

YOUR LAUNCH KIT RESOURCE

# Prompt Vault

**50 Copy-Paste AI Prompts for Every Stage of  
Production**

Research · Scripting · Hooks & Titles · Voiceover  
SEO · Thumbnails · Monetisation

*Open. Find your stage. Paste. Fill in the brackets. Go.*

# How to Use the Prompt Vault

Each prompt is a complete template. The **[BRACKETS]** are the only parts you fill in — replace them with your specific niche, topic, audience, or other variable. Everything else stays the same. Paste into ChatGPT or Claude, fill in the brackets, and the AI does the rest.

The prompts are organised by production stage. Start at **Stage 1 (Research)** when choosing your niche and first topics. Move through the stages in order as you produce each video.

## Stage Overview

| Stage                   | Prompts | What You Get                                           |
|-------------------------|---------|--------------------------------------------------------|
| 1. Research & Niche     | #01–#07 | Niche validation, competitor analysis, topic selection |
| 2. Scripting            | #08–#16 | Complete scripts, intros, sections, outros             |
| 3. Hooks & Titles       | #17–#24 | Attention-grabbing hooks and click-worthy titles       |
| 4. Voiceover Prep       | #25–#31 | ElevenLabs-optimised scripts with pause markers        |
| 5. SEO & Upload         | #32–#38 | Descriptions, tags, hashtags, chapters                 |
| 6. Thumbnails & Visuals | #39–#44 | Canva briefs, text overlays, design direction          |
| 7. Monetisation         | #45–#50 | Affiliate CTAs, product mentions, revenue copy         |

## STAGE 01 OF 07

# Research

*Validate your niche and find proven topics*

## 01 Niche Validation Prompt

**USE WHEN** *Choosing or validating a YouTube niche before committing*

I am considering building a faceless YouTube channel in the [NICHE] niche. My target audience is [AUDIENCE DESCRIPTION]. Analyse this niche and tell me: (1) estimated CPM range, (2) top 5 sub-niches within this category, (3) the 3 most successful faceless YouTube channels in this space and what makes them work, (4) the main content gaps I could exploit, (5) the primary affiliate programmes available, and (6) your recommendation on whether this is a strong niche for a new faceless channel in 2025.

**REPLACE** [NICHE] = e.g. "personal finance UK" · [AUDIENCE DESCRIPTION] = e.g. "adults 25-45 in the UK trying to save money" ■ Ask Claude or ChatGPT — both give strong niche analysis. Run this before picking your niche, not after.

## 02 Competitor Channel Analysis

**USE WHEN** *Before entering a niche — understand who you are competing with*

Analyse the YouTube channel strategy for faceless channels in the [NICHE] niche. I want to understand: (1) what title formulas the top channels use repeatedly, (2) what thumbnail styles dominate this niche, (3) what video lengths get the most views, (4) which topics generate the most engagement, (5) what these channels do NOT cover that audiences are asking for in the comments. Based on this, suggest 5 content angles I could use to differentiate a new channel.

**REPLACE** [NICHE] = your chosen niche · Supplement by also pasting real competitor titles you found on YouTube ■ Paste 10-15 actual titles from competitor channels into the prompt for much more specific analysis.

## 03 Video Topic Generator

**USE WHEN** *Generating a batch of high-potential video topic ideas for your niche*

I run a faceless YouTube channel in the [NICHE] niche targeting [AUDIENCE]. Generate 20 specific video topic ideas that meet ALL of these criteria: (1) genuinely searchable — people are actively looking for this on YouTube, (2) answerable in a 7-12 minute video, (3) not already covered to exhaustion by large channels, (4) relevant to at least one high-paying affiliate product or service, (5) evergreen — will still be relevant in 2 years. Format as a numbered list with each topic as a direct YouTube video title.

**REPLACE** [NICHE] = your niche · [AUDIENCE] = specific audience description including age range and pain point  
■ If the first 20 feel too similar, add: "Avoid list-format videos — focus on explainer and story-based formats."

## 04 Keyword Research Prompt

**USE WHEN** *Finding the right primary keyword for a video topic*

I want to create a YouTube video on the topic of "[VIDEO TOPIC]" for a [NICHE] channel targeting [AUDIENCE]. Help me with keyword strategy: (1) suggest a primary keyword with estimated monthly search volume on YouTube, (2) suggest 5 secondary keywords to use in the description and tags, (3) suggest 3 long-tail keyword variations for the title, (4) identify what the search intent is for this topic (educational, comparison, how-to, etc.), (5) suggest the title formula that best matches this intent. Prioritise keywords that signal buying intent or high advertiser demand.

**REPLACE** [VIDEO TOPIC] = your topic · [NICHE] = your niche · [AUDIENCE] = your target audience ■ For finance content: always include a location if targeting a specific market (e.g. "UK ISA" not just "ISA").

## 05 Content Gap Finder

**USE WHEN** *Identifying what nobody else is covering in your niche*

I am building a YouTube ATM channel in the [NICHE] niche. Based on what you know about popular content in this space, identify: (1) the 5 most underserved subtopics that have audience demand but low quality supply, (2) the angle that most channels get wrong or oversimplify, (3) three "contrarian" video ideas that would generate discussion because they challenge conventional wisdom in this niche, (4) two "definitive guide" style video opportunities where no single video currently covers the topic comprehensively. For each suggestion, write a potential video title.

**REPLACE** [NICHE] = your niche ■ Contrarian titles ("Why ISAs Are Actually Terrible For Some People") consistently outperform conventional advice videos in CPM niches.

## 06 Niche CPM Maximiser

**USE WHEN** *Choosing which sub-niche will earn the most per view*

I am choosing between these sub-niches within [BROAD NICHE]: [LIST 3-5 SUB-NICHES]. For each one, estimate: (1) approximate YouTube CPM range in 2025, (2) the primary affiliate opportunities and typical commission rates, (3) the difficulty of ranking for beginner channels, (4) whether the audience skews toward action-takers (buyers) or passive viewers, (5) the ideal video length and format for this sub-niche. Then rank them in order of total monetisation potential for a new faceless channel.

**REPLACE** [BROAD NICHE] = e.g. "personal finance" · [LIST 3-5 SUB-NICHES] = e.g. "ISAs, budgeting, crypto, property investment, pension planning" ■ Always run this before committing to a sub-niche — CPM differences within the same broad category can be 3-5x.

## 07 Audience Pain Point Map

**USE WHEN** *Understanding what your audience desperately wants to know*

Create a detailed pain point map for my target YouTube audience: [AUDIENCE DESCRIPTION] interested in [NICHE]. I need: (1) their top 5 financial/practical frustrations related to this niche, (2) the 5 questions they most frequently search for but struggle to find clear answers to, (3) the emotional language they use when talking about these problems (for use in hooks and titles), (4) what keeps them up at night in this topic area, (5) the transformation they most want — where they are now vs where they want to be. Use this to suggest 5 video titles that speak directly to these pain points.

**REPLACE** [AUDIENCE DESCRIPTION] = specific demographic · [NICHE] = your niche ■ This prompt is gold for writing hooks. The emotional language section especially — use it verbatim in your opening sentences.

STAGE 02 OF 07

# Scripting

*Full script generation, from intros to outros*

## 08 Complete Video Script Generator

**USE WHEN** Writing a full YouTube ATM video script from scratch

Write a complete YouTube video script for a faceless channel in the [NICHE] niche. Title: "[VIDEO TITLE]". Target audience: [AUDIENCE]. Target length: [WORD COUNT] words (approximately [MINUTES] minutes). Tone: [TONE — e.g. educational and authoritative / conversational and accessible / dramatic and storytelling]. Structure the script with: (1) a compelling hook in the first 30 seconds using [HOOK TYPE — e.g. a shocking statistic / a bold controversial claim / a question that creates curiosity], (2) a tease section (30-60 seconds) that tells viewers exactly what they will learn and why they should stay, (3) [5-7] main content sections with clear transitions, (4) a brief summary and conclusion, (5) a specific call to action directing viewers to the affiliate link in the description. Write for audio delivery — short sentences, active voice, no jargon.

**REPLACE** Replace ALL bracketed variables · [WORD COUNT] guide: 800w=6min, 1000w=8min, 1300w=10min, 1600w=12min ■ Always read the output aloud before accepting it. AI scripts often have sentences that look fine on screen but sound unnatural spoken.

## 09 Hook Generator (5 Variations)

**USE WHEN** *Writing attention-grabbing openings for any video topic*

Write 5 different opening hooks for a YouTube video titled "[VIDEO TITLE]" for a [NICHE] channel. Each hook should be 2-4 sentences maximum and take no longer than 30 seconds to deliver. Create one hook of each type: (1) shocking statistic hook — open with a specific, surprising number, (2) bold claim hook — make a counterintuitive statement that demands explanation, (3) question hook — ask a question the viewer cannot answer yet but desperately wants to, (4) story hook — open in the middle of a relatable scenario, (5) fear/consequence hook — describe a bad outcome the viewer wants to avoid. Each hook should end by promising that the video will answer the implied question.

**REPLACE** [VIDEO TITLE] = exact title · [NICHE] = your niche ■ Test multiple hooks. The #1 most impactful edit you can make to any underperforming video is changing the opening hook.

## 10 Script Section Expander

**USE WHEN** *Expanding a single point or section in a script in more detail*

I am writing a YouTube script about "[VIDEO TOPIC]" and I need to expand the section on "[SPECIFIC POINT]". My audience is [AUDIENCE]. Write a 150-200 word script section that: (1) explains this point clearly without jargon, (2) uses a concrete example or analogy to make it tangible, (3) includes one surprising or counterintuitive element that will hold attention, (4) transitions naturally to "[NEXT POINT]". Write for spoken delivery — short sentences, active voice.

**REPLACE** [VIDEO TOPIC] = overall topic · [SPECIFIC POINT] = the section to expand · [NEXT POINT] = what comes after ■ Use this to fix thin sections rather than regenerating the whole script — faster and preserves your voice.

## 11 Script Rewriter — Make It More Engaging

**USE WHEN** *Improving a flat or boring AI-generated script section*

Rewrite this script section to be more engaging for a YouTube audience. The current version feels [flat / too technical / too slow / too generic]. The audience is [AUDIENCE] and the niche is [NICHE]. Rewrite it to: (1) use shorter, punchier sentences, (2) add more concrete examples and real numbers, (3) create a stronger sense of forward momentum — each sentence should pull the viewer to the next, (4) make it feel like one person talking to another person, not a formal essay. Here is the original section: [PASTE YOUR SCRIPT SECTION HERE]

**REPLACE** [PASTE YOUR SCRIPT SECTION HERE] = the actual text to rewrite · [AUDIENCE] and [NICHE] = your specifics ■ This prompt is more useful than asking AI to "make it better" — the specific criteria give it clear direction.

## 12 Listicle Script Template

**USE WHEN** *Writing scripts for list-format videos (e.g. "7 Ways to...")*

Write a complete YouTube script for a list-format video: "[LIST VIDEO TITLE]". Niche: [NICHE]. Audience: [AUDIENCE]. The list should have [NUMBER] items. For EACH item in the list: (1) give it a bold sub-headline, (2) explain what it is in 1 sentence, (3) give one concrete real-world example, (4) explain why most people miss or overlook this, (5) give one specific actionable step the viewer can take. Total target length: [WORD COUNT] words. Open with a hook that teases the most surprising item on the list. Close by asking viewers which item they found most useful in the comments — this drives engagement.

**REPLACE** [LIST VIDEO TITLE] = your title · [NUMBER] = how many items (5-10 works best) · Fill remaining variables ■ Asking "which item surprised you most?" in the outro consistently generates 3-5x more comments than generic subscribe CTAs.

## 13 Explainer Script Template

**USE WHEN** *Writing clear, educational scripts that explain complex topics simply*

Write a YouTube explainer script titled "[VIDEO TITLE]" for a [NICHE] channel. Target audience: [AUDIENCE] — assume they know [BASELINE KNOWLEDGE LEVEL, e.g. "nothing about investing" / "the basics but not the advanced concepts"]. Structure: (1) hook that establishes why this matters right now, (2) a simple analogy that makes the concept immediately intuitive, (3) the "what it is" explanation in plain English, (4) the "how it works" section with a concrete step-by-step example using real numbers, (5) the "why it matters to you" section connecting it to the audience's specific situation, (6) the 3 most common mistakes people make with this concept, (7) a clear action step and affiliate CTA. Length: [WORD COUNT] words.

**REPLACE** [BASELINE KNOWLEDGE LEVEL] is crucial — determines vocabulary and depth of explanation throughout ■ The analogy section (step 2) is the most skipped and most valuable. A great analogy makes the rest of the script twice as easy to follow.

## 14 Story-Driven Script Template

**USE WHEN** *Writing narrative scripts that use real or illustrative case studies*

Write a story-driven YouTube script titled "[VIDEO TITLE]" for a [NICHE] channel targeting [AUDIENCE]. Use this narrative structure: (1) Open in the middle of [STORY SCENARIO — e.g. "a person discovering they have made a costly financial mistake"], (2) establish the stakes — what is at risk and why it matters, (3) introduce the turning point — the insight or decision that changed everything, (4) show the transformation — what changed and what the outcome was, (5) extract the lessons — what the audience can take from this story, (6) provide the actionable framework in 3-5 clear steps. Use a [REAL CASE STUDY / ILLUSTRATIVE EXAMPLE] approach. Write for audio — short sentences, dramatic pauses marked with "...", vivid language. Length: [WORD COUNT] words.

**REPLACE** [STORY SCENARIO] = the situation at the centre of the story · All other brackets = your specifics ■ Mark dramatic pause points with "..." in the script — ElevenLabs will insert natural breath pauses at these points.

## 15 Outro + CTA Generator

**USE WHEN** *Writing a strong video outro with clear affiliate call to action*

Write 3 different video outros for a YouTube video about "[VIDEO TOPIC]" in the [NICHE] niche. Each outro should be 60-90 seconds when spoken. Each should include: (1) a brief 2-sentence summary of the key takeaway, (2) a specific question asked to viewers to drive comments, (3) a clear mention of the next logical video to watch (use "[RELATED VIDEO TITLE]"), (4) a subscribe prompt that gives a specific reason to subscribe (not just "subscribe for more"), (5) an affiliate CTA that mentions the specific product "[AFFILIATE PRODUCT]" and its benefit in one sentence without sounding salesy. Vary the tone: write Outro A as warm and conversational, Outro B as direct and punchy, Outro C as educational and expert.

**REPLACE** [AFFILIATE PRODUCT] = the product to promote · [RELATED VIDEO TITLE] = your most relevant other video ■ Outro B (direct and punchy) typically performs best for finance and business niches. Test all three if you have the time.

## 16 Script Fact-Check & Polish

**USE WHEN** *Reviewing and improving a complete script before recording*

Review this YouTube script for a [NICHE] channel and improve it in the following specific ways: (1) identify any factual claims that need source verification and flag them clearly, (2) find any sentences that are too long for comfortable audio delivery (over 20 words) and rewrite them, (3) identify the 3 weakest moments where viewer attention is most likely to drop and suggest improvements, (4) check that the hook is strong enough and suggest an alternative if not, (5) ensure the affiliate CTA is natural and not forced, (6) flag any jargon that needs simplification. Return the revised script with your changes highlighted and brief notes explaining each change. Here is the script: [PASTE COMPLETE SCRIPT]

**REPLACE** [PASTE COMPLETE SCRIPT] = your full script · [NICHE] = your niche ■ Run every script through this before recording. The "sentences over 20 words" check alone typically improves delivery quality significantly.

## STAGE 03 OF 07

# Hooks & Titles

*The two highest-leverage points on any video*

## 17 Title Generator (10 Variations)

**USE WHEN** *Generating multiple title options for a video topic to choose the best one*

Generate 10 different YouTube title variations for a video about "[TOPIC]" in the [NICHE] niche. Create 2 titles of each type: (1) number-led list titles (e.g. "7 Ways to..."), (2) question titles that create a curiosity gap, (3) outcome-focused titles that state the transformation, (4) counterintuitive or contrarian titles that challenge assumptions, (5) how-to titles with a specific time frame or constraint. All titles should: be under 60 characters, contain the primary keyword "[PRIMARY KEYWORD]" or a close variation, create curiosity without being clickbait, and be relevant to [AUDIENCE].

**REPLACE** [TOPIC] = video topic · [NICHE] = niche · [PRIMARY KEYWORD] = main keyword from research · [AUDIENCE] = target audience ■ Run the top 3 titles through a CTR prediction: imagine seeing them as thumbnails in a busy YouTube feed. The one that makes you want to click even though you know what's inside is the winner.

## 18 Thumbnail Text Generator

**USE WHEN** *Generating the 5-6 word thumbnail text overlay for a video*

I need the thumbnail text for a YouTube video titled "[FULL VIDEO TITLE]" in the [NICHE] niche. The thumbnail text should: (1) be 4-6 words maximum, (2) create immediate curiosity or communicate a strong benefit, (3) work without any other context — viewable on a phone screen at 30% size, (4) use power words appropriate for this niche (e.g. for finance: "mistake", "warning", "secret", "actually", "never"). Generate 5 options. For each option, briefly explain why it works as thumbnail text.

**REPLACE** [FULL VIDEO TITLE] = your complete video title · [NICHE] = niche ■ Preview your thumbnail text at 30% zoom before committing — if you can't read it clearly, neither can potential viewers.

## 19 A/B Title Test Prompt

**USE WHEN** *Choosing between two title options — getting AI's analytical assessment*

I am choosing between two YouTube titles for a video about "[TOPIC]" targeting [AUDIENCE] in the [NICHE] niche. Title A: "[TITLE A]". Title B: "[TITLE B]". Analyse both titles on: (1) estimated click-through rate potential and why, (2) search intent match — which one aligns better with what people actually search for, (3) emotional impact — which creates more curiosity or urgency, (4) keyword strength — which includes stronger search signals, (5) which will age better over time (evergreen vs trend-dependent). Give a clear recommendation with your reasoning.

**REPLACE** [TOPIC] = topic · [TITLE A] and [TITLE B] = your two options · [AUDIENCE] and [NICHE] = your specifics ■ Use this to validate your instinct — if AI recommends the one you preferred, proceed confidently. If it recommends the other, test it.

## 20 Curiosity Gap Title Formula

**USE WHEN** *Creating titles that withhold just enough to force a click*

Write 8 YouTube titles for a video about "[TOPIC]" in the [NICHE] niche that use the curiosity gap formula — they reveal just enough to make the viewer NEED to click, but withhold the specific answer or outcome. The titles should make viewers feel they are missing important information they do not currently have. Target keyword: "[PRIMARY KEYWORD]". Audience: [AUDIENCE]. Avoid: false promises, misleading claims, anything that cannot be delivered in the video. Each title should be under 60 characters.

**REPLACE** [TOPIC] = topic · [PRIMARY KEYWORD] = main keyword · [AUDIENCE] = target audience ■ The best curiosity gap titles work because they reference something the viewer KNOWS exists but does not understand. "The ISA Rule Nobody Explains" — every ISA holder suspects this rule exists but cannot find it.

## 21 Hook Rewriter — From Generic to Compelling

**USE WHEN** *Improving a weak or generic video opening hook*

Rewrite this YouTube video opening hook to be more compelling. The current hook is too [generic / slow / jargon-heavy / low-energy]. The video is about "[VIDEO TOPIC]" targeting [AUDIENCE] in the [NICHE] niche. The rewritten hook should: (1) open with a specific, surprising fact or scenario rather than a general statement, (2) create immediate personal relevance for the target viewer, (3) be deliverable in under 30 seconds, (4) end with a clear implied promise of what the video will answer. Here is the current hook: [PASTE CURRENT HOOK]

**REPLACE** [PASTE CURRENT HOOK] = your existing hook text · Describe specifically what is wrong with it ■ The most common hook problem: starting with "In today's video we're going to talk about..." — this kills watch time. Never open with a description of the video. Open with the content itself.

## 22 Series Title Architecture

**USE WHEN** *Planning a multi-video series with consistent naming conventions*

I want to create a multi-part video series on "[SERIES TOPIC]" for a [NICHE] YouTube channel. Design a series architecture with: (1) a series name/title format that creates a recognisable brand within the channel, (2) individual episode titles for [NUMBER] episodes using a consistent naming convention, (3) an opening hook formula that works across all episodes in the series, (4) how to end each episode to maximise click-through to the next one, (5) the optimal episode order for viewer retention across the series. Audience: [AUDIENCE].

**REPLACE** [SERIES TOPIC] = overall theme · [NUMBER] = how many videos · [AUDIENCE] = target audience ■ Series content keeps viewers on your channel longer per session — this is one of the strongest signals you can send to the YouTube algorithm.

## 23 Title SEO Optimiser

**USE WHEN** *Optimising a finalised title for maximum search and discovery potential*

Optimise this YouTube video title for both search discovery and click-through rate: "[CURRENT TITLE]". The video is about [TOPIC] in the [NICHE] niche. Primary keyword: "[PRIMARY KEYWORD]". Analyse the current title and: (1) check if the primary keyword is positioned correctly (ideally in the first 3-4 words), (2) check total character count (must be under 60 for full display), (3) identify any words that could be replaced with higher-search-volume alternatives, (4) assess the emotional pull — does it create curiosity, urgency, or promise a benefit?, (5) provide 3 optimised alternatives that improve on the original. Explain each change.

**REPLACE** [CURRENT TITLE] = your draft title · [PRIMARY KEYWORD] = main keyword · [TOPIC] and [NICHE] = your specifics ■ Check your final title character count before publishing — titles over 60 characters are truncated in search results and lose their hook.

## 24 Comment Bait Question Generator

**USE WHEN** *Adding a specific question to the outro to maximise comment engagement*

Generate 5 different end-of-video questions for a YouTube video about "[VIDEO TOPIC]" in the [NICHE] niche that will maximise viewer comments. The questions should: (1) be genuinely interesting to answer, not just "did you find this useful?", (2) invite personal experience or opinion rather than a factual answer, (3) have no "right" answer that makes people feel judged for sharing, (4) relate directly to the video content, (5) be short enough to remember from one listen. Target audience: [AUDIENCE]. Rate each question on its likely engagement potential and explain why.

**REPLACE** [VIDEO TOPIC] = your topic · [AUDIENCE] = target audience · [NICHE] = niche ■ The YouTube algorithm weighs comment rate heavily. A video with 50 comments gets significantly more distribution than one with 5, even with identical view counts.

STAGE 04 OF 07

# Voiceover Prep

*Scripts ready for ElevenLabs, cleanly*

## 25 ElevenLabs Script Formatter

**USE WHEN** *Converting a finished script into an ElevenLabs-ready narration format*

Format this YouTube script specifically for ElevenLabs text-to-speech narration. Make these specific changes: (1) replace all "\$" symbols and numeric currency with written words (e.g. "\$47" becomes "forty-seven dollars"), (2) add "..." pause markers at every natural breath point between sentences or at dramatic pauses, (3) replace all abbreviations with their full spoken form (e.g. "ISA" becomes "I-S-A", "CPM" becomes "C-P-M"), (4) break any sentence over 20 words into two shorter sentences, (5) add phonetic spelling in double brackets [[phonetic]] for any unusual names, technical terms, or brand names that might be mispronounced, (6) write all numbers as words, (7) mark the 3 most important emphasis points with CAPITAL LETTERS. Return the complete formatted script. Here is the original: [PASTE YOUR COMPLETE SCRIPT]

**REPLACE** [PASTE YOUR COMPLETE SCRIPT] = your finished script text ■ Run every script through this before ElevenLabs. Currency symbols, numbers, and abbreviations are the three most common causes of unnatural AI delivery.

## 26 Pause Marker Optimiser

**USE WHEN** *Adding strategic pause markers throughout a script for natural audio rhythm*

Add strategic pause markers to this YouTube script for ElevenLabs narration. Use "..." to mark a brief pause (1 second) and "" to mark a longer dramatic pause (2 seconds). Add pauses: (1) after every sentence that ends a key point before beginning a new one, (2) before revealing a surprising fact or statistic, (3) after a rhetorical question, (4) at any point where a human speaker would naturally take a breath, (5) before the final call to action. Do not add more than one pause per 2-3 sentences — too many pauses make the delivery sound choppy. Return the complete script with pause markers added: [PASTE YOUR SCRIPT]

**REPLACE** [PASTE YOUR SCRIPT] = your formatted script ■ The most impactful pause placement: immediately after the hook's opening sentence. A 1.5-second pause after "Most people lose thousands of dollars making this one mistake" dramatically increases the perceived impact.

## 27 Pronunciation Guide Generator

**USE WHEN** *Creating phonetic guides for brand names, technical terms, and unusual words*

I am creating a YouTube video script in the [NICHE] niche and need phonetic pronunciation guides for ElevenLabs text-to-speech. From the following list of terms, provide the [[phonetic spelling]] for each term as it should be spoken in a [UK / US] accent. Terms: [LIST YOUR TERMS]. For each term: (1) provide the phonetic spelling in double brackets, (2) note which syllable carries the primary stress, (3) flag if there are regional pronunciation differences I should be aware of. Also identify any other commonly mispronounced terms in the [NICHE] niche that I should prepare phonetic guides for.

**REPLACE** [LIST YOUR TERMS] = all technical terms, brand names, place names in your script · Specify UK or US accent ■ Common ElevenLabs mispronunciations: "ElevenLabs" (sometimes merged), "Roth IRA" (IRA sounds like the name), "SIPP" (sometimes said as S-I-P-P), "ISA" (sometimes said as a word). Always test these.

## 28 Emotional Delivery Script Marker

**USE WHEN** *Marking up a script with delivery instructions for emotional sections*

I have a YouTube script with several emotionally significant sections and I need to mark them up with delivery notes for text-to-speech optimisation. For each of the following sections, add a brief instruction in [square brackets] before the text indicating the delivery style (e.g. [slow and serious], [rising energy], [warm and reassuring], [dramatic pause here], [build to emphasis]). Sections needing emotional marking: [PASTE THE SECTIONS]. The overall tone of the video is [TONE DESCRIPTION]. The most emotionally significant moment is [DESCRIBE KEY MOMENT]. Make the delivery instructions brief enough not to confuse the TTS system — one or two words maximum per instruction.

**REPLACE** [PASTE THE SECTIONS] = the parts needing emotional marking · [TONE DESCRIPTION] = overall video tone ■ Square bracket delivery notes are ignored by ElevenLabs but help you manually split and regenerate sections with different settings for key moments.

## 29 Script Split Guide for Multi-Section Generation

**USE WHEN** *Dividing a long script into optimal sections for ElevenLabs generation*

I have a [WORD COUNT]-word YouTube script that I need to split into sections for ElevenLabs generation. The ideal section length for ElevenLabs is 300-500 words to maintain voice consistency. Split this script into sections at natural breaking points — end of major sections, after complete ideas, before significant topic shifts. For each split point: (1) indicate exactly where to split with the last sentence of one section and first sentence of the next, (2) suggest the ElevenLabs voice settings for that section (Stability / Similarity / Style values from 0-100), (3) note any special considerations for that section (emotional delivery, technical terms, etc.). Here is the script: [PASTE YOUR FULL SCRIPT]

**REPLACE** [WORD COUNT] = approximate word count · [PASTE YOUR FULL SCRIPT] = complete script ■ Generating in 300-500 word sections produces more consistent voice quality than generating the whole script at once. The voice can drift slightly over very long generations.

## 30 Numbers and Data Formatter

**USE WHEN** *Converting all statistics and numbers in a script to natural spoken form*

Reformat all numbers, statistics, percentages, currencies, and data points in this script for natural audio delivery. Specific rules: (1) all currency as words ("forty-seven dollars" not "\$47"), (2) percentages as words ("seventy-three percent" not "73%"), (3) large numbers as natural spoken form ("one point two million" not "1,200,000"), (4) years as spoken ("twenty twenty-five" not "2025"), (5) dates as spoken ("the fifteenth of March" not "15/03"), (6) phone numbers and account numbers with natural pauses between groups, (7) any ratio as spoken ("three to one" not "3:1"). Return the complete reformatted script: [PASTE YOUR SCRIPT]

**REPLACE** [PASTE YOUR SCRIPT] = script with numbers to reformat ■ This single formatting step prevents the majority of unnatural-sounding ElevenLabs output. Run it on every script without exception.

## 31 Voiceover Quality Check Checklist

**USE WHEN** *Reviewing a generated ElevenLabs audio file for quality before editing*

Create a quality review checklist for evaluating an AI voiceover audio file for a YouTube video. The video is about "[VIDEO TOPIC]" in the [NICHE] niche and is [DURATION] minutes long. Generate a checklist covering: (1) pronunciation accuracy — which specific words to listen for carefully, (2) pacing issues — where the delivery is likely to be too fast or too slow, (3) emotional appropriateness — sections where a flat delivery would be most noticeable, (4) unnatural transitions between sentences, (5) technical terms specific to [NICHE] that may be mispronounced, (6) the 3 most critical listening points where quality issues would most harm viewer retention. Format as a tick-box checklist.

**REPLACE** [VIDEO TOPIC] = your topic · [DURATION] = video length · [NICHE] = your niche ■ Listen to your voiceover once at 1.25x speed before full editing — quality issues that were invisible at normal speed become obvious when slightly accelerated.

STAGE 05 OF 07

# SEO & Upload

*Get found. Get clicked. Optimise every element.*

## 32 Complete YouTube Description Generator

**USE WHEN** Writing a full, SEO-optimised video description

Write a complete YouTube video description for a [NICHE] channel. Video title: "[VIDEO TITLE]". Primary keyword: "[PRIMARY KEYWORD]". Secondary keywords: "[SECONDARY KEYWORDS]". Affiliate product to feature: "[AFFILIATE PRODUCT AND URL]". The description should be 400-500 words and include: (1) primary keyword in the first sentence naturally, (2) a 3-4 sentence summary of what the video covers, (3) timestamps for each major section (use placeholder times like 0:00, 1:30, 3:45, etc. — I will fill in the real ones), (4) the affiliate link with a clear label and one-sentence benefit description, (5) subscribe CTA with a specific reason, (6) 3 relevant hashtags at the very end. Write in a helpful, informative tone — not promotional.

**REPLACE** Fill in ALL bracketed variables before pasting · Update placeholder timestamps with real ones before publishing ■ The first 125 characters of your description appear in search results before "Show more" — make sure your primary keyword and key benefit appear here.

## 33 Tag List Generator

**USE WHEN** *Creating an optimised tag list for YouTube SEO*

Generate an optimised YouTube tag list for a video titled "[VIDEO TITLE]" about [TOPIC] in the [NICHE] niche targeting [AUDIENCE]. Create exactly 15 tags following this structure: (1) the exact primary keyword "[PRIMARY KEYWORD]" as the first tag, (2) 4 close variations of the primary keyword, (3) 4 secondary keywords from related searches, (4) 2 broader category tags, (5) 2 audience-intent tags (what the viewer is trying to achieve), (6) 1 channel brand tag "[CHANNEL NAME]". List each tag on a separate line, ready to copy-paste into YouTube Studio. Keep every tag under 30 characters.

**REPLACE** [VIDEO TITLE], [TOPIC], [NICHE], [AUDIENCE], [PRIMARY KEYWORD], [CHANNEL NAME] = your specifics ■ Always include your channel name as a tag — it signals to YouTube that your content belongs to a coherent body of work and improves your videos' chances of appearing in each other's suggested feed.

## 34 Chapter Timestamps Generator

**USE WHEN** *Creating YouTube chapter timestamps from a script*

Create YouTube chapter timestamps for a video using this script. The video is approximately [TOTAL DURATION] minutes long. Read through the script and: (1) identify 6-10 natural section breaks, (2) create a short chapter title for each section (under 30 characters), (3) estimate the timestamp for each chapter based on the script length and word count (approximately 130 words per minute), (4) ensure the first timestamp is always "0:00 Introduction", (5) make chapter titles descriptive enough that they appear as useful "key moments" in Google search. Format as a ready-to-paste list: 0:00 Introduction [CHAPTERS] Here is the script: [PASTE SCRIPT]

**REPLACE** [TOTAL DURATION] = estimated video length in minutes · [PASTE SCRIPT] = complete script ■ Chapters appear as "Key moments" in Google search results — this gives your video additional discovery pathways beyond YouTube search.

## 35 Hashtag Strategy Generator

**USE WHEN** *Selecting the optimal 3 hashtags for a YouTube video*

Select the optimal 3 hashtags for a YouTube video titled "[VIDEO TITLE]" in the [NICHE] niche. For each hashtag, provide: (1) the exact hashtag text, (2) estimated usage level (low / medium / high), (3) why it is appropriate for this specific video, (4) whether it is trending or evergreen. The 3 hashtags should cover: one broad niche hashtag, one specific topic hashtag, and one content-type hashtag. Avoid hashtags with over 10 million posts — too competitive. Avoid hashtags under 50,000 posts — too small an audience. Format for direct paste into the description.

**REPLACE** [VIDEO TITLE] = title · [NICHE] = your niche ■ YouTube displays your first 3 hashtags above the video title on mobile. These 3 are the only ones that matter — everything after the third is invisible to most viewers.

## 36 End Screen and Card Script

**USE WHEN** *Writing the verbal CTAs for end screens and cards within the video*

Write the verbal call-to-action scripts for the end screen and in-video card for a YouTube video about "[VIDEO TOPIC]" in the [NICHE] niche. I need: (1) a 20-second verbal end screen script that mentions "the next video" and subscribe — make the reason to subscribe specific to the channel's value, not generic, (2) a 10-second verbal card CTA to use at the 70% mark of the video that naturally transitions to mentioning a related video titled "[RELATED VIDEO TITLE]" — it should feel like a natural recommendation, not an interruption, (3) a pinned comment text that includes the primary affiliate link, a brief benefit description, and 2-3 secondary links. All three should feel like natural speech.

**REPLACE** [VIDEO TOPIC] = topic · [RELATED VIDEO TITLE] = title of the video to link at 70% mark ■ Card CTAs at the 70% mark outperform both earlier and later placement. The viewer has demonstrated commitment by watching 70% — they are most receptive to a recommendation at this point.

## 37 YouTube SEO Audit Prompt

**USE WHEN** *Auditing a published video's SEO to identify improvement opportunities*

Perform a YouTube SEO audit on this video's metadata and suggest specific improvements. Video title: "[CURRENT TITLE]". Description (first 200 characters): "[DESCRIPTION EXCERPT]". Tags: "[CURRENT TAGS]". Niche: [NICHE]. Primary keyword target: "[PRIMARY KEYWORD]". Audit: (1) is the primary keyword placed correctly in the title?, (2) is the title under 60 characters?, (3) does the description first sentence contain the primary keyword?, (4) are the tags structured correctly with exact match first?, (5) missing optimisation opportunities?, (6) thumbnail angle — given the title, what thumbnail would maximise CTR?. Provide specific rewrites for the title and description first sentence.

**REPLACE** [CURRENT TITLE], [DESCRIPTION EXCERPT], [CURRENT TAGS] = your actual metadata · [PRIMARY KEYWORD] = target keyword ■ Run this audit on your 5 lowest-performing videos — improving metadata on underperforming videos is one of the highest-ROI actions you can take on an established channel.

## 38 Playlist Description and Title Optimiser

**USE WHEN** *Creating SEO-optimised playlist names and descriptions to increase channel watch time*

Create YouTube playlist titles and descriptions for a [NICHE] channel that groups content around [3-5 TOPIC CATEGORIES]. For each playlist: (1) write a playlist title that includes a high-volume keyword and clearly communicates the content theme, (2) write a 200-word playlist description that explains what the playlist covers, who it is for, and what they will learn — include secondary keywords naturally, (3) suggest the optimal video order for the playlist to maximise watch time (first video hooks new viewers, each subsequent video builds on the last), (4) recommend whether this playlist should be featured on the channel homepage and in what position.

**REPLACE** [NICHE] = your niche · [3-5 TOPIC CATEGORIES] = the main theme groups your videos fall into ■ Playlists improve channel session time — a viewer who watches a playlist is 3-4x more likely to subscribe than one who watches a single video. Build playlists from your first 10 videos.

STAGE 06 OF 07

# Thumbnails & Visuals

*Design direction for Canva and beyond*

## 39 Thumbnail Design Brief Generator

**USE WHEN** *Creating a specific Canva design brief for your thumbnail*

Create a detailed thumbnail design brief for a YouTube video titled "[VIDEO TITLE]" in the [NICHE] niche. The thumbnail will be created in Canva at 1280×720px. The brief should include: (1) recommended background colour or colour scheme (specific hex codes) that works for this niche, (2) the 5-6 word text overlay — the exact words and suggested font size, (3) whether to use a large number, person, icon, or image as the main visual element and what it should show, (4) colour contrast specification — which text colour will be most readable on the chosen background, (5) any niche-specific visual conventions to follow or intentionally break, (6) the emotional response the thumbnail should trigger (curiosity, urgency, trust, etc.). My channel brand colours are [BRAND COLOURS].

**REPLACE** [VIDEO TITLE] = your title · [NICHE] = niche · [BRAND COLOURS] = your hex codes ■ The most effective finance thumbnails use dark navy or dark green backgrounds with white or gold text — this signals authority and money. True crime performs best with dark, dramatic imagery and red accent text.

## 40 Thumbnail A/B Test Generator

**USE WHEN** *Creating two distinct thumbnail concepts to A/B test*

Create two distinctly different thumbnail concepts for a YouTube video titled "[VIDEO TITLE]" in the [NICHE] niche for A/B testing. Concept A should use [APPROACH A — e.g. "a bold text-only design with a shocking statistic"]. Concept B should use [APPROACH B — e.g. "a dramatic image with minimal text"]. For each concept provide: (1) exact background colour (hex code), (2) exact text overlay wording (5-6 words max), (3) main visual element description, (4) text position and size guidance, (5) why this concept might outperform the other. The winner should be determined after 72 hours based on CTR in YouTube Studio.

**REPLACE** [VIDEO TITLE] = your title · [APPROACH A] and [APPROACH B] = the two distinct directions to test ■ YouTube's built-in A/B testing shows the higher-performing thumbnail to more viewers automatically. Always test two versions on every video that matters.

## 41 Thumbnail Text Power Word Generator

**USE WHEN** *Generating high-impact text overlay options using proven power words*

Generate 10 thumbnail text options for a YouTube video about "[VIDEO TOPIC]" in the [NICHE] niche. Each option should: (1) be 4-6 words maximum, (2) use at least one power word from this niche-specific list (for finance: [mistake, warning, secret, never, actually, finally, truth, wrong, hidden, free] / for self-improvement: [stop, finally, change, truth, secret, actually, wrong, mindset, instantly, better] / for tech: [new, actually, secret, finally, beats, truth, hidden, real, easy, free]), (3) create genuine curiosity without being misleading, (4) work visually on a thumbnail — all caps reads better on thumbnails. Rate each option out of 10 for likely click-through performance.

**REPLACE** [VIDEO TOPIC] = your topic · [NICHE] = niche — adjust power word list to match ■ All-caps thumbnail text outperforms mixed case in A/B tests across most niches. Canva's "All Caps" text option takes one click.

## 42 B-Roll Shot List Generator

**USE WHEN** *Creating a list of stock footage search terms for each section of your video*

Create a B-roll shot list for a YouTube video script about "[VIDEO TOPIC]" in the [NICHE] niche. For each major section of the script below, suggest: (1) 3 specific stock footage search terms that would find relevant clips on Pexels or Pixabay, (2) the mood or energy the footage should convey, (3) any visual transitions or patterns to repeat for brand consistency. Mark the [HIGH ENERGY] sections where faster cuts and dynamic footage will improve retention, and [SLOW DETAIL] sections where slower, more considered footage works better. Here are the main script sections: [PASTE YOUR SCRIPT SECTION HEADERS]

**REPLACE** [VIDEO TOPIC] = topic · [PASTE YOUR SCRIPT SECTION HEADERS] = the main section titles from your script ■ Search Pexels with 2-3 word queries, not sentences. "Person laptop coffee" finds better results than "person working productively on a laptop in a cafe."

## 43 Visual Hook Frame Designer

**USE WHEN** *Designing the first frame of the video for maximum visual impact*

Design the visual opening frame for a YouTube video titled "[VIDEO TITLE]" in the [NICHE] niche. The opening frame (the very first second of video) should immediately signal to viewers what the video is about and create curiosity. Suggest: (1) what should be on screen in the first frame — text overlay, image, footage type, or graphic, (2) what colour treatment or visual filter creates the right mood for this niche, (3) whether to open on a static image or moving footage and why, (4) the visual hook that makes this video look different from generic content in this niche, (5) how to create this opening frame using Canva or CapCut. The opening frame is the most important visual decision in the video.

**REPLACE** [VIDEO TITLE] = title · [NICHE] = niche ■ Your opening frame is also your thumbnail if you use a static image thumbnail tool. Design them together for visual consistency between the thumbnail that gets the click and the frame the viewer first sees.

## 44 Channel Brand Style Guide Prompt

**USE WHEN** *Creating a consistent visual brand system for your faceless YouTube channel*

Create a visual brand style guide for a faceless YouTube channel in the [NICHE] niche called "[CHANNEL NAME]" targeting [AUDIENCE]. The guide should specify: (1) primary and secondary brand colours with hex codes — choose colours that signal authority in this niche, (2) thumbnail font recommendations (2 fonts maximum — one bold display font for titles, one clean body font for subtitles), (3) thumbnail template structure that can be replicated across all videos, (4) the visual "signature element" that appears on every thumbnail for instant brand recognition, (5) the emotional tone the visual brand should communicate, (6) what to avoid visually — colours, styles, or elements that undermine credibility in this niche.

**REPLACE** [NICHE] = niche · [CHANNEL NAME] = your channel name · [AUDIENCE] = target audience ■ Build your Canva thumbnail template once using this brief, then duplicate it for every video. Consistency builds channel recognition — viewers should know instantly which channel a thumbnail belongs to.

STAGE 07 OF 07

# Monetisation

*Affiliate CTAs, product mentions, revenue copy*

## 45 Natural Affiliate CTA Script

**USE WHEN** Writing an affiliate product mention that feels helpful, not salesy

Write a 30-45 second verbal affiliate product mention for a YouTube video about "[VIDEO TOPIC]" in the [NICHE] niche. The product is "[AFFILIATE PRODUCT]" and the specific benefit relevant to this video's topic is "[PRODUCT BENEFIT]". The mention should: (1) arise naturally from the video content — not feel like an interruption, (2) mention one specific benefit that is directly relevant to what the viewer just learned, (3) be honest — acknowledge it is a paid link without being awkward about it, (4) not pressure the viewer — give them a genuine reason to click but not a countdown timer or fake scarcity, (5) be conversational, not scripted-sounding. The CTA should appear at approximately the [PLACEMENT — e.g. "70% mark"] of the video.

**REPLACE** [VIDEO TOPIC] = topic · [AFFILIATE PRODUCT] = product name · [PRODUCT BENEFIT] = the specific benefit for THIS video's audience · [PLACEMENT] = where in video ■ The best affiliate CTAs are ones where you would genuinely recommend the product even without a commission. If you would not recommend it without the commission, do not include it — viewer trust is worth more than any single affiliate payment.

## 46 Description Affiliate Link Copy

**USE WHEN** *Writing the description text for affiliate links that drives clicks*

Write description link copy for these affiliate products in a YouTube video about "[VIDEO TOPIC]" targeting [AUDIENCE] in the [NICHE] niche. For each product listed below, write: (1) a one-line benefit statement (under 100 characters) that leads with what the viewer gets, not what the product is, (2) the disclosure text to accompany the link, (3) whether to position this link at the top, middle, or bottom of the description and why. Products to write copy for: [LIST YOUR PRODUCTS WITH URLS] Note: all affiliate links must include the disclosure: "(affiliate link — I may earn a commission at no extra cost to you)".

**REPLACE** [LIST YOUR PRODUCTS WITH URLS] = each product on a new line with its affiliate URL ■ Description links at the top convert at 3-4x the rate of links buried in the description. Your single most valuable affiliate product always goes first.

## 47 Sponsored Segment Script

**USE WHEN** *Writing a paid brand sponsorship segment that maintains viewer trust*

Write a YouTube sponsored segment script for a video about "[VIDEO TOPIC]" in the [NICHE] niche. The sponsor is "[SPONSOR NAME]" and their product/service is "[PRODUCT DESCRIPTION]". The sponsorship segment should: (1) be 45-60 seconds maximum, (2) open with a clear sponsorship disclosure ("This portion of the video is sponsored by [SPONSOR NAME]"), (3) connect the product to the video content naturally — find a genuine relevance, (4) focus on one specific feature or benefit most relevant to this audience, (5) include a specific offer or discount code if provided, (6) close gracefully and return to the main content. Tone: [TONE]. Audience: [AUDIENCE].

**REPLACE** [SPONSOR NAME] = company · [PRODUCT DESCRIPTION] = what they offer · [TONE] = conversational/authoritative/warm · [AUDIENCE] = target audience ■ Place sponsorship segments at either the 25% or 75% mark — never at the start (kills retention) or the very end (nobody sees it). The 25% mark is currently the highest-viewed sponsorship position.

## 48 Digital Product Launch Announcement Script

**USE WHEN** *Announcing your own digital product within a video naturally*

Write a 60-second in-video announcement for my digital product "[PRODUCT NAME]" which [PRODUCT DESCRIPTION]. The video it appears in is about "[VIDEO TOPIC]" for a [NICHE] audience. The announcement should: (1) arise naturally from the video content — this topic is relevant to my product because [CONNECTION], (2) communicate the key transformation the product delivers in one sentence, (3) mention the price "[PRICE]" without apology, (4) create gentle urgency without false scarcity, (5) direct viewers to the link in the description, (6) work for viewers who are not ready to buy — not alienate non-buyers. The tone should be confident but not pushy.

**REPLACE** [PRODUCT NAME] = product · [PRODUCT DESCRIPTION] = what it is · [CONNECTION] = why it relates to this video · [PRICE] = actual price ■ The best product announcements are the ones where the viewer thinks "that is exactly what I need based on what I just learned." Design the video content to create that exact feeling before the announcement.

## 49 Revenue Stack Description Template

**USE WHEN** *Writing a video description that maximises multiple revenue streams*

Write a complete YouTube video description for "[VIDEO TITLE]" in the [NICHE] niche that maximises revenue from multiple streams without feeling commercial. Include: (1) primary affiliate link "[PRODUCT 1 + URL]" positioned naturally in the context of the video topic, (2) secondary affiliate link "[PRODUCT 2 + URL]" as an alternative or complementary option, (3) a link to my digital product "[PRODUCT NAME + URL]" framed as the next logical step, (4) a soft subscribe CTA with a specific value reason, (5) social media links. Total description: 400-500 words. The commercial elements should feel like genuine recommendations within a helpful resource, not a sales page. Add all required affiliate disclosures.

**REPLACE** [VIDEO TITLE] = title · [PRODUCT 1] and [PRODUCT 2] = affiliate products with URLs · [PRODUCT NAME] = your own product ■ A well-structured description can earn 3-4 income streams from a single video. Map each income stream to a specific viewer intent — some want the free tool, some want the premium version, some want your product.

## 50 Comment Response Monetisation Prompt

**USE WHEN** *Writing replies to common viewer comments that naturally mention products*

Write 10 YouTube comment reply templates for a [NICHE] channel that naturally mention relevant affiliate products or my digital product "[MY PRODUCT]". For each comment type below, write a helpful, genuine reply that: (1) answers the question or responds to the comment authentically, (2) mentions a product ONLY if it genuinely helps answer the question, (3) includes the product link and disclosure where appropriate, (4) does not feel promotional — it should feel like helpful advice from a knowledgeable creator. Comment types to write for: [LIST 5-10 COMMON COMMENTS OR QUESTIONS IN YOUR NICHE]

**REPLACE** [MY PRODUCT] = your digital product · [LIST 5-10 COMMON COMMENTS] = the questions you receive most often ■ Comment monetisation is one of the most underutilised revenue strategies for YouTube creators. Pinning a helpful reply with an affiliate link to the most common question in your comments can generate consistent passive clicks for years.