

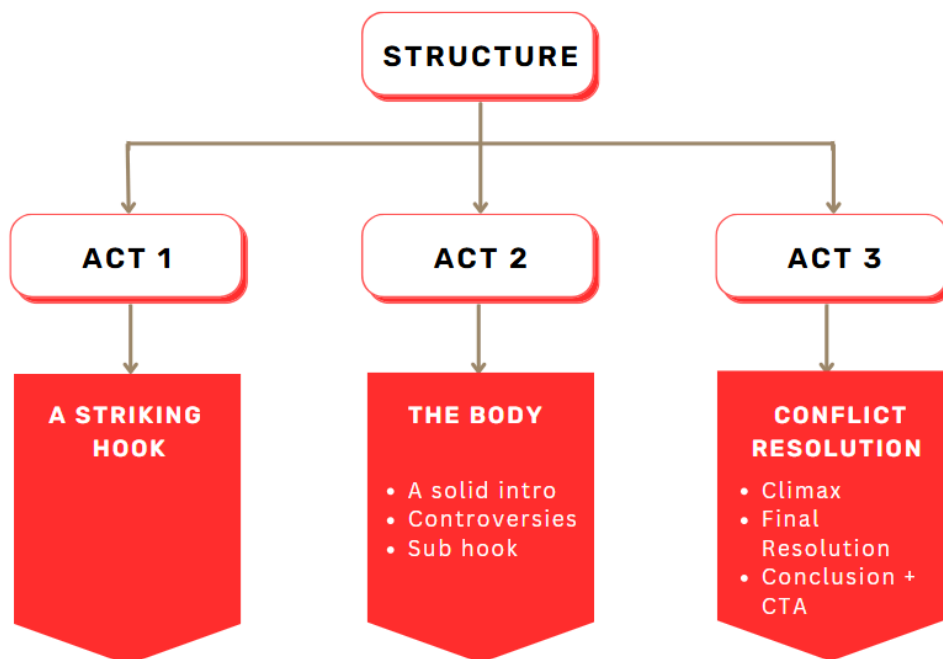
Advanced YT Scriptwriting Guide

What does an ideal YouTube script look like?

An ideal YT script **Hooks**, **retains**, **informs**, **satisfies**, and finally **persuades** the audience towards an action.

To write such a script you need a well thought-out framework/structure.

Structure

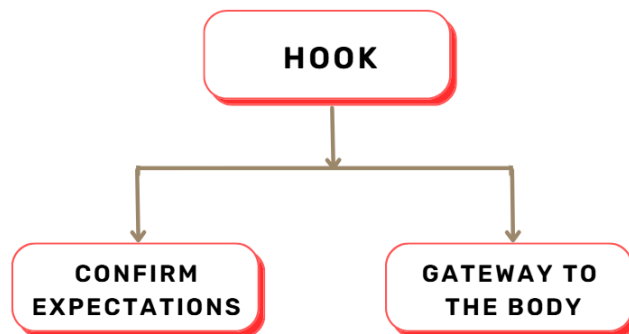


Here's a breakdown of this flowchart...

Act 1: Setting everything up

Hook:

A well written hook must catch the audience off-guard and convince them to stay. Here are 2 components you'll be exploring while working with Swipe.



- **Confirm Expectations**

The very first line of the hook must confirm the title or thumbnail text to validate the viewer's click.

How do you do that?

Whatever the title and/or thumbnail text is assigned to you, make sure you reference it in the first line creatively. This serves as an affirmation for the viewer - it makes them feel that they've made the right decision by choosing to click on YOUR video out of the dozen others.

For Example:

TITLE ASSIGNED: How Emanuel Lasker Became The Most IGNORED Chess Pro Ever..

HOOK: "First ever world chess champion, longest grandmaster title holder. Emanuel Lasker was a chess prodigy. But the world owes him a big apology. And here's why."

- **Gateway To The Body**

Now that the viewer is hooked for the first few seconds, add a subhook to transition from the hook to the body seamlessly.

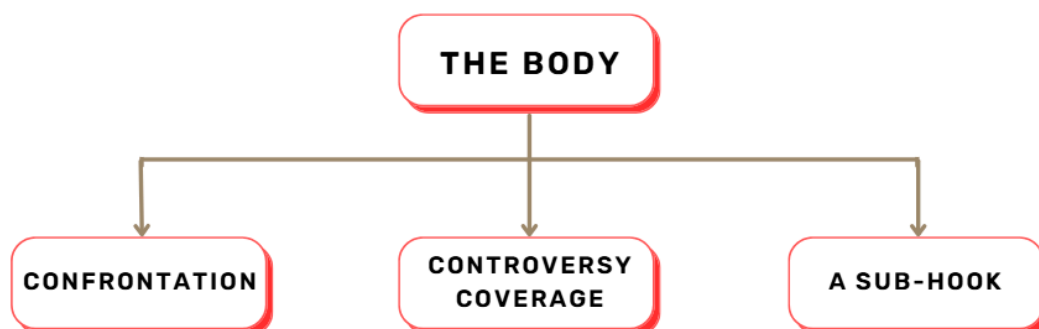
The only way you can achieve this is by introducing curiosity!

Here's a few ways you can introduce curiosity:

- a) **Ask a question** related to the topic, try to read the viewer's mind. What questions would they be thinking about? **Example:** "Although almost always considered to be a wholesome personality, what's that one dark secret that Steve Harvey has been hiding all these years?"
- b) **Introduce an idea** about the main topic that inspires and forces them to stick around. **Example:** "If you clicked this video, there's a good chance you know who this guy is. The Hollywood scumbag who traded his loyalty for a roll of the dice and a bottle of booze, all while betraying the trust of his family and fans."

Please Note: An ideal hook is 40-70 words long.

Act 2: The Body



Confrontation:

This is right after the hook. Tease your most promising controversy in this segment while giving a basic introduction or background info, and then start building **TENSION**.

How to introduce tension?

Example: "But let's not pretend everything was fine. While he got 2 Emmy nominations, Matthew Perry was deep into substance abuse, ruining his life with drugs and alcohol. He admitted the use of good old coke and to drinking heavily, which obviously hurt his career and destroyed his personal life as well."

Then, cover Key Events and controversies, and develop the rest of the story.

Example: “His infidelity was a major scandal. He cheated on his first wife, Kate, multiple times, showing that he couldn’t be trusted off the stage either. He might have been a hero in front of fans, but at home, he was a mess, leaving behind broken trust and a tarnished reputation. Will Smith might have been a big name in Hollywood, but he also created a lot of chaos in his personal life.”

Please Note: In a 10-min-long script the body is 600-800 words long.

Act 3: Conflict Resolution

1)Climax:

Act 3 has started, and it's time to take the drama to its peak.

Task 1: Now you’re going to simply escalate the initial controversy/plot point.

Example: “His heavy use of coke and alcohol during his prime days and early career in management did not align well with the big plans he had. Hear me out. This wasn’t a small problem, it affected his performance and one hundred percent hurt his relationships with teammates and with people close to him. Instead of focusing on the game, he was caught up in a cycle of addiction that took a toll on his life.”

2)Final Resolution:

If you’ve done everything correctly so far, your audience is all tensed up and glued to their screens. It’s now time to finally clear the air and burst that bubble of stress. It’s time for conflict resolution. ***Important:** Keep the tone opinionated and add personality + your own opinion on things, your personal thoughts matter a lot in the script.

Task 2: Resolve the conflict and start to conclude the video.

EXAMPLE:

We also can’t forget about the Montreal Screwjob in 1997. This was a real behind-the-scenes drama that spilled into the ring. Bret Hart was supposed to keep his championship in a match, then leave WWE peacefully. But Vince McMahon, the WWE boss, changed the plan without telling Bret, worried he might leave with the championship. Triple H was reportedly one of the folks who thought this was a good idea. The match ended controversially with Shawn Michaels putting Bret in a hold, and the referee called the match as if Bret had given up, which he hadn’t. This event messed up a lot of relationships and | showed Triple H as one of McMahon’s right-hand guys.

← **Conflict at peak**

But why is Triple H given so much importance even after his controversies? Well, it’s because he had an immaculate career! A career so brilliant and so bright that you can’t deny he was one of the best!

← **Switch up**

And as much as we find him disgusting and his plotlines disturbing, his career is worth discussing. So, here’s a quick rundown.

← **Resolution starts**

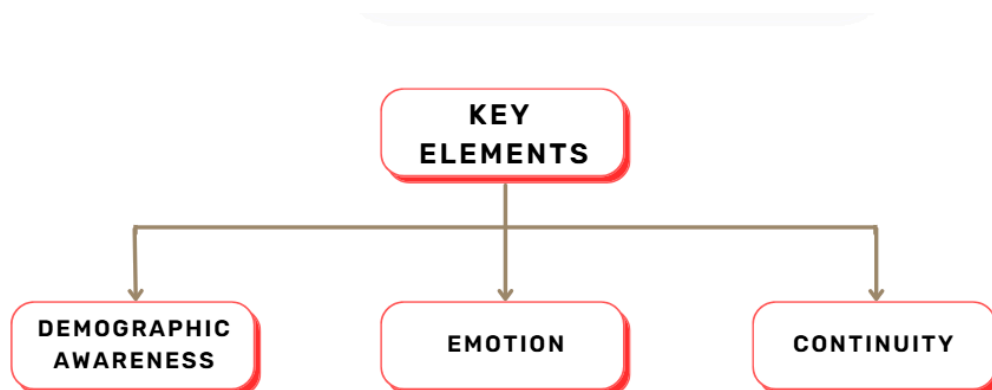
3)Conclusion + Final CTA:

This part is pretty self-explanatory, do you still want me to write a section for this? Alright, fine. At this stage of the script, the roller coaster ride is almost over. Tension is resolved, story is delivered. Let's keep this part short and sweet and end the video while including our final CTA for the day.

Example:

"And that wraps up today's look at the legendary Pedro Morales. What an incredible journey he had, right? From breaking barriers to becoming a true icon in wrestling, his story is one that deserves to be remembered. If you enjoyed this video, don't forget to hit that like button, and if you haven't already, make sure to subscribe for more content like this. We'd love to hear your thoughts—drop a comment below and let us know what you think about Pedro's legacy. Thanks for watching, and we'll catch you in the next one!"

Now that you have an overview of the structure, here are a few things to give life to your script:



Below is an explanation of these components:

Demographic Awareness

In order to craft the perfect script and always deliver a 10/10 retention score, you need to know your audience like the back of your hand, understanding their desires, needs, and motivations to craft a story that resonates with them. Your audience demographic will dictate key elements of your script, such as tone, language, and emotion. Let's break these down:

Tone:

Your tone sets the stage for how your message is received. It's pretty straightforward!

For Example, Your topic has something to do with sports. If your audience is young, you can keep a casual tone. If they're old, still use a casual tone but make sure not to use GenZ slang. It puts them off.

Emotion

If you know what emotional state your viewers are usually in, it's basically game over. You need to invoke emotion voluntarily by dragging them into the world that you create through your script. They need to be a part of your story. No one likes a soulless video full of facts and statistics. Avoid numbers, focus on the storytelling...

Continuity

This did NOT need to be a separate whole section but trust me, I see a lot of writers and even experienced ones struggle with this one so here we are.

It's a concept that I'll explain with the help of a few examples below.

When you end a paragraph and start a new one, or end an act and transition to the next one, always make sure of one thing: **KISS**.

Keep. It. Super. Smooth.

Each beginning to a new section should always correlate to the ending of its predecessor. What does that mean? Well, here's an example:

CONTINUATION EXAMPLE:

In case you're wondering, his terrible mistakes don't end here by the way. He admitted to cheating on Donna multiple times during their marriage. This wasn't just a one-time mistake; it happened over and over again, leading to a painful divorce. While fans cheered for him on the rink, many were shocked to learn about his betrayal at home.



Section A

His actions showed a different side of him. A man who could inspire his team with powerful speeches but failed to keep his promises in his own life. While his infidelity obviously damaged his marriage and hurt his reputation, his career began to crumble as the same fans who admired him, and I'm sure you were one of em, or still are, now began to resent the guy.



Continuation of
Section A

Now that this video couldn't get any darker, let me also bring up his serious problem of substance abuse.



Transition to
Section B

If you take a look at the above example, section B starts with a statement which is a direct reference to the contents of section A. Without context to section A, section B won't make any sense.

Here's a rule of thumb for you: If you separate your sections and all of them make zero sense without context from other sections, congratulations. You have achieved continuity.

Here is a BAD example of continuity:

One of McCovey's most memorable moments came during the 1962 World Series against the New York Yankees. With two outs in the bottom of the ninth inning of Game 7 and runners on second and third, McCovey stepped to the plate. The tension was palpable; fans held their breath as he connected with a pitch that seemed destined for glory. But fate had other plans—Yankees second baseman Bobby Richardson made a spectacular catch to end the game. It was a heartbreaking moment for McCovey but also a defining one; it showcased his ability to rise to the occasion even in defeat.

As his career progressed into the 1970s, McCovey continued to make waves. After spending some time with the San Diego Padres and Oakland Athletics, he returned to the Giants for his final seasons from 1977 to 1980. Even in his twilight years, McCovey remained a formidable presence at the plate. He retired with an impressive total of 521 home runs and 1,555 RBIs—a record that would stand tall among baseball's greats.

ADDITIONAL POINTS

- Word Count: 10 minutes (1500-1650), 15 minutes (2600-2700), 20 minutes (3200-3280)
- Kindly don't use special symbols like: @, #, \$, %, &. Our AI software can't read it and the voice-over starts glitching. Instead, write 'at the rate', 'hashtag', 'dollar' etc.