



# Universal 60-Second Vertical Episode Beat Template (AI Prompt Version)

**Goal:** Convert any story idea into a 60-second vertical episode designed for maximum retention, emotional payoff, and binge compulsion.

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## STEP 1 — Identify Core Ingredients from the Idea

From the user's idea, extract:

- **Protagonist**
  - **Antagonist or opposing force**
  - **Immediate tension**
  - **Hidden information / secret / desire**
  - **High-impact moment that could happen**
  - **A worse problem that could follow that moment**
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## STEP 2 — Write the Episode Using This Exact Time Beat Map



### **0:00–0:05 — Pattern Break Hook (Start Mid-Explosion)**

Open with dialogue or action already in progress.

No setup. No explanation.

A confrontation, accusation, kiss, slap, discovery, or shocking line.

Viewer must feel they joined too late.

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### **0:05–0:20 — Rise (Escalating Conflict)**

Through emotionally charged dialogue or action, make clear:

- Who these people are to each other
- What the conflict is
- Why this moment matters right now

No backstory. Only tension.

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### **0:20–0:35 — Spike (Dopamine Moment)**

Deliver the highest emotional payoff:

This must be one of:

- Reveal
- Betrayal
- Power move
- Kiss
- Humiliation
- Discovery
- Threat

This is the moment viewers came for.

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### **0:35–0:50 — Drop (Emotional Aftermath)**

Show the consequence of the spike:

- A realization
- A shift in power
- A new problem created
- A vulnerable reaction

Do not resolve tension. Deepen it.

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### **0:50–0:60 — Cliff (Compulsion Hook)**

End on a new, worse, or more dangerous unanswered question than the one at the start.

Examples:

- Someone overheard

- A door opens
- A message arrives
- A third person enters
- A shocking line

Hard cut. No resolution.

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## STEP 3 — Writing Rules the AI Must Follow

- No exposition
  - No narration
  - No backstory
  - Only present-moment conflict
  - Dialogue and action only
  - Every line must increase tension
  - End before emotional release
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## STEP 4 — Output Format

The AI should output the episode as a **script** with dialogue and minimal action lines, readable in ~45–60 seconds.

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## Copy-Paste Prompt You Can Use with Any Idea

Turn the following idea into a 60-second vertical episode script using this beat map:

0:00 Hook inside the conflict  
0:05 Rise through escalating tension  
0:20 Deliver a major emotional spike (reveal/betrayal/kiss/power move)  
0:35 Show the emotional aftermath and new problem  
0:50 End on a hard cliffhanger that creates a worse unanswered question

Rules: no exposition, no backstory, dialogue/action only, every line must raise tension, end before resolution.

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This template works regardless of:

- genre
- episode number
- characters
- setting
- premise

Because it is engineered around **viewer psychology**, not story structure.

### Below is the DramaBox Formula:

Based on your reskinned logline above, please provide a **beat-by-beat outline** of Episode 1.

#### Your task:

1. In **2–3 sentences**, describe your updated setting, character dynamics, and tone.
2. Provide a **clear, fast-paced beat outline (100-150 words max)** of the first episode.

Highlight the following moments in your outline using the following colors:

1. **Rise** - The ramp up that builds tension or anticipation that signals something exciting, romantic, or dangerous is about to happen.
  2. **Spike** - The episode's climax that delivers a major emotional payoff - think an explosive reveal, kiss, betrayal, fight, or twist that delivers a dopamine spike
  3. **Drop** - An emotional downturn where the character faces the consequences or temporary resolution to the spike. This moment creates vulnerability or sets up a conflict that keeps viewers hooked
  4. **Cliff** - Your final unresolved moment that leaves the audience desperate for the next episode (e.g. a surprise, threat, discovery, or unanswered question)
3. Remember to put extra effort into ending on a **strong hook** (cliff).

## **Short-Form Episode Outline Example from our hit show, *Pucked By My Brother's Rival*:**

### **EPISODE 12:**

- **Plot:** Jenny stops her brother Samuel from opening the closet where his rival (and her crush), Xavier is hiding. Sam and Jenny reveal that they're orphans and that's why they're close. Xavier finds Jenny's vibrator and his photo in the closet. When Sam leaves, Xavier confronts/teases Jenny about fantasizing about him.
- **Cliffhanger:** *Xavier closes in on Jenny, holding the vibrator, and asks if she used it while thinking about him.*

### **LESSONS**

From When I Used Claude and ChatGPT to Outline Episodes and Scripts

To come up with 2-3min episodes for verticals, I used Claude and ChatGPT. I found ChatGPT was better with outlines, and Claude was better at writing out the scripts. Both were equally good with brainstorming.

It took me about 2 hours to write a 2-3min episode properly based on the formula.

What was hard:

- Once I had the script I liked and wanted to make only a few tweaks, even when I asked to keep everything else as it, it would come back changing things other than the ones I requested. Not all the time, but most of the time.
- Writing a believable scene (AI tends to exaggerate things or just describes weird, impossible situations sometimes)

Based on this, if I do it again, but aim for a script of only 1min length, and do it with the help of AI that is NOT trained to write verticals and I just feed it the formula and instructions - it should not take me longer than 30min to have a script ready.

If we train the AI, then it should be from 1min to around 15min, from 0 to a satisfactory 1min episode script.