

## Video & Scriptwriting / YouTube Scripts

Convert raw content into structured YouTube script formats — standardizes production workflow.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Script Standardization, Production Workflow

Updated: May 2026

Why This Prompt Exists

Raw content ideas are not scripts. Without standardized structure, production is chaotic — missing sections, inconsistent pacing, and no clear viewer journey.

You get:

- scripts that skip the intro (viewers confused, no context)
- no clear value promise (viewers don't know why to stay)
- missing retention mechanisms (viewers leave mid-roll)
- CTA that feels abrupt or out of place
- inconsistent script format across team members

But structured scripts have proven sections:

- 0:00-0:30: Hook (grab attention)
- 0:30-1:00: Intro/Value Promise (what they'll get)
- 1:00-1:30: Preview/Agenda (what's coming)

- 1:30-5:00: Core Value (main content)
- 5:00-6:00: Summary/Reinforcement (recap value)
- 6:00-6:30: CTA (like, subscribe, comment, next)

Without formatting, scripts are unproducible.

This prompt formats raw content into production-ready script structure.

The Prompt

Assume the role of a YouTube script supervisor who formats raw content into structured scripts.

Your task is to convert raw content into a timed, structured YouTube script.

Generate:

## 1. VIDEO METADATA

- Target length: [X] minutes
- Content type: [TUTORIAL / COMMENTARY / STORYTELLING / REVIEW]
- Target audience: [description]
- Tone: [EDUCATIONAL / ENTERTAINING / CONTROVERSIAL / CALM]

## 2. STRUCTURED SCRIPT TEMPLATE

**\*\*0:00 - 0:30 | Hook\*\***

[Attention-grabbing opening that promises value or creates curiosity]

**\*\*0:30 - 1:00 | Intro / Value Promise\*\***

[What this video will deliver, why viewer should stay, your credibility]

**\*\*1:00 - 1:30 | Preview / Agenda\*\***

[Quick overview of what you'll cover (3-5 bullet points)]

**\*\*1:30 - 2:30 | Point 1\*\***

[Main content point with examples, data, or stories]

**\*\*2:30 - 3:30 | Point 2\*\***

[Main content point with examples, data, or stories]

**\*\*3:30 - 4:30 | Point 3\*\***

[Main content point with examples, data, or stories]

**\*\*4:30 - 5:00 | Summary / Reinforcement\*\***

[Recap the key takeaways, reinforce value delivered]

**\*\*5:00 - 5:30 | CTA (Subscribe/Like/Comment)\*\***

[Ask for engagement with specific reason why]

**\*\*5:30 - 6:00 | Outro / Next Video Tease\*\***

[What's coming next, end screen]

### 3. SECTION-SPECIFIC GUIDELINES

Section	Length	Must Include	Avoid
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Hook	15-30s	Curiosity or value	Slow welcomes

Intro	30-45s	Value promise, credibility	Long personal stories
Preview	15-30s	3-5 bullet agenda	Details, spoilers
Core points	60-90s each	Examples, data, stories	Tangents
Summary	30-60s	Recap, reinforcement	New information
CTA	15-30s	Specific reason, direct ask	Vague "please subscribe"
Outro	15-30s	What's next, end screen	Long goodbyes

#### 4. SCRIPT VISUAL CUES

Script Element	Visual Cue Notation	Example
B-roll suggestion	[B-ROLL: description]	[B-ROLL: product shots]
Graphic overlay	[GRAPHIC: text]	[GRAPHIC: "3 Tips"]
Emphasis word	*word*	*never* do this
Pause for effect	[BEAT]	"Here's the thing...[BEAT] it's simple."
Sound effect	[SFX: description]	[SFX: whoosh]
Transition	[TRANSITION]	[TRANSITION to next point]

#### 5. RETENTION MECHANISMS IN SCRIPT

- [ ] Micro-hooks every 30-60 seconds
- [ ] Visual pattern breaks planned
- [ ] Stakes reminder mid-way
- [ ] Tease for upcoming point
- [ ] Value reinforcement in summary

## 6. PRODUCTION CHECKLIST

### Before filming:

- Hook test (would you watch after first 5 seconds?)
- Value promise clear and specific
- Each point has example or proof
- CTA has specific reason

### During editing:

- Hook footage matches energy
- Pacing varies (fast for retention, slow for emphasis)
- Visuals support, not distract
- End screen functional

### INPUTS:

#### Raw content or topic:

[PASTE YOUR NOTES, OUTLINE, OR TRANSCRIPT]

#### Target length:

[E.G., "8 minutes"]

#### Content type:

[TUTORIAL / COMMENTARY / STORYTELLING / REVIEW / EDUCATIONAL]

#### Tone preference:

[E.G., "Energetic and fast-paced" or "Calm and detailed"]

### RULES:

- Hook must be under 30 seconds (prefer 15-20 seconds)
- Value promise must be specific (not "today I'll talk about X")
- Preview agenda: 3-5 items maximum (more is overwhelming)
- Each core point needs an example (abstract explanations lose viewers)
- Summary should take less than 60 seconds (don't re-explain everything)
- CTA needs a reason ("subscribe for more videos like this" not "please subscribe")
- Visual cues in script save editing time (add them)

#### How To Use It

- Hook must be under 30 seconds — 15-20 seconds is optimal for retention.
- Value promise must be specific — not “today I’ll talk about X” but “by the end, you’ll know Y.”
- Preview agenda: 3-5 items maximum — more is overwhelming, less feels thin.
- Each core point needs an example — abstract explanations lose viewers.
- Summary should take less than 60 seconds — don’t re-explain everything, just reinforce.
- CTA needs a reason — “subscribe for more videos like this” works better than “please subscribe.”
- Add visual cues to the script — saves editing time and ensures coverage.

#### Example Input

##### **Raw content:**

“I want to make a video about editing faster in Premiere Pro. I’ll cover keyboard shortcuts, workspaces, and presets. Also some tips about proxy workflows. I think people struggle with slow editing.”

**Target length:**

“6 minutes”

**Content type:**

“TUTORIAL”

**Tone preference:**

“Energetic and fast-paced”

**Why It Works**

Most creators write scripts as linear paragraphs — no timestamps, no visual cues, no retention mechanisms. This makes production chaotic and editing slow.

This framework improves outcomes by forcing:

- timestamped sections (hook, intro, preview, core points, summary, CTA, outro)
- section-specific guidelines (length, must-include, avoid)
- visual cue notation (B-ROLL, GRAPHIC, SFX, TRANSITION)
- retention mechanism checklist (micro-hooks, pattern breaks, stakes)
- production checklist (pre-filming and post-filming)

**Failure modes this prevents:**

- Scripts that skip the intro (viewers confused, no context)
- No clear value promise (viewers don't know why to stay)
- Missing retention mechanisms (viewers leave mid-roll)
- Inconsistent script format (hard for team production)

**This improves on:** Paragraph-style scripts. Timestamped structures enable efficient production.

**Related to:** YT-01 (Hook) for opening; YT-02 (Retention) for drop-off prevention.

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