FREE

25 PROMPTS · WITH FILLED EXAMPLES

Free Explainer Prompt Pack

Hook formulas, a style lock, shot prompts and a script template: everything to make one 45-second AI explainer tonight.

PROMPTS	SECTIONS	START TIME	VERSION
25	4	20 min	1.0

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25 copy-paste prompts for short AI explainer videos: hooks, style locks, shots and scripts.

Every prompt here comes from the workflow we use to make vertical sleep-science explainers: one question, one picture per idea, voice from the first frame, and an ending that lands inside one second. Most prompts have a filled example on one topic, **"Why you wake up at 3 AM"**, so you can see exactly what goes in the brackets. Where a prompt needs a real number, the example uses a sourced sleep finding instead.

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§ 01

How to use this pack in 20 minutes

You need three tools: a text AI (any chat assistant), an image model, and a video model that can animate a still. A free video editor is enough for assembly.

MINUTE	DO THIS	PROMPTS
0-3	Pick one question a 10-year-old would understand. If it needs a setup sentence, it is two videos.	H1-H8
3-6	Generate 5 hooks, read them out loud, keep the one that makes you want the answer. Write the title from it.	H1-H8
6-10	Fill the script template. Count words: about 3 spoken words per second, so a 35-second video is about 105 words.	S1-S4
10-12	Choose one style lock and paste it at the end of every image prompt. Do not change it mid-video.	L1-L4
12-20	Generate your stills first (cheap), pick the best, then animate only the 2-3 hero shots.	V1-V9

Five rules that make these prompts work

1. **Voice and motion from frame 1.** No logo, no fade-in, no silent title card. A bold 2-5 word hook line over a moving shot is fine; it leaves by about 2 seconds.
2. **One clause, one picture.** If the script says "your temperature drops", the screen shows a temperature dropping.
3. **A new subject every 2-3 seconds.** Camera push-ins, cutaways, a label popping in: something changes.
4. **Text is not AI.** Titles, numbers, labels and charts look sharper and stay spelled correctly when you add them in your editor or in code. Ask the image model for clean empty space where text will go.
5. **End when curiosity ends.** The answer lands, the video is over within about 1 second. No recap, no "thanks for watching".

How to read the prompts

- `[BRACKETS]` are variables. Replace the brackets and the text inside them.
- Image and video prompts are written for 9:16 vertical (1080×1920).
- Health topics: use cautious wording ("may", "linked to", "often"), check every number against a real source, and add "Educational only, not medical advice." on screen or in the description of every sleep video. Every sleep number in the examples comes from a named study or sleep organisation (given next to it), with its hedge words kept ("in a small study", "linked to"); check the source yourself before you publish. No supplement or melatonin advice.

Section 1: Hook formulas (8)

Paste these into your text AI. Each one returns hook options; you pick one.

H1. The habit call-out

When to use: the topic is something the viewer already does every night. Calling out "you" makes the first second feel personal.

TEMPLATE

```
Write 5 opening lines for a [LENGTH]-second vertical explainer about [TOPIC].
Each line must call out a specific habit the viewer has, using "you", in 12 words or fewer.
Then give a 2-5 word on-screen command for the first 2 seconds (big type, verb first).
Rules: plain words a 10-year-old understands, no question marks in the command,
no medical claims, no "did you know". Rank the 5 by how badly a viewer would want the
answer.
```

Filled example:

TEMPLATE

```
Write 5 opening lines for a 35-second vertical explainer about why people wake up at 3 AM.
Each line must call out a specific habit the viewer has, using "you", in 12 words or fewer.
Then give a 2-5 word on-screen command for the first 2 seconds (big type, verb first).
Rules: plain words a 10-year-old understands, no question marks in the command,
no medical claims, no "did you know". Rank the 5 by how badly a viewer would want the
answer.
```

Example output to aim for: *"You wake up at 3 AM, check the clock, and stare at the ceiling."* / on-screen: **STOP CHECKING THE CLOCK**

H2. The impossible-sounding fact

When to use: you have one strong, sourced number that sounds wrong at first.

TEMPLATE

```
Topic: [TOPIC]. Verified fact: [FACT WITH NUMBER] (source: [SOURCE]).
Write 5 first lines that state this fact so it sounds surprising but stays accurate.
Max 14 words each. Round honestly ("about", "nearly"). Each line must promise
that the video will explain WHY. Mark which line keeps the number on screen best.
```

Filled example:

TEMPLATE

```
Topic: an afternoon coffee and your sleep. Verified fact: in a small lab study (12 adults),
a large
dose of caffeine (400 mg) taken 6 hours before bed cut measured sleep by more than an hour,
while
people's own sleep diaries showed a smaller loss (source: Drake et al. 2013, Journal of
Clinical Sleep Medicine).
Write 5 first lines that state this fact so it sounds surprising but stays accurate.
Max 14 words each. Round honestly ("about", "nearly"). Each line must promise
that the video will explain WHY. Mark which line keeps the number on screen best.
```

Aim for: *"Small study: big coffee six hours before bed cut over an hour's sleep."* / end card: *"Educational only, not medical advice."*

H3. The question a kid would ask

When to use: mechanism videos, where the whole video answers one "why".

TEMPLATE

```
Rewrite this topic as one question a curious 10-year-old would ask: [TOPIC].
Give 5 versions, 4-9 words each, starting with "Why" or "What happens".
Then for the best one, write line 2: a half-sentence that hints the answer is
inside the body/brain/room and that we will SEE it happen.
```

Filled example:

TEMPLATE

```
Rewrite this topic as one question a curious 10-year-old would ask: waking up at 3 AM.
Give 5 versions, 4-9 words each, starting with "Why" or "What happens".
Then for the best one, write line 2: a half-sentence that hints the answer is
inside the body/brain/room and that we will SEE it happen.
```

Aim for: *"Why do you always wake up at 3 AM?"* / line 2: *"Let's watch what happens in that dark room."*

H4. Mid-action premise

When to use: story-style videos with a character. Start in the middle of the moment, not before it.

TEMPLATE

```
Write 5 cold-open lines for a short about [TOPIC] starring [CHARACTER DESCRIPTION].
Each line starts mid-action (already awake, already arguing, already reaching for
something).
Max 10 words, spoken by the character, with one stage direction in brackets.
No setup, no names, no "one night".
```

Filled example:

TEMPLATE

```
Write 5 cold-open lines for a short about waking at 3 AM starring a sleepy clay-style
office worker in striped pajamas.
Each line starts mid-action (already awake, already arguing, already reaching for
something).
Max 10 words, spoken by the character, with one stage direction in brackets.
No setup, no names, no "one night".
```

Aim for: *"(grabs phone) Three-oh-four. AGAIN?"*

H5. The wrong-fix reversal

When to use: the common advice is incomplete or backwards.

TEMPLATE

```
Common belief about [TOPIC]: [BELIEF].
Write 5 hooks that name the belief and flip it in one breath, max 13 words.
Pattern: "[What people do] — [why it can backfire]."
Stay accurate: use "can", "often", "may". No absolute claims.
```

Filled example:

TEMPLATE

```
Common belief about waking at 3 AM: staying in bed and trying harder to sleep fixes it.
Stay accurate to this sleep-doctor advice: if you are not asleep after about 20 minutes, get
out of bed
(source: American Academy of Sleep Medicine, Sleep Education, "Healthy Sleep Habits").
Write 5 hooks that name the belief and flip it in one breath, max 13 words.
Pattern: "[What people do] — [why it can backfire]."
Stay accurate: use "can", "often", "may". No absolute claims.
```

Aim for: *"Still awake after 20 minutes? Sleep doctors say get up, not try harder."*

H6. The countdown frame

When to use: list-shaped topics (3 causes, 3 fixes). Gives the viewer a reason to stay.

TEMPLATE

```
Topic: [TOPIC]. I have [NUMBER] causes: [CAUSE 1], [CAUSE 2], [CAUSE 3].
Write 5 hooks that promise exactly [NUMBER] reasons and tease that the last one
is the one most people miss. Max 14 words. Also give a 3-word on-screen label
for each cause (noun first, no verbs).
```

Filled example:

TEMPLATE

```
Topic: evening habits that can cost you sleep. I have 3 causes: a big coffee late in the day
(Drake et al. 2013), reading a glowing screen in bed (Chang et al. 2015, small lab study), a
drink before bed (Ebrahim et al. 2013 review).
Write 5 hooks that promise exactly 3 reasons and tease that the last one
is the one most people miss. Max 14 words. Also give a 3-word on-screen label
for each cause (noun first, no verbs).
```

Aim for: *"Three evening habits that can cost you sleep. Number three is the nightcap."* / labels: **LATE COFFEE CUP**, **GLOWING SCREEN TIME**, **BEDTIME NIGHTCAP GLASS**

H7. The ”you vs your body” split

When to use: anything where the body does something on its own schedule.

TEMPLATE

```
Write 5 hooks for [TOPIC] that set up a conflict between "you" and a body part or system
([BODY SYSTEM]). The body system is the villain or the secret helper.
Max 12 words. Then write the matching visual in one sentence: what the viewer
sees in the first 1.5 seconds, camera already moving.
```

Filled example:

TEMPLATE

```
Write 5 hooks for waking at 3 AM that set up a conflict between "you" and a body part or
system
(the busy, planning brain). The body system is the villain or the secret helper.
Max 12 words. Then write the matching visual in one sentence: what the viewer
sees in the first 1.5 seconds, camera already moving.
```

Aim for: *"You want sleep. Your brain wants to plan tomorrow."* / visual: *slow push-in on a glowing clay brain flipping through calendar pages inside a dark bedroom.*

H8. The share-target hook

When to use: relatable habits people tag friends in. Works best when the ending also names the person.

TEMPLATE

```
Topic: [TOPIC]. The person type viewers will send this to: [PERSON TYPE].
Write 5 hooks that describe that person's exact behavior so the viewer thinks of
someone they know. Max 13 words. Then write the matching last line of the video:
"Send this to [PERSON TYPE]..." in 8 words or fewer.
```

Filled example:

TEMPLATE

```
Topic: waking at 3 AM. The person type viewers will send this to: the friend who texts at 3 AM.
Write 5 hooks that describe that person's exact behavior so the viewer thinks of someone they know. Max 13 words. Then write the matching last line of the video: "Send this to [PERSON TYPE]..." in 8 words or fewer.
```

Aim for: *"If you've ever texted 'u up?' at 3:07 AM, this is why."* / end: *"Send this to your 3 AM texter."*

Section 2: Style lock (4)

A style lock is one paragraph you paste at the **end of every image and video prompt** in a video. It keeps the palette, light, lens and texture identical from shot to shot. Change the subject, never the lock.

L1. Write your style lock

When to use: before your first image of a new series.

TEMPLATE

```
Write a style lock paragraph (60-90 words) I will paste at the end of every image prompt.
Look: [LOOK IN 3 WORDS]. Mood: [MOOD]. Subject type: [CHARACTERS / OBJECTS / BODY
INTERIORS].
Include, in this order: medium and material, palette as 5 hex codes with roles
(background, midtone, key light, accent, shadow), lighting setup, lens and depth of field,
texture/grain, aspect ratio 9:16, and "no text, no letters, no logos, no watermark".
Write it as comma-separated phrases, not sentences.
```

Filled example:

TEMPLATE

```
Write a style lock paragraph (60-90 words) I will paste at the end of every image prompt.
Look: cozy night clay. Mood: calm, slightly mysterious. Subject type: one sleepy character
and bedroom objects.
Include, in this order: medium and material, palette as 5 hex codes with roles
(background, midtone, key light, accent, shadow), lighting setup, lens and depth of field,
texture/grain, aspect ratio 9:16, and "no text, no letters, no logos, no watermark".
Write it as comma-separated phrases, not sentences.
```

Example lock it should produce:

TEMPLATE

```
handmade clay miniature diorama, soft matte plasticine with faint fingerprints,
palette deep navy #0E1630 background, midnight blue #1B2747 midtones, warm lamp amber
#F2A65A key light,
coral #FF6B5B accent, ink #070B18 shadows, single warm practical lamp from frame left,
cool moonlight rim from window right, 50mm lens look, f/2.8 shallow depth of field,
gentle film grain, vertical 9:16 composition, no text, no letters, no logos, no watermark
```

L2. Character lock

When to use: a recurring character must look the same in every shot.

TEMPLATE

```
Write a character lock (40-60 words) for [CHARACTER]. Include: body shape and proportions
(big head, small body if cute), exact colors with hex codes for skin, hair, outfit,
one signature detail that appears in every shot, default expression, and what must never
change.
Start with "same character in every shot:".
```

Filled example:

TEMPLATE

```
Write a character lock (40-60 words) for a sleepy office worker who keeps waking at 3 AM.
Include: body shape and proportions (big head, small body if cute), exact colors with hex
codes
for skin, hair, outfit, one signature detail that appears in every shot, default expression,
and what must never change. Start with "same character in every shot:".
```

Aim for: *same character in every shot: round clay figure, head about one third of body height, warm tan skin #D9A57A, messy dark brown hair #3B2A20, cream-and-navy striped pajamas #EFE3CF / #1B2747, one sock missing (signature), heavy-lidded tired eyes, small frown, proportions and pajama stripes never change*

L3. Reference sheet generator

When to use: to create the one image you will feed back as a reference for every later shot.

TEMPLATE

```
Character turnaround sheet of [CHARACTER LOCK], three views side by side: front, three-
quarter, side,
neutral standing pose, even soft studio light, plain [BACKGROUND HEX] background,
full body visible with feet, same scale in all three views. [STYLE LOCK]
```

Filled example:

TEMPLATE

```
Character turnaround sheet of same character in every shot: round clay figure, head about
one third
of body height, warm tan skin #D9A57A, messy dark brown hair #3B2A20, cream-and-navy striped
pajamas
#EFE3CF / #1B2747, one sock missing, heavy-lidded tired eyes, small frown, three views side
by side:
front, three-quarter, side, neutral standing pose, even soft studio light, plain #1B2747
background,
full body visible with feet, same scale in all three views. handmade clay miniature diorama,
soft matte plasticine with faint fingerprints, gentle film grain, no text, no letters, no
logos, no watermark
```

Note: this one image is horizontal-friendly; generate it at 16:9 or 3:2 even if your video is 9:16.

L4. Drift check

When to use: after generating 4+ shots, before animating anything. Catches style drift early.

TEMPLATE

```
I am attaching [NUMBER] images that should share one style. My style lock is: [STYLE LOCK].
For each image, score 1-5 on: palette match, lighting direction, material/texture, lens
feel,
character match. List every mismatch in one line each (for example "image 3: key light from
right, should be left").
Then tell me which images to regenerate and what to add to the prompt to fix each one.
```

Filled example:

TEMPLATE

```
I am attaching 6 images that should share one style. My style lock is: handmade clay
miniature diorama,
soft matte plasticine, deep navy #0E1630 background, warm lamp amber #F2A65A key light from
frame left,
cool moonlight rim from right, 50mm f/2.8, gentle film grain.
For each image, score 1-5 on: palette match, lighting direction, material/texture, lens
feel,
character match. List every mismatch in one line each (for example "image 3: key light from
right, should be left").
Then tell me which images to regenerate and what to add to the prompt to fix each one.
```

Use with any assistant that accepts images.

Section 3: Shot prompts (9)

Image prompts make the still; motion prompts animate it. Always make and approve the still first: it is the cheapest place to fix a mistake. Every image prompt ends with your style lock.

V1. The moving hook shot (0-2 s)

When to use: the first frame. It must already be in motion and leave clean space for your 2-5 word hook text.

TEMPLATE

```
Image: [SUBJECT] in [SETTING], [ACTION ALREADY HAPPENING], low camera at [HEIGHT],
subject in the lower-middle third, empty dark negative space in the top third for a
headline,
strong silhouette, one focal point. [STYLE LOCK]

Motion (2-3 s): slow push-in toward the subject, [SMALL SECONDARY MOTION],
no camera shake, subject stays in frame, ends closer than it started.
```

Filled example:

TEMPLATE

```
Image: sleepy clay office worker sitting bolt upright in bed, eyes wide open, a round alarm
clock
with a blank glowing face on the nightstand, low camera at mattress height, subject in the
lower-middle third,
empty dark negative space in the top third for a headline, strong silhouette, one focal
point.
[STYLE LOCK: COZY NIGHT CLAY]

Motion (3 s): slow push-in toward the subject, curtains sway slightly, character blinks
twice,
no camera shake, subject stays in frame, ends closer than it started.
```

Tip: image models often garble digits, which is why the clock face is blank. Add "3:04" in your editor so it is sharp and correct.

V2. The x-ray cutaway

When to use: to show what happens inside the body or brain. This is the shot that makes an explainer feel like an explainer.

TEMPLATE

```
Image: cross-section cutaway of [BODY PART / OBJECT] showing [PROCESS] inside,
[INTERNAL ELEMENTS] glowing in [ACCENT HEX], outer shell semi-transparent,
side view, centered, soft rim light separating layers, clean background. [STYLE LOCK]

Motion (3 s): slow orbit 15 degrees left to right, inner glow pulses once at 1.5 s,
everything else still.
```

Filled example:

TEMPLATE

```
Image: cross-section cutaway of a sleeping clay head on a pillow showing a tiny clockwork
mechanism
inside the brain, gears and a small pendulum glowing in amber #F2A65A, outer head semi-
transparent,
side view, centered, soft rim light separating layers, clean deep navy background.
[STYLE LOCK: COZY NIGHT CLAY]

Motion (3 s): slow orbit 15 degrees left to right, inner glow pulses once at 1.5 s,
everything else still.
```

V3. The scale shift (macro to wide)

When to use: to link two ideas with one continuous move instead of a cut.

TEMPLATE

```
Image A (start): extreme close-up of [SMALL DETAIL], macro lens look, 100mm, very shallow
focus. [STYLE LOCK]
Image B (end): wide shot of [WHOLE SCENE] where [SMALL DETAIL] is visible in the same screen
position. [STYLE LOCK]

Motion (3 s, start frame A, end frame B): continuous pull-back from A to B, eased in and
out,
the detail stays in the same screen position as the camera reveals the room.
```

Filled example:

TEMPLATE

```
Image A (start): extreme close-up of a single amber nightlight glow on a dark pillowcase,
macro lens look, 100mm, very shallow focus. [STYLE LOCK: COZY NIGHT CLAY]
Image B (end): wide shot of a dark clay bedroom at night with the sleeper awake under the
covers,
the amber nightlight visible lower-center in the same screen position. [STYLE LOCK: COZY
NIGHT CLAY]

Motion (3 s, start frame A, end frame B): continuous pull-back from A to B, eased in and
out,
the detail stays in the same screen position as the camera reveals the room.
```

Use a video model that accepts a start and end frame. If yours does not, do this move in your editor with a zoom between the two stills.

V4. The object-as-metaphor hero

When to use: one strong symbol that carries an idea ("your sleep is a staircase").

TEMPLATE

```
Image: a single [METAPHOR OBJECT] made of [MATERIAL] on a dark stage, glossy highlight on
top edge,
one hard key light from [DIRECTION], soft fill opposite, contact shadow beneath,
object fills 60% of frame height, centered, plain [BACKGROUND HEX] background. [STYLE LOCK]

Motion (3 s): object rotates 20 degrees on its vertical axis, key light glides across its
surface,
slow push-in.
```

Filled example:

TEMPLATE

```
Image: a single staircase of five clay steps, each step a different shade from deep navy to
pale lavender,
a tiny sleeping figure on the top step, on a dark stage, glossy highlight on top edge,
one hard key light from upper left, soft fill opposite, contact shadow beneath,
object fills 60% of frame height, centered, plain #0E1630 background. [STYLE LOCK: COZY
NIGHT CLAY]

Motion (3 s): object rotates 20 degrees on its vertical axis, key light glides across its
surface,
slow push-in.
```

This shot stands for sleep stages. Add the labels ("deep", "light") in your editor, not in the prompt.

V5. The reaction close-up

When to use: right after a reveal. A face reacting is a cheap pattern break.

TEMPLATE

```
Image: close-up of [CHARACTER LOCK], face fills 50% of frame, expression: [EXPRESSION],
eye-level camera, 85mm portrait lens look, catchlight in both eyes, background softly
blurred. [STYLE LOCK]

Motion (2 s): quick 4-frame anticipation (slight lean back), then [REACTION], eyebrows lead
the move,
hair settles a moment after the head stops.
```

Filled example:

TEMPLATE

```
Image: close-up of the sleepy clay office worker, face fills 50% of frame, expression:
slowly realizing,
eye-level camera, 85mm portrait lens look, catchlight in both eyes, background softly
blurred.
[STYLE LOCK: COZY NIGHT CLAY]

Motion (2 s): quick anticipation (slight lean back), then eyes widen and mouth drops open,
eyebrows lead the move, hair settles a moment after the head stops.
```

V6. The before/after split frame

When to use: the "fix" beat. Same framing, two states.

TEMPLATE

```
Image: vertical split screen, top half: [BEFORE STATE], bottom half: [AFTER STATE],
identical camera angle and framing in both halves, [BEFORE] lit in cool [HEX], [AFTER] lit
in warm [HEX],
thin clean gap between halves for a label. [STYLE LOCK]

Motion (3 s): no camera move, the top half dims slightly while the bottom half brightens,
gentle breathing motion in both.
```

Filled example:

TEMPLATE

```
Image: vertical split screen, top half: a person lying awake in a warm messy bed with a
phone glowing,
bottom half: the same person asleep in a cool tidy dark room, identical camera angle and
framing in both halves,
top lit in cool phone-blue #6FA8FF, bottom lit in warm amber #F2A65A, thin clean gap between
halves for a label.
[STYLE LOCK: COZY NIGHT CLAY]

Motion (3 s): no camera move, the top half dims slightly while the bottom half brightens,
gentle breathing motion in both.
```

V7. The clean B-roll plate (for your text and charts)

When to use: any beat with a number, chart or label. The AI makes a calm background; you add the graphic in code or your editor.

TEMPLATE

```
Image: [SIMPLE SETTING], out of focus, calm, low detail, [PALETTE HEX CODES],
large empty area in the [TOP / CENTER] for an overlay graphic, no objects in that area,
soft gradient light. [STYLE LOCK]
```

Filled example:

TEMPLATE

```
Image: dark bedroom wall with soft moonlight stripes from blinds, out of focus, calm, low
detail,
#0E1630 #1B2747 #9C8FC4, large empty area in the center for an overlay graphic,
no objects in that area, soft gradient light. [STYLE LOCK: COZY NIGHT CLAY]
```

Then overlay, in your editor: two bars, "25 MIN" and "16 MIN", for time to fall asleep after writing about finished tasks vs writing a to-do list (Scullin et al. 2018: 57 young adults, one lab night), drawn on in 1.2 s.

V8. The match-cut pair

When to use: to jump between two places without breaking flow. The shape in shot A becomes the shape in shot B.

TEMPLATE

```
Image A: [SUBJECT A] with a [SHAPE] at center frame, [SIZE]% of frame width. [STYLE LOCK]
Image B: [SUBJECT B] with a matching [SHAPE] in the exact same position and size. [STYLE
LOCK]

Edit: 0.2 s whip or zoom-through from A to B, cut on the matching shape.
```

Filled example:

TEMPLATE

```
Image A: a round glowing alarm clock face at center frame, 40% of frame width, on a dark
nightstand.
[STYLE LOCK: COZY NIGHT CLAY]
Image B: a round pupil of a wide-awake eye in the exact same position and size, extreme
close-up.
[STYLE LOCK: COZY NIGHT CLAY]

Edit: 0.2 s zoom-through from A to B, cut on the matching circle.
```

V9. The loop-back final frame

When to use: the last shot, built to flow back into your first frame on replay.

TEMPLATE

```
Image: [FIRST-FRAME SUBJECT] in the same framing as the opening shot, but [ONE CHANGED
DETAIL
THAT SHOWS THE FIX]. Same camera height, same lens, same subject position. [STYLE LOCK]

Motion (1.5 s): slow push-in matching the opening move's speed, ends on the exact framing of
frame 1.
```

Filled example:

TEMPLATE

```
Image: the sleepy clay office worker in bed in the same framing as the opening shot, but now
lying down
calm with eyes closed and the clock turned to face the wall. Same camera height, same lens,
same subject position. [STYLE LOCK: COZY NIGHT CLAY]

Motion (1.5 s): slow push-in matching the opening move's speed, ends on the exact framing of
frame 1.
```

Section 4: Script template (4)

S1. The 35-second mechanism script

When to use: one question, one process, narrator-led. The workhorse format.

TEMPLATE

```
Write a [LENGTH]-second vertical explainer script about [QUESTION].
Audience: [AUDIENCE]. Sources I trust: [SOURCES].
Pace: about 3 spoken words per second, so [WORDS] words total (±5).
Structure with timestamps:
0-2 s  hook line (states the question or a surprising fact) + a 2-5 word on-screen command
2-5 s  line 2 promises the answer is coming
5-[70% MARK] s  cause → effect chain, one picture per clause, a new subject every 2-3 s
[70% MARK] s  the answer, in one plain sentence
then 1-2 quick fixes the viewer can try tonight
last line: a share line naming a person type, or a one-line tease of the next video. No
recap, no "subscribe".
Output a table: time | voice line | on-screen text (max 4 words) | visual.
Health wording: "may", "often", "linked to". Mark every number with its source.
```

Filled example:

TEMPLATE

```
Write a 35-second vertical explainer script about why people often wake up around 3 AM.
Audience: adults 22-45 who sleep badly and scroll at night. Sources I trust: [YOUR 3
SOURCES].
Pace: about 3 spoken words per second, so 105 words total (±5).
Structure with timestamps:
0-2 s  hook line (states the question or a surprising fact) + a 2-5 word on-screen command
2-5 s  line 2 promises the answer is coming
5-25 s  cause → effect chain, one picture per clause, a new subject every 2-3 s
25 s  the answer, in one plain sentence
then 1-2 quick fixes the viewer can try tonight
last line: a share line naming a person type, or a one-line tease of the next video. No
recap, no "subscribe".
Output a table: time | voice line | on-screen text (max 4 words) | visual.
Health wording: "may", "often", "linked to". Mark every number with its source.
End card and description line: "Educational only, not medical advice."
```

S2. The three-problems explainer

When to use: a habit with several things wrong with it. This is the shape we use most: call out the habit, name three problems, turn on "The fix?", answer each, land a reframe question, end on a share line.

TEMPLATE

```
Write a [LENGTH]-second script about [HABIT] using exactly this shape:
1. Habit call-out (0-2 s): a "you" line + 2-5 word command on screen.
2. Problem 1, 2, 3: each one sentence, each with its own visual and one number label.
3. At about 40% of runtime: the line "The fix?"
4. Fix 1, 2, 3: each answers the matching problem, one sentence each.
5. Verdict: one reframe question that flips how they see the habit (max 9 words).
6. Share line: "Send this to [PERSON TYPE]." (max 8 words)
About 3 words per second. Output: time | voice | on-screen | visual.
```

Filled example:

TEMPLATE

```
Write a 45-second script about checking the clock when you wake at 3 AM using exactly this
shape:
1. Habit call-out (0-2 s): a "you" line + 2-5 word command on screen.
2. Problem 1, 2, 3: each one sentence, each with its own visual and one number label.
3. At about 40% of runtime: the line "The fix?"
4. Fix 1, 2, 3: each answers the matching problem, one sentence each.
5. Verdict: one reframe question that flips how they see the habit (max 9 words).
6. Share line: "Send this to your 3 AM clock checker." (max 8 words)
About 3 words per second. Output: time | voice | on-screen | visual.
Number labels only from my research table. End card and description: "Educational only, not
medical advice."
```

S3. The research table first

When to use: before any health script. Every spoken number must trace to a row here.

TEMPLATE

```
Topic: [TOPIC]. Find 3-6 credible sources (peer-reviewed studies, national health agencies,
major sleep organizations). Output a table: claim | number | source | link | exact words
we'll say.
Round honestly ("about", "nearly"). Flag any claim where sources disagree or the evidence is
weak,
and suggest safer wording. Do not invent links: if you cannot confirm one, write "VERIFY".
```

Filled example:

TEMPLATE

```
Topic: what can help when you wake at 3 AM (the 20-minute rule, alcohol, caffeine timing).
Find 3-6 credible sources (peer-reviewed studies, national health agencies,
major sleep organizations). Output a table: claim | number | source | link | exact words
we'll say.
Round honestly ("about", "nearly"). Flag any claim where sources disagree or the evidence is
weak,
and suggest safer wording. Do not invent links: if you cannot confirm one, write "VERIFY".
```

Example row: *Caffeine 6 hours before bed cut sleep in a small lab study | 1.1-1.2 h less measured sleep (12 adults, 400 mg) | Drake et al. 2013, J Clin Sleep Med | https://pmc.ncbi.nlm.nih.gov/articles/PMC3805807/ | "In a small study, a big coffee six hours before bed cut sleep by more than an hour."*

S4. The unpredictability pass

When to use: after the first draft. It finds the boring seconds before viewers do.

TEMPLATE

```
Here is my script with timestamps: [PASTE SCRIPT].
For each beat, answer: could a viewer guess the next 3 seconds? (yes/no).
For every "yes", rewrite that beat with one of: a twist, a reveal, a character reaction,
a sound change, a camera move, a scale jump. Keep the word count within ±5.
Also flag: any gap where nothing new appears for more than 3 s, any sentence that neither
opens a question nor answers the last one (cut it), and any line after the answer that
delays the ending.
```

Filled example:

TEMPLATE

```
Here is my script with timestamps:
0-2 s "You wake up at 3 AM. Again." | 2-5 s "You check the clock." | 5-9 s "Now your brain
starts the math."
| 9-13 s "Sleep doctors say: still awake after about 20 minutes? Get up." | ... [rest of
script]
| end card "Educational only, not medical advice."
For each beat, answer: could a viewer guess the next 3 seconds? (yes/no).
For every "yes", rewrite that beat with one of: a twist, a reveal, a character reaction,
a sound change, a camera move, a scale jump. Keep the word count within ±5.
Also flag: any gap where nothing new appears for more than 3 s, any sentence that neither
opens a question nor answers the last one (cut it), and any line after the answer that
delays the ending.
```

§ 06

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