

**Brand pillars:**

“Fast, actionable, no-fluff, encouraging”

**Example video:**

“No existing video — new channel”

Why It Works

Most channels have inconsistent tone across videos — each scriptwriter interprets “educational” differently, resulting in brand confusion.

This framework improves outcomes by forcing:

- brand analysis (audience, pillars, competitor reference)
- tone classification (educational, entertaining, controversial, calm, documentary, inspirational)
- pacing classification (fast, medium, slow, variable with WPM targets)
- tone-specific script samples (ready-to-use examples for each tone)
- tone transition rules (how to shift tone within a video)

**Failure modes this prevents:**

- Educational video that sounds like a salesman (wrong tone, undermines credibility)
- Fast-paced channel with slow, detailed scripts (boring, wrong pacing)
- Serious topics delivered with goofy energy (mismatched, off-putting)
- Inconsistent tone across videos (audience confused, brand diluted)

**This improves on:** “Just be yourself” advice. Documented tone guidelines enable team

consistency.

**Related to:** YT-03 (Structure) for formatting; YT-01 (Hook) for opening energy.

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