Performance-Aware YouTube Scriptwriting Prompt & Workflow Guide

# 1. Executive Summary

This guide provides a complete framework for creating YouTube scripts that are both analytically informed and emotionally engaging. It integrates storytelling strategy with 14 key YouTube performance metrics — ensuring that every script is optimized for discovery, retention, engagement, and growth. Designed for use by human writers and AI tools alike, this system helps creators align creative vision with measurable results.

# 2. Core Writing Framework

• Hook Style: Calm Curiosity

• Positioning: Researcher / Analyst Mode

• Format: Narration + Visual Direction (Text-to-Speech & InVideo AI-ready)

This tone emphasizes calm authority, intellectual depth, and emotional restraint — creating an atmosphere of curiosity and reflection. The script should feel like a guided exploration, not a lecture.

# 3. YouTube Metric Framework (14 Metrics)

Below are the 14 primary performance metrics to guide your writing decisions. Each section of your script should serve one or more of these.

• Clickability (CTR): Drive clicks with curiosity-based hooks that promise meaningful insights.

• Watchability (Retention): Maintain pacing, tension, and clarity to keep viewers watching.

• Average View Duration (AVD): Ensure sustained interest; target 45–50% of total video length.

• Relative Audience Retention (RAR): Compare pacing to other videos; use micro-hooks to recover attention.

• Engagement (Likes + Comments): Include questions or reflection prompts to encourage interaction.

• Conversion (Subscribers): Close with an emotional or intellectual payoff that aligns with your channel's value.

• Growth Loop (End Screens): End with curiosity about the next topic to boost end screen CTR.

• Reach Efficiency (Views/Impressions): Balance topic accessibility with emotional intrigue.

• Viewer Satisfaction: Deliver a rewarding conclusion; make viewers feel their time was well spent.

• Return Viewers: Create continuity — reference previous or upcoming content.

• CTR × AVD Balance: Ensure hook matches delivery; avoid misleading curiosity.

• Traffic Source Retention Efficiency: Optimize tone for Browse/Home viewers: accessible yet intelligent.

• Watch Time from Impressions (WTI): Maximize overall watch time generated per 1,000 impressions.

• Session Growth: Encourage continued viewing within your channel ecosystem.

# 4. Performance-Aware Script Prompt Template

Use this template before writing or generating your script. Paste it into your AI system or follow it manually:

ROLE: You are a YouTube Scriptwriter and Research Analyst creating a 9-minute video in Calm Curiosity tone.  
OBJECTIVE: Optimize for Clickability, Retention, Engagement, Conversion, Growth Loop, and Viewer Satisfaction.  
FORMAT: Narration + Visual Direction.  
  
STRUCTURE:  
0:00–0:30 → Hook curiosity (CTR)  
0:30–3:00 → Context & setup (Retention)  
3:00–6:00 → Deep dive or twist (Watch Time)  
6:00–8:30 → Resolution & insight (Satisfaction)  
8:30–9:00 → CTA + Growth Loop (Conversion)  
  
EXAMPLE FORMAT:  
NARRATION: 'What if your job could think for itself?'  
VISUAL: Slow zoom on city skyline fading to AI-assisted work environment.

# 5. Writing Workflow & Checklist

Before Writing: Research trends, test titles, define hook alignment.

During Writing: Maintain pacing, vary rhythm, inject reflection prompts.

After Writing: Analyze retention alignment and optimize pacing or clarity.

# 6. Refinement Loop System

After drafting, use an AI or internal review to analyze metric alignment. Example refinement prompt:

“Analyze this script for alignment with CTR, Retention, Engagement, Conversion, and Viewer Satisfaction. Suggest edits to strengthen weak areas.”

# 7. Appendices & Best Practices

• Use micro-hooks every 60–90 seconds: 'But here’s where it gets interesting…'

• Keep sentences short for Text-to-Speech clarity.

• Maintain calm pacing; vary tone with curiosity and insight.

• End with a clear next-step curiosity: 'Next time, we explore the unseen side of automation.'