CHATGPT SCRIPTING STARTER KIT

Success with AI isn't just about knowing how to prompt!

There are two things you need to create a winning script using AI.

1. Expertise in engaging script writing.
2. Prompts that consistently output the components of excellent scripts.

Before starting these prompts, you should have already decided on the topic for your video and created video packaging - title and thumbnail options - you believe will get clicks.

You should also train the AI with the information you have collected to create your audience avatar. ChatGPT will help you to target this audience as long as it knows where to aim.

A great hook signals to your viewer that the content they are about to watch will be valuable to them.

Your hook and set-up together should make clear the main thing you want your viewers to learn from your video, but should make it intriguing. This can be done by challenging an assumption, or including a surprising opinion related to that topic.

PROMPT

Write a curiosity-inducing hook that starts with a question to prompt people to think about a common situation or problem. The feelings the question should evoke are recognition, interest, curiosity, suspense. Show that you have some experience with this situation or problem and that you can act as a guide to the viewer. Vaguely reference the solution is coming in the video along with an insight the viewer wouldn't have expected, without giving specific details. Ensure this hook satisfies the expectations of a viewer who has clicked on the following title and thumbnail combo: {{TITLE AND THUMBNAIL TEXT/ IMAGE DESCRIPTION}}

Between your hook and set-up, your introduction should only take about 45 seconds or less. Use the ChatGPT output as a starting point and edit to find your sweet spot.

PROMPT

Please write an introduction for this video. The introduction should highlight the benefits of the subject and provide a teaser without revealing all the content. Utilize metaphors and humor, and follow this style: 'In this video, I'm going to show you what [vague reference to specific aspect or product related to the topic] is, I'm going to show you how to use [vague reference to specific aspect or product related to the topic], and I'm going to show you how to [difficult to achieve action related to the subject] that will help you to [desired outcome]. I've actually been using it on another business for a while to promote different [related area or metric], and whatever [related success metric or method]. I'm excited to share this with you to help you get away from the [common problem or challenge in the field]. It's a trap.'

Original research and authentic storytelling will set you apart as a creator, but sometimes it's hard to know how to tell a good story while conveying information. Let ChatGPT give you a structure, and edit to make the story true.

PROMPT

Please give me an outline that uses a storytelling format in first-person perspective for this video. Break the outline into 4 acts, as if it were a play. Please include the following information on the topic: {{Insert your research here}}

To make your story even more engaging, consider adding humor and/ or excitement throughout your script.

PROMPT

Please incorporate humor or an interesting narrative into the video. The idea is to initially set up the joke or the story at the beginning of the video, then make the final punchline or conclusion at the end. Don't make up characters, but feel free to suggest the use of props. Make the closing of the joke purely visual in nature.

PROMPT

Please add a plot twist, or contrarian view in Act 3.

BODY TEXT

Storytelling can be a difficult skill to hone. One of the best tips I ever received on storytelling was to think of it as story-delaying. Try not to give away everything right away. Hint that there is more in store for the viewer and that there is a reward for those who stick around.

This prompt for teaser transitions employs foreshadowing to hold your viewers attention by increasing suspense, anticipation, and excitement throughout the video.

TEASER TRANSITIONS

PROMPT

Please write a teaser to insert before each point which foreshadows the benefit the viewer will receive after learning each following point. The teasers should be in the following style: 'In a minute, I'll unveil a method so effective at increasing productivity, it'll be like having an extra pair of hands. It's unbelievably simple, yet astonishingly impactful.'; 'In a few, I'll share the magic formula that will triple your efficiency without increasing your workload. It's mind-boggling yet extraordinarily simple.'

The hardest thing to do on YouTube is to get a click. Once you have a viewer's attention, do everything you can not to lose it. Make them 'binge-worthy'. Each video you make should encourage your viewers to watch another.

This is not only self-promoting your videos, but also sends a signal to the algorithm that viewers like the channel.

PROMPT

Identify the 'bad news', unanswered questions, or problem people still have after watching this video. Please give me a list of 5 ideas for videos based on your response.

To ensure the output for this next prompt is the best possible quality, find outro examples from videos you believe do a good job of encouraging viewers to click the next video. Include those in your prompt to ensure ChatGPT knows what 'good' looks like.

PROMPT

Write an introduction to the next video, the content of which will help them in overcoming this remaining problem/ 'bad news'/ unanswered questions. Only mention there is another video at the very end of the outro, and don't make it obvious that it's coming. Bring up a teaser point from the next video that will pique the interest of the viewer to watch the next video. Use this as an example: {{Example}}

OUTRO/ LINK TO NEXT VIDEO