# Performance-Aware YouTube Scriptwriting Prompt + Workflow Guide (Integrated Edition)

## PART 1 — Executive Overview

Purpose:  
To create high-performing, algorithm-friendly YouTube scripts designed for maximum CTR, retention, engagement, and conversion.  
  
Objective:  
Blend creative storytelling (Calm Curiosity tone + Researcher/Analyst Positioning) with measurable performance goals aligned to YouTube metrics.  
  
Use Case:  
- For creators using AI-assisted video generation (Text-to-Speech, InVideo AI).  
- For YouTube teams or writers who want repeatable performance.

## PART 2 — Performance Metric Framework (14 Key Metrics)

Each metric below explains its definition and how it should influence your writing and storytelling decisions.

• \*\*CTR (Click-Through Rate)\*\* — Measures how enticing your title/thumbnail/hook is.  
 → Craft curiosity-driven first 30s. Create question-driven intros.

• \*\*AVD (Average View Duration)\*\* — Total time viewers stay watching.  
 → Maintain tension & narrative curiosity in each segment.

• \*\*Retention (Watch %)\*\* — How much of the video is watched.  
 → Use pacing breaks, visual resets, narrative beats every 30–60s.

• \*\*Engagement Rate\*\* — Likes, comments, shares.  
 → Ask rhetorical or poll-style questions; include engagement cues.

• \*\*Conversion (Subs)\*\* — Viewers who subscribe.  
 → Insert CTA moments at emotional or insight peaks.

• \*\*Growth Loop (End Screen)\*\* — Viewers clicking next videos.  
 → End with natural continuation hooks (‘In our next video…’).

• \*\*Return Viewers\*\* — How many return.  
 → Create continuity & narrative identity across videos.

• \*\*Viewer Satisfaction\*\* — Based on feedback metrics.  
 → Deliver actual insight, not fluff; provide emotional payoff.

• \*\*Watch Time (from Impressions)\*\* — Core ranking factor.  
 → Hook early, deliver promised value quickly.

• \*\*Reach Efficiency\*\* — Ratio of views to impressions.  
 → Align script topic with audience interest curve.

• \*\*Click Depth\*\* — Chain of consecutive views.  
 → Mention or connect to related videos naturally.

• \*\*RAR (Rewatch/Replay Rate)\*\* — Viewers who replay segments.  
 → Include quotable moments or mind-bending insights.

• \*\*Session Continuation\*\* — Viewer stays on platform after your video.  
 → Link contextually to next relevant topics.

• \*\*Completion Rate\*\* — Viewers who reach the end.  
 → Use story arcs, teasers, and curiosity loops.

## PART 3 — Base Prompt Template (Reusable)

You are a 10-year YouTube SEO Strategist, Audience Growth Expert, and Scriptwriting Specialist.  
Write a 9-minute high-retention YouTube script using the following details:

Input Placeholders:  
- Title: [Enter video title here]  
- Niche: [Finance / Research / Tech / Lifestyle / etc.]  
- Hook Style: Calm Curiosity  
- Positioning: Researcher / Analyst Mode  
- Script Format: Narration + Visual Direction (TTS + InVideo AI ready)  
- Duration: ~9 minutes

Performance Goals:  
1. Clickability (CTR)  
2. Watchability (Retention + AVD)  
3. Engagement (Comments, Likes, Shares)  
4. Conversion (Subscribers + Return Viewers)  
5. Growth Loop (End Screen Optimization)  
6. Reach Efficiency (Views/Impressions)  
7. Viewer Satisfaction (Completion & Continuation)

Script Requirements:  
- Hook (0:00–0:30): Curiosity-based opener  
- Context (0:30–2:00): Problem setup or insight framing  
- Main Story (2:00–6:00): Data, logic, or case study  
- Takeaways (6:00–8:00): Lessons or frameworks  
- CTA + Loop (8:00–9:00): Emotional closure + next topic teaser  
  
Formatting:  
- Narration + Visual Direction lines  
- Simple phrasing suitable for Text-to-Speech  
- Smooth transitions with curiosity continuity  
- Engagement triggers and subtle CTAs  
  
Example Input:  
Title: “What If AI Was Your 24/7 Employee?”  
Niche: AI / Productivity / Future of Work

## PART 4 — Script Structure Blueprint (9-Minute Format)

| Segment | Duration | Purpose | Key Tips |  
|----------|-----------|----------|----------|  
| Intro Hook | 0:00–0:30 | Grab attention | Pose question or unexpected fact |  
| Context Setup | 0:30–2:00 | Build relevance | Define why it matters |  
| Discovery / Story Core | 2:00–6:00 | Deliver research, proof, analysis | Use tension & mini-reveals |  
| Takeaways | 6:00–8:00 | Simplify insights | Use “what this means for you” transitions |  
| CTA + Growth Loop | 8:00–9:00 | Trigger next action | Suggest next video, invite engagement |

## PART 5 — Writing & Workflow System

Before Writing:  
- Research trending queries + audience pain points  
- Identify the curiosity gap (what people think vs what’s true)  
- Pre-test your title and thumbnail for CTR signals  
  
During Writing:  
- Keep sentences short, rhythmic, and TTS-ready  
- Insert subtle engagement cues every 60–90 seconds  
- Maintain topic flow: Question → Reveal → Insight → Hook  
  
After Writing:  
- Check narrative pacing (avoid long exposition)  
- Validate hook strength against CTR principles  
- Add “loopbacks” to related videos or topics

## PART 6 — Refinement Loop System

Use after script generation to enhance metric alignment.  
  
Prompt:  
Review this YouTube script for performance optimization.  
Evaluate and improve based on:  
- Hook strength (CTR)  
- Narrative pacing (Retention)  
- Viewer engagement cues  
- CTA timing (Conversion)  
- Curiosity continuity (Return Viewers)  
Suggest targeted rewrites or adjustments.

## PART 7 — Appendix (Tools & Examples)

Curiosity Hook Examples:  
- “What if everything you believe about [topic] was wrong?”  
- “They told us [belief], but the data says otherwise.”  
- “This one mistake cost companies millions — and no one talks about it.”  
  
Visual Direction Examples:  
- [Visual: Close-up on data chart revealing upward trend]  
- [Visual: Slow zoom into person working late with AI assistant]  
- [Visual: Fade transition to next insight overlayed on screen]  
  
CTA & Growth Loop Examples:  
- “If this opened your mind, the next video will blow it wide open — check it out here.”  
- “Subscribe to stay ahead — we test what others only talk about.”

## PART 8 — Notes & Implementation

- Designed for TTS + InVideo AI  
- Adaptable for educational, analytical, or research-style channels  
- Works in automation pipelines or team workflows  
- Can be versioned for short-form scripts (3–5 minutes)