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

## ⚙️ INPUT SECTION — QUICK CONFIG (Editable)

Fill this out before using the prompt. It feeds directly into the scriptwriting system.

Video Information:

• Title: [Enter your video title here]

• Channel Niche: [Finance / Research / Tech / AI / Lifestyle / etc.]

• Hook Style: Calm Curiosity

• Positioning: Researcher / Analyst Mode

• Script Format: Narration + Visual Direction (TTS + InVideo AI ready)

• Target Duration: ~10 minutes

• Pace (optional): [Fast / Normal / Slow]

- Fast ≈ 800 WPM (Energetic / Youth-style delivery)

- Normal ≈ 600 WPM (Balanced explainer — Recommended)

- Slow ≈ 400- WPM (Calm storytelling / Reflective tone)

### Performance Objectives

Focus on optimizing your script for the following metrics:

• Clickability (CTR)

• Watchability (Retention + AVD)

• Engagement (Likes, Comments, Shares)

• Conversion (Subscribers & Return Viewers)

• Growth Loop (End Screen + CTA Optimization)

• Reach Efficiency (Views/Impressions)

• Viewer Satisfaction (Completion & Continuation)

### Contextual Role Instruction

You are a 10-year YouTube SEO Strategist, Audience Growth Expert, and Scriptwriting Specialist. Your job is to write a 9-minute high-retention YouTube script that maintains curiosity, emotion, and pacing — while aligning every part of the narrative with YouTube’s performance metrics.

## 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

• If Pace is selected, calculate script word count using:

- Fast Pace → Target Word Count = Minutes × 800 WPM

- Normal Pace → Target Word Count = Minutes × 600 WPM

- Slow Pace → Target Word Count = Minutes × 400 WPM

The script generator \*\*must\*\* display a summary at the top like:

“Target Runtime: 9 Minutes | Pace: Normal (600 WPM)”

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)  
8. BINGE OPTIMIZATION STRATEGY

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)  
  
NOTE: the visual direction lines to be: with **no timestamps**, integrated **narration + visual direction** in smooth inline style.  
Ready for TTS + InVideo AI production.