# YouTube Shorts Repurposing Workflow Add-On

This Add-On extends the 'YouTube Shorts Scriptwriting Prompt & Workflow Guide' by providing a specialized process for transforming long-form YouTube scripts into high-performing 2-minute Shorts that reinforce key ideas, maximize audience retention, and drive traffic back to full videos.

## 🎯 Objective

Enable creators to efficiently extract and rewrite 1-minute Shorts from existing long-form videos, focusing on performance optimization, emotional impact, and growth loop integration.

## 🧩 Step 1: Identify Shorts Candidates

Go through your long-form script (typically 8–10 minutes) and identify self-contained, high-impact segments suitable for Shorts. Ideal candidates include:  
• Strong hook moments (questions, contradictions, bold claims)  
• Standalone insights or data-backed facts  
• Emotional or visual punchlines  
• Short micro-stories (20–40s setups with resolution)  
• Curiosity-building statements that tease deeper topics

## ✂️ Step 2: Extract and Simplify

Copy the selected 60–120 seconds of narration. Remove contextual references to prior/future sections. Simplify for speed and clarity. Maintain conversational flow optimized for Text-to-Speech delivery.

## 🧠 Step 3: Rewrite Using the Shorts Structure

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

else  
  
We internally treat it as:

Runtime Target: 60s to 120s (Recommended sweet spot: 60 seconds)

Pace: Normal (Short-Form) ≈ 600 Words Per Minute

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

Adapt the chosen segment to fit the Shorts script structure:  
  
0–3s — Hook (shock, curiosity, contradiction)  
3–10s — Setup (context)  
10–35s — Value (main insight or story)  
35–55s — Punchline (reveal, contrast, or twist)  
55–60s — CTA / Curiosity Loop (bridge to full video)

60 – 70s — binge (reference the related/linked video)

## 🎬 Step 4: Add Visual Direction

For each narration line, attach [Visual:] notes for InVideo AI or editors. Example:  
Narration: “You’ve been saving money wrong your whole life.”  
[Visual: Person checking wallet, glitch text overlay: 'WRONG WAY']

## 🔁 Step 5: Build a Growth Loop

Integrate each Short with your long-form content ecosystem:  
• End narration with a CTA (e.g., 'Full story’s in the main video — link in comments')  
• Add pinned comments and end-screen references  
• Create thematic consistency between long and short content

## 📊 Step 6: Track and Optimize

Measure Shorts performance using data from YouTube Studio:  
• View Through Rate (VTR): aim for >80%  
• Replay Rate: aim for >10%  
• CTR to Long Video: monitor increases over time  
• Engagement Rate: comments, shares, likes

## ⚙️ Step 7: Automation Prompt (Optional)

For AI-assisted workflows:  
  
Prompt: 'Take the attached 9-minute YouTube script and generate 3 Shorts scripts (55–60s each) optimized for retention, replay, and clickthrough. Include Narration + Visual Direction.'

## 🧠 Pro Tip: Use Data to Select High-Impact Segments

Use your YouTube Analytics audience retention graph to pinpoint timestamps with:  
• High retention peaks (viewers stay longer)  
• Emotional spikes (laughs, gasps, reactions)  
• High comment or like activity  
  
These moments convert best into Shorts and drive replay loops.

## 📈 Outcome

When applied consistently, this workflow creates a self-reinforcing growth engine: Shorts attract new viewers, long videos deepen relationships, and both formats feed each other's metrics — increasing overall reach, engagement, and subscriber conversion.