

THE SCRIPT CODE

THE COMPLETE **CONTENT SCRIPT** WORKBOOK

NEVER WONDER **WHAT TO SAY AGAIN.**

Use proven script structures, frameworks, and examples
to create content that connects, converts,
and builds your business.



HOW TO USE THIS GUIDE

Learn the script formulas, explore real examples,
and use the fill-in-the-blank templates to create content
that sounds like you and gets results.



WHAT'S INSIDE

01



SCRIPT
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FILL-IN-THE-BLANK
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05



BONUS TOOLS
& RESOURCES



REMEMBER:

Great content doesn't happen by accident.
It happens by design, with the right words.

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WHY SCRIPTS FAIL

Most creators don't struggle
because they don't know what to post.



They struggle because...
They don't know what to say.



The problem isn't confidence.
It's clarity.



When you have a framework...
Content becomes easy.

Your Words.
Your Voice.
Your Impact.

PAGE 3

THE 5-PART SCRIPT

A simple formula that turns ideas into content
that captures attention and drives action.



01 HOOK

Stop the scroll.
Grab attention instantly
and spark curiosity.



02 CONTEXT

Set the stage.
Introduce the problem,
share the story, or
give the background.



03 VALUE

Deliver the good stuff.
Teach, share insight,
or solve one key problem.



04 TRANSITION

Bridge the gap.
Lead your audience
smoothly to the next step.



05 CTA

Guide them to take action.
One clear call-to-action
that moves your audience
where you want them to go.



**EVERY GREAT
PIECE OF CONTENT
USES THIS EXACT
STRUCTURE.**

- ✓ Every great Reel...
- ✓ Every great TikTok...
- ✓ Every great Story...
- ✓ Every great YouTube Short...

Uses this exact structure.

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THE HOOK

HOW DO YOU STOP THE SCROLL?

Your hook is the first 1–2 seconds of your content. It's your chance to grab attention, spark curiosity, and earn the opportunity to keep speaking. If your hook is weak, your message won't matter.



GRAB ATTENTION

Make them pause their scroll with a bold or curious opening.



SPARK CURIOSITY

Create a gap they need you to fill. Curiosity keeps people watching.



EARN THE RIGHT

A strong hook earns you the chance to deliver value and drive action.

EXAMPLES OF POWERFUL HOOKS



CURIOSITY

- > I wish someone told me this sooner..."
- > The truth about _____ nobody talks about..."
- > You won't believe what happened when I..."
- > This changed everything for me..."



BOLD STATEMENT

- > Most people are doing it wrong..."
- > If you want different results, stop doing this..."
- > The biggest mistake creators make is..."
- > Here's the unpopular truth..."



TIME SENSITIVE

- > Do this now before it's too late..."
- > This only works if you do it today..."
- > If you're seeing this, it's your sign to..."
- > Don't skip this one..."



RELATABLE

- > If you're struggling with _____, this is for you..."
- > I used to feel stuck until I..."
- > You're not lazy, you're just..."
- > For every creator who feels..."



BENEFIT DRIVEN

- > The simple strategy that changed my life..."
- > How I went from _____ to _____"
- > This is how I made _____ without _____"
- > Do this & get better results..."

FILL-IN-THE-BLANK HOOK TEMPLATES

- > I wish someone told me _____ sooner..."
- > The truth about _____ that no one talks about is _____.
- > You won't believe what happened when I _____.

- > Most people _____, but the truth is _____.
- > If you want _____, stop _____.
- > The biggest mistake _____ make is _____.

- > Here's how I _____, in just _____.
- > This simple trick helps me _____ every time.
- > Do this & _____ will happen.



REMEMBER:

Your hook is your first impression. Make it strong. Make it count.

A strong hook earns you the right to be heard.

PAGE 5

THE CONTEXT

WHY SHOULD PEOPLE CARE?

Context is where you connect before you correct. It sets the stage by introducing the problem, sharing the backstory, and letting your audience know why what you’re about to share matters.



INTRODUCE THE PROBLEM

Name the struggle or situation.



SHARE THE STORY

Give relatable background.



SET THE STAGE

Explain what’s coming next.



BUILD THE CONNECTION

Make it personal.
Make it real.



EXAMPLES OF STRONG CONTEXT



THE PROBLEM

- > I used to struggle with...
- > The biggest issue I see most people face is...
- > If you’re trying to (blank), you’ve probably dealt with...



THE STORY

- > Here’s what was happening in my life...
- > When I was struggling with...
- > Let me take you back to when...



THE SITUATION

- > At the time, I was...
- > I had tried everything...
- > Nothing seemed to work...



THE REALIZATION

- > That’s when I realized...
- > I knew something had to change...
- > I finally understood...



THE SETUP

- > Here’s what I’m going to share...
- > By the end of this, you’ll know...
- > Stay with me because...

FILL-IN-THE-BLANK CONTEXT TEMPLATES

THE PROBLEM

I used to struggle with _____.
The biggest challenge I faced was _____.

THE BACKSTORY

At the time, I was _____.
I had already tried _____, but nothing worked.

THE FEELING

It was frustrating because _____.
I felt _____ every single day.

THE REALIZATION

That’s when I realized _____.
I knew I had to _____.

THE SETUP

Here’s what I’m going to share that changed everything...



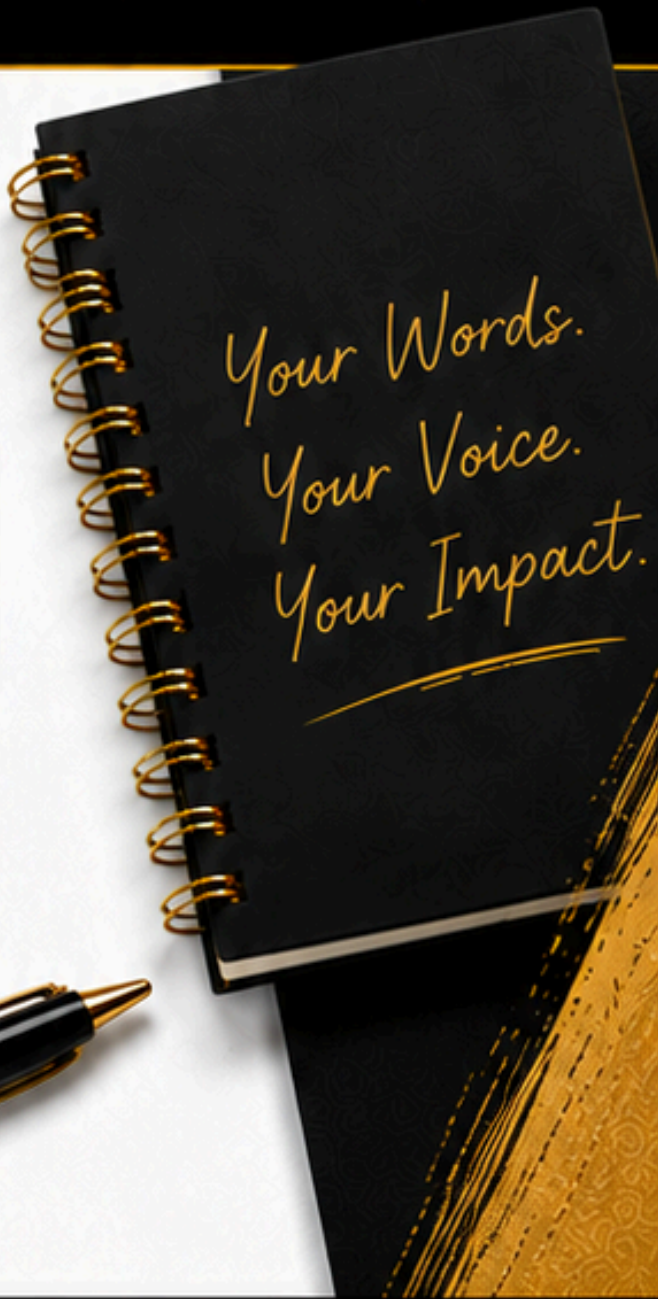
REMEMBER:

Context creates connection.
Connection creates trust.
Trust creates attention.

THE TRANSITION

THE BRIDGE BETWEEN **VALUE** AND **ACTION**.

Transition is what takes your audience from “that was helpful” to “tell me what to do next.” It creates momentum and leads them to the call-to-action.



WHY IT MATTERS



BUILDS MOMENTUM

Keeps your audience engaged and moving forward.



BRIDGES THE GAP

Connects the lesson to the solution or next step.



CREATES RELEVANCE

Makes the next step feel like the logical choice.



LEADS TO ACTION

Smoothly guides your audience to take action.

THIS IS THE MISSING PIECE.

Most creators go from teaching... straight to selling.

Instead...

BRIDGE THE GAP.

EXAMPLES OF **POWERFUL** TRANSITIONS

“

IF YOU'VE BEEN STRUGGLING WITH THIS...

Acknowledges their pain and positions what's next as the solution.

“

IF THIS SOUNDS FAMILIAR...

Creates instant relatability and keeps them nodding along.

“

IF YOU'RE READY...

Invites action and makes the next step feel exciting and empowering.

FILL-IN-THE-BLANK **TRANSITION** TEMPLATES



If you've been struggling with _____, then this is for you.



If this sounds familiar, you're not alone. Here's what helps...



If you're ready to finally _____, let me show you how.



Now that you know _____, let's talk about what to do next.



Here's the exact step I recommend you take next...



REMEMBER:

The transition is the bridge. Build the bridge, and they'll cross with you. Skip it, and they'll scroll past you.

THE
CTA

THE CALL THAT TURNS VIEWERS INTO FOLLOWERS.

Your CTA is your invitation to act.
It tells your audience exactly what to do next
and where to go.
A strong CTA is clear, simple,
and easy to follow.



GUIDE PEOPLE

Give clear direction.
Don't make them think.
Tell them what to do.



ONE ACTION

Focus on one action
so they don't get
overwhelmed.



ONE DESTINATION

Send them to one place.
Keep it simple.
Keep it focused.



EXAMPLES OF HIGH-CONVERTING CTAS



ENGAGEMENT
CTAS

"Comment "YES"
if you agree."

"Drop a 🔥 if this
helped you."



FOLLOW
CTAS

"Follow for more
content like this."

"Hit follow so you
don't miss out."



SAVE
CTAS

"Save this for
later."

"Don't forget to
save this."



SHARE
CTAS

"Send this to
someone who
needs it."

"Share this with
a friend."



OFFER / LINK
CTAS

"Click the link in
my bio."

"DM me "INFO"
to learn more."

FILL-IN-THE-BLANK CTA TEMPLATES



COMMENT
CTAS

Comment "_____"
if you _____.



FOLLOW
CTAS

Follow for more
_____ about _____.



SAVE
CTAS

Save this so you
can _____
later.



SHARE
CTAS

Share this with
someone who
_____.



LINK / DM
CTAS

DM me "_____"
or click the link
in my bio to _____.



REMEMBER:
A great CTA feels natural, not pushy.
Make it easy. Make it obvious.
Give them the next step—and watch them take it.

EDUCATIONAL SCRIPT

TEACH **VALUE**. BUILD TRUST. CREATE **FANS**.

Educational content establishes you as the expert. The more you teach, the more trust you build—and the more your audience is ready to buy from you.



HOOK

Grab attention in the first 1–2 seconds. Make them stop and listen.



TEACH

Teach one clear concept or strategy. Keep it simple and focused.



EXAMPLE

Give a real-life example or case study. Show how it works in action.



RECAP

Summarize the key takeaway. Reinforce the main point.



CTA

Invite them to take action. Tell them what to do next.

WHY IT WORKS

- ✓ Positions you as the expert
- ✓ Builds authority and credibility
- ✓ Delivers real value
- ✓ Keeps people engaged
- ✓ Leads to action and results

EXAMPLES OF EDUCATIONAL SCRIPT IN ACTION



HOOK

"Want more views on your Reels? Start here."



TEACH

"The first step is to write a hook that creates curiosity..."



EXAMPLE

"Here's an example of a hook I used that got over 100K views..."



RECAP

"So remember: Hook them in, deliver value, then invite action."



CTA

"Comment 'SCRIPT' and I'll send you my hook template!"

FILL-IN-THE-BLANK EDUCATIONAL SCRIPT TEMPLATE



HOOK

Did you know _____?
Here's the truth about _____.



TEACH

The first step is to _____.
Next, you should _____.



EXAMPLE

For example, I _____,
and the result was _____.



RECAP

So the key takeaway is _____.
Remember _____.



CTA

Comment _____,
or DM me _____.



REMEMBER:

The more you teach, the more trust you earn. Trust leads to followers. Followers lead to freedom. Give value first. The sales will follow.

AUTHORITY
SCRIPT

SHARE YOUR JOURNEY. BUILD AUTHORITY. SELL WITH IMPACT.

Authority content builds deep trust because you’re not just talking—you’ve been there. People follow those who have real experience and proven results.



HOOK

Grab attention in the first 1–2 seconds. Make them stop and listen.



EXPERIENCE

Share your story. What you’ve been through. Make it real and relatable.



LESSON

Teach the key lesson or shift you learned from it.



PROOF

Show results, wins, or transformation. Back it up with evidence.



CTA

Invite them to take action. Tell them what to do next.

WHY IT WORKS

- ✓ Positions you as the expert
- ✓ Builds instant credibility
- ✓ Creates connection and trust
- ✓ Shows real results
- ✓ Drives action with confidence

EXAMPLES OF AUTHORITY SCRIPT IN ACTION



HOOK

“I wish someone had told me this 3 years ago...”



EXPERIENCE

“I was struggling with the same thing you are right now...”



LESSON

“Here’s the shift that changed everything for me...”



PROOF

“This is how I went from _____ to _____ in just _____.”



CTA

“If you’re ready to get the same results, click the link in my bio.”

FILL-IN-THE-BLANK AUTHORITY SCRIPT TEMPLATE



HOOK

I wish someone had told me _____.



EXPERIENCE

I was _____, and I felt _____.



LESSON

The biggest lesson I learned was _____.



PROOF

Because of that, I was able to _____.



CTA

If you’re ready to _____, _____.



REMEMBER:

People don’t just buy what you offer—they buy why you offer it. Your story is your superpower. Use it.

STORYTIME SCRIPT

EXACTLY HOW TO TELL A STORY.

Stories create connection. Connection creates trust. Trust drives action. Use this 7-part formula to tell stories that stick and sell.

1

BEGINNING
Set the scene. Introduce who you were, where you were, and what life looked like. Make it real and paint the picture.

2

MIDDLE
Take your audience on the journey. What were you doing, thinking, or hoping for?

3

CONFLICT
This is the twist. The struggle. The problem, challenge, or turning point that changed everything.

4

RESOLUTION
Share how you overcame it. What did you decide, do, or learn that created the shift?

5

LESSON
What is the takeaway? What did this moment teach you that can help someone else?

7

CTA
Invite them to take action. What do you want them to do next based on your story?



WHY STORYTELLING WORKS

- ✓ Builds deeper connection
- ✓ Increases watch time
- ✓ Creates emotional impact
- ✓ Makes your message unforgettable
- ✓ Positions you as relatable
- ✓ Builds trust and authority
- ✓ Drives action and sales

EXAMPLES OF STORYTIME SCRIPTS IN ACTION

BEGINNING
"A few years ago, I was stuck..."

MIDDLE
"I was trying everything I could to figure it out..."

CONFLICT
"Then something happened that changed everything..."

RESOLUTION
"I decided to do things differently and that's when everything shifted..."

LESSON
"The biggest lesson I learned is the one that changed my life..."

CTA
"If this story resonated with you, here's what to do next..."

FILL-IN-THE-BLANK STORYTIME SCRIPT TEMPLATE

BEGINNING
A few years ago, I was _____.
My life looked like _____.

MIDDLE
I was _____ and I was hoping to _____.

CONFLICT
Everything changed when _____.
That was when _____.

RESOLUTION
So I decided to _____.
I took action by _____.

LESSON
The biggest lesson I learned is _____.
Now I know _____.

CTA
If you're ready to _____, then _____.
Let's go!

BONUS
End with heart. A quick reminder or encouragement to connect.



REMEMBER:
The best stories are real, raw, and relatable. Don't be perfect. Be you. Your story can inspire someone else's breakthrough.

BEHIND THE SCENES

EXACTLY **HOW** TO NARRATE B-ROLL.

B-roll builds trust because it shows the real you.
Your voice brings it to life.
Don't just show it—tell the story behind it.
This is how you connect.

- 1



SHOW THE SCENE
Capture the moment.
What are you doing?
Where are you?
- 2



SET THE CONTEXT
Start with a line that pulls
people in.
Paint the picture.
- 3



EXPLAIN WHAT'S HAPPENING
Talk through what you're doing
and why.
Make it simple and real.
- 4



SHARE THE WHY
Why does this matter?
How does it help you or
your audience?
- 5



SHARE THE IMPACT
What's the goal?
What's this leading to?
- 6



CLOSE THE LOOP
End with a takeaway or teaser.
Bring it full circle.

B-ROLL NARRATION FORMULA

- 

HOOK LINE
Start with a quick, relatable hook.
Example: "Here's what a typical
morning looks like..."
- 

WHAT I'M DOING
Walk them through the moment.
Example: "I start by checking my
metrics and content calendar..."
- 

WHY IT MATTERS
Share the purpose behind it.
Example: "This helps me stay focused
and consistent with my goals..."
- 

THE IMPACT
What this creates.
Example: "This is how I create content
that converts and income that grows."
- 

CALL IT FORWARD
Close with a takeaway or next step.
Example: "If you're ready to do the
same, comment 'CODE' and I'll send
you the roadmap."

EXAMPLES OF **BEHIND THE SCENES** NARRATION

- 

SHOW THE SCENE
"Here's my morning
coffee and content
game plan..."
- 

SET THE CONTEXT
"Before the chaos
starts, I protect this
time for me..."
- 

WHAT'S HAPPENING
"I check my analytics,
reply to DMs, and plan
what I'm posting..."
- 

THE WHY
"I do this so I can
show up with value
and serve you better."
- 

THE IMPACT
"This leutine helps
me stay consistent
and hit my income
goals..."
- 

CLOSE THE LOOP
"Want the exact
system? Comment
'CODE' and I'll
send it to you."

FILL-IN-THE-BLANK **B-ROLL NARRATION** TEMPLATE

- 

SHOW THE SCENE
Here's _____

right now..."
- 

SET THE CONTEXT
Before _____,
I always _____
first...
- 

WHAT I'M DOING
I'm _____
by _____
and _____...
- 

WHY IT MATTERS
I do this because
it helps me _____
and _____...
- 

THE IMPACT
This leads to
_____ and
_____...
- 

CLOSE THE LOOP
If you want
_____,
comment _____!



REMEMBER:
People don't just buy what you do.
They buy why you do it and how it changes your life.
Show it. Say it. Share it.

MISTAKE SCRIPT

“HERE’S THE **BIGGEST** MISTAKE...”

People relate to mistakes because they’ve made them too. Show them the mistake, explain the damage, and give them the better way.

- 1



THE BIGGEST MISTAKE
Name the mistake clearly.
Be specific and direct.
- 2



WHY PEOPLE MAKE IT
Explain why it happens.
Make it relatable.
- 3



THE DAMAGE IT CAUSES
Talk about the results of staying in this mistake.
- 4



THE BETTER WAY
Share the shift.
What to focus on instead.
- 5



THE RESULTS YOU GET
Paint the picture of what’s possible when they do it the right way.
- 6



CALL TO ACTION
Tell them what to do next.
Make it easy and specific.

WHY THIS WORKS

- ✔ Creates instant attention
- ✔ Feels personal and relatable
- ✔ Shows you understand their journey
- ✔ Positions you as the solution
- ✔ Leads to high engagement
- ✔ Drives clicks, DMs, and sales

EXAMPLES OF MISTAKE SCRIPTS IN ACTION

 THE BIGGEST MISTAKE	 WHY PEOPLE MAKE IT	 THE DAMAGE IT CAUSES	 THE BETTER WAY	 THE RESULTS YOU GET	 CALL TO ACTION
“Here’s the biggest mistake I see creators make...”	“We do it because we think we have to be perfect...”	“But this is why you’re not getting views, followers, or sales...”	“Here’s what to do instead that actually works...”	“When you do this, everything starts to change—fast.”	“Save this and try it today. Then come back and tell me.”

FILL-IN-THE-BLANK MISTAKE SCRIPT TEMPLATE

1



THE BIGGEST MISTAKE

Here’s the biggest mistake I see _____
make _____.

2



WHY PEOPLE MAKE IT

We do it because we think we have to _____
_____.

3



THE DAMAGE IT CAUSES

But this is why you’re _____

_____.

4



THE BETTER WAY

Instead, try _____

_____.

5



THE RESULTS YOU GET

When you do this, you’ll start to _____

_____.

6



CTA

Save this and _____

_____.



REMEMBER:
Don’t just call out the mistake. Offer the solution.
Be the guide, not the critic. **Lead with value, always.**

LIST

SCRIPT

SIMPLE. SCANNABLE. SHAREABLE.

Lists get attention because they’re easy to consume and easy to remember. They keep people reading, save your content, and position you as the go-to expert.

1



CHOOSE YOUR ANGLE
Pick your list topic.
Make it specific and valuable.

2



NUMBER IT
Use numbers to set expectations.
(3 things, 5 reasons, 7 mistakes...)

3



DELIVER THE VALUE
Break down each point clearly.
Keep it short, helpful, and actionable.

4



ADD YOUR INSIGHT
Share your perspective or experience on each point.
This builds trust and authority.

5



WRAP IT UP
Recap the biggest takeaway.
Reinforce the value.

6



CALL TO ACTION
Tell them what to do next.
Make it easy to take action.

WHY IT WORKS

- ✓ Easy to scan and consume
- ✓ Saves and shares well
- ✓ Positions you as helpful and credible
- ✓ Works for any topic or niche
- ✓ Increases watch time and engagement
- ✓ Perfect for captions, carousels, reels, and videos
- ✓ Drives DMs, clicks, and conversions

EXAMPLES OF LIST SCRIPTS IN ACTION



3 THINGS...
"3 things I wish I knew before I started creating content."



5 REASONS...
"5 reasons why posting consistently changes everything."



7 MISTAKES...
"7 mistakes new creators make (and how to fix them)."



4 WAYS...
"4 ways to turn content into income this week."



6 TRUTHS...
"6 hard truths about building a business online."



5 STEPS...
"5 steps to get your first client using content."

FILL-IN-THE-BLANK LIST SCRIPT TEMPLATE

1

CHOOSE YOUR LIST
My list topic is _____
I'm sharing _____
because _____

2

LIST INTRO
Here are _____
things that _____

3

POINT #1
First, _____
This matters because _____

4

POINT #2
Second, _____
This helps because _____

5

POINT #3
Third, _____
This creates _____

6

CTA
If this helped, _____
DM me _____
or comment _____



REMEMBER:
Keep your lists actionable, specific, and focused on results.
Great lists don't just inform—they inspire action.

TESTIMONIAL
SCRIPT

LET THEM TELL IT. YOU SHARE IT.

Testimonials build instant trust. Real stories from real people show your impact better than any sales pitch ever could.

1



GET PERMISSION

Ask your client or customer if you can share their story. Make it easy and comfortable.

2



KNOW THEIR JOURNEY

Learn where they started, what they struggled with, and what they wanted.

3



THE TRANSFORMATION

Discover what changed after working with you. What results did they get?

4



THE IMPACT

Talk about how it impacted their life, business, confidence, or income.

5



THEIR WORDS

Use their exact words, if possible. Raw, real, and relatable wins.

6



SHARE WITH PURPOSE

Post their story in a way that inspires and helps others take action too.



WHY IT WORKS

- ✔ Builds instant credibility
- ✔ Shows real results
- ✔ Creates emotional connection
- ✔ Overcomes objections
- ✔ Inspires action
- ✔ Turns happy clients into powerful advocates

EXAMPLES OF TESTIMONIAL SCRIPTS IN ACTION



THE SHORT WIN

"I was stuck and didn't know what to do. Now I'm consistent and making sales!"



THE TRANSFORMATION

"This changed my business and my life. I finally feel confident and in control."



THE RESULT

"In my first 30 days, I made \$4,200 using these strategies. Game changer!"



THE BEFORE/AFTER

"Before I was invisible. Now I'm getting clients, making sales, and loving what I do."



THE RECOMMENDATION

"If you're on the fence, just do it. It's worth every single investment."

FILL-IN-THE-BLANK TESTIMONIAL SCRIPT TEMPLATE

1

BEFORE

Before working with me, I was _____ and struggling with _____.

2

THE TURNING POINT

I decided to _____ because _____.

3

THE SOLUTION

When I _____ I learned _____.

4

THE RESULTS

After _____ I was able to _____ and achieved _____.

5

THE IMPACT

This has _____ for my _____.

6

THE RECOMMENDATION

If you're _____, I highly recommend _____.



REMEMBER:
The best testimonials are specific, emotional, and real. The more real they feel, the more powerful they are. People buy a result, but they connect with a story.

SCRIPT
BUILDER

ONE FRAMEWORK. UNLIMITED SCRIPTS.

Great content isn't random—it's written.
Use this simple formula to create clear,
powerful, and scroll-stopping scripts
for any format.

1

AUDIENCE

Who are you talking to?
What do they care about?
What do they struggle with?

2

PROBLEM

What's their biggest struggle
or pain point?
What's holding them back?

3

HOOK

What will grab their attention
in the first 3 seconds?
Make it bold and specific.

4

STORY

Share your experience.
Walk them through what happened,
the turning point, and the result.

5

LESSON

What did you learn?
What's the takeaway or shift
they can apply?

6

CTA

What do you want them to do next?
Make it clear, easy, and specific.

HOW IT WORKS

Fill in each section.

Follow the flow.

Adjust to fit your voice.

Post, test, and repeat.

Create unlimited scripts.

UNLIMITED SCRIPTS.
UNLIMITED IMPACT.

EXAMPLE: FROM BLANK TO POWERFUL

AUDIENCE

Women 30–50 who
want more time
freedom and income.

PROBLEM

They feel stuck,
overworked, and
not making enough.

HOOK

You don't need
more time. You need
a new strategy."

STORY

I was burnt out,
broke, and stressed...
Then I found this..

LESSON

I learned that simple
content + consistency
changes everything.

CTA

Comment "GUIDE"
and I'll send you
the free training."

YOUR SCRIPT BUILDER TEMPLATE

1

AUDIENCE

2

PROBLEM

3

HOOK

4

STORY

5

LESSON

6

CTA



REMEMBER:

The best scripts connect, educate, inspire,
and move people to action.

BONUS SECTION

THIS IS WHERE IT BECOMES AMAZING.

100 STORY STARTERS



Never run out of ideas again.

- ✔ "I used to..."
- ✔ "No one tells you..."
- ✔ "I wish I knew..."
- ✔ "The biggest mistake..."
- ✔ "I almost quit..."

100 TOTAL

100 OPENING LINES



Instant hooks that stop the scroll.

- ✔ "You won't believe..."
- ✔ "Here's the truth..."
- ✔ "Let me save you years of struggle..."
- ✔ "This changed everything for me..."
- ✔ "If you're trying to..."

100 TOTAL

100 TRANSITION LINES



Move your audience seamlessly.

- ✔ "If this sounds familiar..."
- ✔ "Here's what changed..."
- ✔ "That's when I realized..."
- ✔ "Here's the thing..."
- ✔ "Let me break it down..."

100 TOTAL

100 CLOSING LINES



Powerful endings that drive action.

- ✔ "Now it's your turn..."
- ✔ "The choice is yours..."
- ✔ "Don't overthink it..."
- ✔ "Start before you're ready..."
- ✔ "You've got this..."

100 TOTAL

100 CTAS



Pull directly from the CTA Code.

- ✔ Comment "GUIDE"
- ✔ DM me "READY"
- ✔ Save this post
- ✔ Share this with a friend
- ✔ Follow for more

100 TOTAL

AI PROMPT BUILDER



Exactly how to prompt AI to write scripts.

- 1 The Framework
- 2 The Prompts
- 3 The Examples
- 4 The Customizer
- 5 The Output Format

STEP-BY-STEP

B-ROLL PLANNER



Plan content that looks as good as it sounds.

- ✔ What to film
- ✔ Where to pause
- ✔ Where to zoom
- ✔ Where to add text
- ✔ How to tell the story visually

FILM WITH PURPOSE

VOICEOVER PLANNER



Make your voice powerful, not monotone.

- ✔ Breathing
- ✔ Pacing
- ✔ Pauses
- ✔ Emotion
- ✔ Delivery Tips

SOUND CONFIDENT

AI PROMPT BUILDER QUICK START

1

ROLE

You are a world-class content strategist and copywriter.

2

AUDIENCE

My audience is _____.

3

TOPIC

Write a _____ script about _____.

4

GOAL

The goal is to _____.

5

TONE

Use a _____ tone.

6

FORMAT

Format it as a _____.

7

LENGTH

Keep it around _____.

Include a strong hook, story, lesson, and CTA.

COPY. PASTE. GENERATE.

B-ROLL PLANNER TEMPLATE

PART	WHAT TO FILM	PAUSE HERE	ZOOM	TEXT OVERLAY
HOOK	_____	☐	☐	_____
STORY	_____	☐	☐	_____
LESSON	_____	☐	☐	_____
CTA	_____	☐	☐	_____

VOICEOVER PLANNER CHECKLIST



BREATHE

Take a deep breath before you start. It grounds your voice.



PACE

Speak like a conversation, not a race.



PAUSE

Pause after key points. It adds power and clarity.



EMOTION

Let your voice match the message.



DELIVER

Speak with confidence, like you believe in what you're saying.

COPY + PASTE

SCRIPTS

GOOGLE DOC