# YouTube Shorts Scriptwriting Prompt & Workflow Guide

## ⚙️ INPUT SECTION — QUICK CONFIG

Fill this section before writing or using the prompt.

• Title / Topic: [Enter your short-form topic or hook]

• Objective: [Inspire / Educate / Shock / Motivate]

• Hook Style: [Bold Question / Contradiction / Emotional Statement]

• Positioning: [Expert / Researcher / Relatable Peer]

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

• Duration: 55–60 seconds

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

- Fast ≈ 210–230 WPM (Energetic / Youth-style delivery)

- Normal ≈ 185–200 WPM (Balanced explainer — Recommended)

- Slow ≈ 150–165 WPM (Calm storytelling / Reflective tone)

## 🎯 PERFORMANCE METRICS (Shorts Version)

|  |  |  |
| --- | --- | --- |
| Metric | Definition | Writing Implication |
| VTR (View Through Rate) | % of viewers who watch full 60s | Maintain narrative momentum every 5–10s |
| Swipe-Away Rate | % who scroll past in first 2s | Start immediately with shock, question, or emotion |
| Replay Rate | How often viewers rewatch | Include quotable or loop-worthy moment |
| Engagement (Likes/Comments) | Quick reactions | End with punchline, insight, or micro-twist |
| Share Rate | % who share | Deliver instantly useful or surprising fact |
| Subscriber Conversion | % who sub after Short | Tease continuity or promise future value |
| Hook Retention Curve | Drop pattern during 0–10s | Avoid intros — start mid-action or mid-fact |

## 🧠 STRUCTURE BLUEPRINT (1-Minute Format)

|  |  |  |  |
| --- | --- | --- | --- |
| Segment | Duration | Purpose | Notes |
| Hook | 0–3s | Grab attention | Use shock, question, or contradiction |
| Insight / Story Start | 3–15s | Set context quickly | Skip fluff, dive into intrigue |
| Core Value | 15–40s | Deliver the main insight | Show proof, logic, or visual |
| Emotional / Data Punch | 40–55s | Build energy or surprise | Use contrast or revelation |
| CTA / Curiosity Loop | 55–60s | End on curiosity | Lead into next video or insight |

## ✍️ REUSABLE SHORTS PROMPT TEMPLATE

You are a 10-year YouTube strategist and storytelling expert.  
Write a 1-minute YouTube Shorts script optimized for retention, replay rate, and shareability.  
  
Tone: [Calm Curiosity / Analytical / Motivational / etc.]  
Positioning: [Researcher / Educator / Narrator / Expert]  
Format: Narration + Visual Direction (TTS + InVideo AI ready)  
Objective: Deliver one high-impact insight or story moment within 60 seconds.

If Pace is selected, calculate script word count using:

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

- Normal Pace → Target Word Count = Minutes × 450 WPM

- Slow Pace → Target Word Count = Minutes × 300 WPM

else  
  
We internally treat it as:

Runtime Target: 45s to 90s (Recommended sweet spot: 60 seconds)

Pace: Normal (Short-Form) ≈ 450 Words Per Minute

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

“Target Runtime: 9 Minutes | Pace: Normal (450 WPM)”

Structure:  
1. 0–3s — Hook (question, contradiction, or shocking statement)  
2. 3–15s — Context or setup  
3. 15–40s — Main insight or fact  
4. 40–55s — Punchline, contrast, or emotional spike  
5. 55–60s — CTA or curiosity loop to next video  
60 – 70s — binge (reference the related/linked video)  
Include [Visual:] cues for each narration line.

## 🎥 EXAMPLES

Example 1: “What If You Worked Just 2 Hours a Day?”

Narration: “Most people work 8 hours. But studies show your brain peaks for just 2.”  
[Visual: Split screen — clock ticking vs. someone deep in focus.]  
Narration: “So what if you designed your life around those 2 golden hours?”  
[Visual: Calendar reshaped to highlight 2-hour blocks.]  
Narration: “You’d probably get more done and outperform most 9-to-5s.”  
[Visual: Fade to quote: ‘Work smart, not long.’]

Example 2: “The Real Reason You Can’t Save Money”

Narration: “It’s not discipline — it’s dopamine.”  
[Visual: Brain graphic pulsing near shopping apps.]  
Narration: “Every time you ‘save later,’ your brain rewards you for avoiding discomfort.”  
[Visual: Dopamine meter rising.]  
Narration: “So trick it — automate savings before temptation hits.”  
[Visual: App automation graphic.]  
Narration: “You’re not bad with money — your wiring is. Rewire it.”  
[Visual: Neural pattern shift animation.]

## 🧩 AUTOMATED VARIATION LOOP

For scaling or testing multiple Shorts from one topic:  
1. Generate 3 hook variants per topic.  
2. Test via YouTube Shorts analytics (VTR + Swipe Rate).  
3. Keep top performer, remix with new visuals or tone.  
4. Track replay and comment density — predictors of virality.

## 📘 NOTES & IMPLEMENTATION

• Designed for TTS + InVideo AI compatibility.  
• Ideal for educational, analytical, or motivational creators.  
• Fully compatible with automation pipelines or team workflows.  
• Can be integrated into long-form frameworks for ‘micro-story’ versions.