AI-Assisted Script Workbook

The structure · ear-writing · the five-hook habit

The structure — every script, every lane

HOOK (0–15s)
Show or say the thing they came for. Prove the video delivers. No welcome speeches.

PROMISE (15–30s)
One sentence: exactly what they get and why it is worth staying.

PAYOFF STEPS
The body in clear chunks — best material spread through, not saved for the end.

ENDING
Land the promise, hand off to the next video. End screens do the pointing.

Ear-writing rules

Short sentences · contractions always · one idea per sentence · signposts out loud.
Write the visuals INTO the script: [VISUAL: ...] beside each section.
Format by lane: full script (story) · beat sheet (demo) · slide script (education).

The five-hook habit

Write five hooks, keep one — three minutes, highest leverage in the script. Patterns: result-first, question-they-asked, stake, honest curiosity gap. The dishonest tease is permanently off the table.

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Plan the script — slot 1

WORKING TITLE + THE EVIDENCE people want it:

THE PAYOFF OUTLINE (5 bullets — what must the viewer walk away with?):

MY FIVE HOOKS (circle the winner):

Run the directed-draft prompt with YOUR outline and voice — then direct: cut, rewrite, add your stories.

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The read-aloud gate — record-ready

The gate

- [ ] Read the whole script OUT LOUD — rewrite every stumble
- [ ] It sounds like me talking to one person (not an essay)
- [ ] Hook proves the video delivers within 15 seconds
- [ ] Visuals noted in the margin for every section
- [ ] A personal story or example is in — the thing no other channel has

VISUAL NOTES (section → what is on screen):

Record-ready

Signed: _____ **Date:** _____

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What to do with this document

Your next steps

- [ ] Outline first, AI drafts at your direction, you rewrite the voice
- [ ] Five hooks, keep one — rewrite the winner in your own words
- [ ] Pass the read-aloud gate before any recording
- [ ] Save the finished script — your best scripts become templates

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.