LV CREATOR TOOL

LV Creator Script Template

Script Guide

A compact scriptwriting guide for creators who want better hooks, clearer structure, stronger retention, and cleaner CTAs.

THE WORKFLOW

Idea -> Viewer -> Angle -> Hook -> Structure -> Script -> CTA -> Review

Educational guide with a worked example throughout.

dablock.com/creator-script-template

HOW TO USE THIS GUIDE

From idea to script in one sitting.

This guide takes you through the eight steps of the LV Creator Script Template. Each section explains the principle, shows examples, and then develops a single worked example from start to finish.

Read through the worked example for each step before you write your own. The workflow is the same every time: Idea, Viewer, Angle, Hook, Structure, Script, CTA, Review.

The 8-step workflow

- Idea: the whole concept in one sentence.
- Viewer: the exact person this is for, and what they want.
- Angle: the single frame that makes it worth watching.
- Hook: the first line that earns the next 15 seconds.
- Structure: the order your points pull through.
- Script: the body, written to be spoken.
- CTA: one specific action at the end.
- Review: score and trim before you record.

> **Set a timer**
> 25 minutes per pass. Draft fast. Edit never on the first round. If it takes longer, your idea is not ready yet.

STEP 1

One-sentence idea

The entire concept in one sentence. If it takes two sentences, the concept is not sharp enough. Write the first thing that comes to mind, then refine it until every word earns its place.

The principle

A strong idea sentence has three parts: a subject (what the content is about), a promise (what the viewer gets), and a who (who it is for). Remove every adjective and test whether the sentence still makes sense.

Worked example: from raw to sharpened

Say you want to make a video about scriptwriting for YouTube. Here is how the idea sharpens through three passes:

Pass	Sentence	Why it works (or not)
Pass 1 (raw)	"I want to teach creators how to write better scripts."	Too vague. No promise, no viewer.
Pass 2 (refined)	"How to write a YouTube script in 90 minutes."	Has a promise (90 min) and a topic, but who is it for?
Pass 3 (sharp)	"How to structure a YouTube script in 90 minutes — a framework for creators who overthink every draft."	Subject + promise + specific viewer. Ready.

Good examples

"Three DeFi tokens every crypto beginner should stake in 2026 — and why most people skip the best ones."

"The real reason your retention drops at 2 minutes — it is not the content, it is the structure."

Weak examples (and why)

"I talk about content creation tips" — no promise, no viewer, no tension.

"How to be a better creator" — too vague. "Better" at what? For whom?

STEP 2

Target viewer

Name the exact person. Not "creators," not "everyone." A script written for everyone connects with no one. Pick one person and write directly to them.

The viewer profile (four dimensions)

Dimension	Question	Worked example answer
Problem	What hurts today?	"I spend hours writing scripts and the retention is still bad."
Desire	What do they want after watching?	"A repeatable structure so I stop starting from scratch every time."
Current behavior	What do they try that does not work?	"Opening a blank doc and hoping. Rewriting the same draft five times."
Transformation	Who do they become after?	"Someone who finishes a script in one sitting and knows it will hold retention."

For our worked example, the viewer is a creator with 5-20K subscribers who knows their content is good but cannot get viewers past the first two minutes. They have tried better thumbnails, titles, and editing — but the script structure is the real leak.

> **The viewer rule**
> Fill all four dimensions before you write a single word of the script. The rest of the workflow becomes obvious once you know exactly who you are writing to.

STEP 3

Angle

The idea is the what. The angle is the how. Same idea, different angle = different audience, different retention.

Angle type	Use when	Example
Beginner	The viewer is new to the topic	Web3 wallets explained as if you were 12
Expert	The viewer knows the basics	Why most Solana wallets are not ready for mass adoption
Contrarian	The consensus is wrong	Why "just post daily" is the worst advice for creators
Tutorial	The viewer wants to do something	How to set up a Phantom wallet in 4 minutes
Story	The viewer learns through narrative	I lost $2K on a bad mint so you do not have to

Worked example: three angles for the same idea

Angle	Sentence	Assessment
Angle A (beginner)	"The 8-step script workflow — a complete walkthrough for creators who have never used a template."	Good for new creators, but our viewer is not a beginner.
Angle B (contrarian)	"Why rewriting your script five times is the problem, not the solution."	Strong tension. Frames the pain as the villain.
Angle C (tutorial)	"How to write a script that holds retention in 90 minutes — step by step."	Clear, actionable, promise-forward.

Chosen angle: B (contrarian). "Why rewriting your script five times is the problem, not the solution." This angle creates immediate tension because it challenges exactly what the viewer already does. It frames their behavior as the leak, which makes the solution (your framework) more valuable.

Choosing your angle

Draft three angles. Pick the one that creates the most tension for your specific viewer. Tension is what makes someone keep watching.

STEP 4

Hook builder

The first line earns the next 15 seconds. If they skip after 5 seconds, the rest of the script does not exist. Pick one hook type and write it tight.

Type	Formula	Example
Problem	Open with the pain.	"You are writing scripts in the wrong order and it is costing you views."
Contrarian	Push against consensus.	"Most creators do not need a bigger content system. They need a cleaner one."
Curiosity	Open a gap.	"What if you could write twice as many scripts in half the time?"
Result	Show the outcome.	"This one template produced 50 scripts that averaged 40K views."
Story	Drop into a scene.	"Last week I deleted 12 drafts in a row and started from scratch."
Warning	Flag a mistake.	"Do not record another video until you fix your hook structure."
Insider	Share the hidden truth.	"Nobody tells you that structure matters more than the idea itself."

Worked example: writing the hook

For our contrarian angle, the hook type is Contrarian. It challenges the viewers current behavior and opens a tension gap immediately.

Final hook (contrarian)

"You are rewriting your scripts five times because you do not have a structure — and that is the thing killing your retention."

This hook works because it (1) names the pain, (2) blames the right cause (no structure, not bad writing), and (3) implies the solution exists. It takes about 7 seconds to say. At 8 seconds, it would be too long.

STEP 5

Structure patterns

Your script needs a skeleton before you write the body. Pick one structure pattern that fits your angle.

Pattern	Best for	Flow
PAS	Tutorials, explanations	Problem -> Agitate -> Solve
AIDA	Sales, promotions, launches	Attention -> Interest -> Desire -> Action
Story arc	Personal stories, case studies	Setup -> Conflict -> Resolution -> Lesson
Listicle	Tips, tools, comparisons	Hook -> #1 -> #2 -> #3 -> ... -> CTA
Q&A	FAQ, AMAs, common objections	Question -> Answer -> Why it matters

Worked example: pattern choice

For a contrarian angle that diagnoses a problem and prescribes a solution, PAS (Problem — Agitate — Solve) is the natural fit. It mirrors the tension arc: name what hurts, make it hurt more, then relieve it with the answer.

PAS works for almost every script format. If you are not sure which pattern to pick, start with PAS. It is the most reliable structure for educational and persuasion content on YouTube.

STEP 6

Script outline

List your talking points in order. Each point must pull the viewer to the next. Remove anything that does not serve the payoff. Aim for 3 to 7 points.

Worked example: full outline for the contrarian script

#	Point	Time	One-line summary
1	The rewriting trap	2 min	"Most creators think bad first drafts are the problem. They are not. The problem is writing without a structure — so every draft feels wrong."
2	What structure actually does	1.5 min	"A structure is not a cage. It is a checklist so your brain stops deciding and starts filling."
3	The PAS framework explained	2 min	"Problem — name the pain. Agitate — make it hurt. Solve — release. This is the arc of every great script."
4	Step 1: Problem (worked example)	1.5 min	"Your viewer does not watch past 2 minutes. That is not a retention problem. It is a structure problem."
5	Step 2: Agitate (why it costs you)	1.5 min	"Every script you rewrite from scratch costs you 2 hours. At 3 videos a week, that is 6 hours of rework. Per week."
6	Step 3: Solve (the 8-step workflow)	2 min	"Here is the template. Eight steps. One sitting. First pass only. No rewriting until the scorecard says you should."
7	The payoff + proof	1.5 min	"This template produced 50 scripts that averaged 40K views. Not because the writing was better. Because the structure held retention."

Payoff

The payoff is the moment the viewer is glad they stayed. For this script, the payoff is: "Structure is what separates a script that holds retention from a script that loses everyone at 2 minutes — and you already have everything you need to use it."

Timing guide by platform

YouTube: 1-2 min per point. Short-form: 15-30 sec total, 1-2 points. Podcast: 3-5 min per segment. X thread: 1 tweet per point.

STEP 7

CTA builder

"Like and subscribe" is not a CTA. It is a reflex you killed by making it generic. Your CTA must be singular, specific, immediate, and tied to the payoff.

Type	Formula	Example
Subscribe	If they liked this, they will like X.	Subscribe for one framework every Tuesday.
Comment	Ask for their take.	What did I miss? Drop it in the comments.
Download	Give them the next step.	Download the workbook at the link below.
Share	Make them the hero.	Tag someone who needs to hear this.
Buy / join	Clear value exchange.	Join the waitlist at dablock.com/creators.

Worked example: CTA for the contrarian script

The payoff is about structure being the hidden lever. The CTA should extend that insight into an ongoing practice.

Chosen CTA type: Subscribe ("If this helped, they will like what comes next").

Final CTA: "If this framework saved you one rewrite, hit subscribe. Every Tuesday I break down one structure that holds retention — so you never open a blank doc again."

This works because it (1) ties directly to the payoff, (2) names the recurring value (every Tuesday), and (3) frames subscribing as the logical next step, not a favor.

RETENTION & TIMING

Keep them watching

The biggest drop-off point is the first 30 seconds. The second is the middle third. These techniques help you hold attention through both.

First 30 seconds (the hook window)

- State the problem immediately.
- Name the viewer in the first sentence (explicitly or implicitly).
- Promise the outcome before the second minute.
- No logo animation, no "hey guys welcome back," no credits intro.

The middle

- Change the visual every 45 seconds (cut, graphic, B-roll, text overlay).
- Change the vocal pace every 60 seconds (slow down for emphasis, speed up for energy).
- Ask a rhetorical question every 90 seconds to re-engage.
- Add a "reason to stay" at each transition: "Here is why this matters for your channel..."

The end

- Summarize before the CTA (one sentence that repeats the payoff).
- CTA must be the last thing they hear. No credits music over it.
- End on a specific outcome, not a generic sign-off.

Platform timing reference

Platform	Ideal length	Max points	Hook cutoff
YouTube	8-14 min	7 points	First 30 sec
Short-form	15-60 sec	2 points	First 3 sec
Podcast	20-45 min	5 segments	First 2 min
X thread	5-15 tweets	5 points	First tweet
Newsletter	400-800 words	4 sections	First paragraph
Course lesson	5-15 min	3 concepts	First 60 sec

Transitions between sections

The sentence between two points is what keeps them watching. Without it, the viewer feels the jump and mentally checks out.

Three transition patterns

- Summary-bridge: "We covered [previous point]. Here is why that matters for the next part."
- Rhetorical question: "So if structure is the problem, what does the solution actually look like?"
- Promise-reminder: "This next point is the one that changed how I write every script."

The worst transition is "Now, let us talk about..." because it signals a new topic. The best transitions feel like a natural consequence of what came before — each point pulls the viewer to the next without them noticing the seam.

Annotating your script for recording

Reading a script aloud is not the same as speaking naturally. Mark up your script before recording so it sounds conversational, not read.

Annotation marks

Symbol	Meaning	Example
//	Pause / breath	Here is the thing // most creators miss.
****bold****	Emphasis (slow down)	Structure is **the only thing** that matters.
(quick)	Speed up this section	So here are the three steps (quick).
[B-roll]	Visual cut here	Rewriting the same draft [screen recording].
[LOOK]	Direct eye contact	You are doing this right now. [LOOK].
--	Self-interruption	So what I did was -- actually let me show you.
(smile)	Vocal tone note	Here is the good news (smile).

Mark up your script once, then record a cold read. If you stumble at the same place twice, rewrite that sentence for your voice. The script should sound natural when spoken, not look natural on the page.

AFTER THE SCRIPT

Repurpose one script into six formats

Your script is the most expensive piece of content you will produce. One script should feed every channel without rewriting from scratch.

The repurposing map

Format	What to take	How to adapt
YouTube (full)	Complete script	Record as written. Full 8-14 min.
Short / Reel	Hook + one point	15-60 sec. Open with hook. Deliver one insight. End with a call to watch the full video.
X thread	All 7 points as tweets	1 tweet = hook. 5 tweets = 5 points. 1 tweet = CTA. Use the outline as a thread skeleton.
Newsletter	Problem + one solution	Lead with the pain. Tell one story. End with one actionable takeaway. Cut the middle 50%.
Podcast segment	Contrarian angle as hot take	Lead with the contrarian claim. Defend it for 3-5 min. No script, just the angle.
LinkedIn post	Contrarian insight	One provocative sentence. 2-3 lines of proof. Question for comments. Max 200 words.

The 80/20 rule of repurposing

Eighty percent of the work is the script. Twenty percent is reformatting. Do not fall into writing separate content for every platform. The script is the asset. The formats are windows into it.

> **Repurposing order**
> Publish the full YouTube video first. Then extract the short, the thread, the newsletter, and the post in that order. Each format gets easier because each one pulls from the same source.

TITLE & THUMBNAIL

Before you record: test the package

Your script lives inside a title and thumbnail. If those fail, nobody sees your script. Draft them before you record so the script delivers what the title promises.

Title formulas

Formula	Example
How to [outcome] for [viewer]	How to write scripts that keep people watching for creators
Why most [group] get [result] wrong	Why most creators get their hook wrong
[Number] [topic] that [benefit]	3 script structures that doubled my retention
I [action] so you do not have to	I tested 12 hook formulas so you do not have to
The real reason [problem exists]	The real reason your videos stop at 2 minutes

Worked example: title + thumbnail for the contrarian script

Working title: "Why rewriting your script 5 times is killing your retention."

Curiosity gap: The title promises an explanation for a frustrating experience (rewriting without improvement). The reader needs to know WHY rewriting is bad, not just that it is.

Emotional trigger: Frustration + relief. Frustration naming the pain, relief that a solution exists.

Thumbnail concept: Split screen. Left side: a crumpled page labeled "Draft 5." Right side: a clean page with a checkmark. Text overlay: "Stop rewriting."

Final title: "Why rewriting your script 5 times is killing your retention (and what to do instead)."

STEP 8

Script review scorecard

Score your script 1 (poor) to 5 (excellent) for each criterion. Average all 8 scores. If the average is below 4, revise before recording.

The 8 criteria

Criterion	What it means	Worked score	Why
Clarity	Can the viewer understand the idea in 5 seconds?	5	One-sentence idea is sharp and specific.
Hook strength	Does the first 15 seconds demand the next 60?	4	Strong contrarian opener, but could be one sentence shorter.
Viewer relevance	Does the viewer feel this was made for them?	5	Directly addresses the rewriting struggle that defines the target viewer.
Structure	Does every section flow logically?	5	PAS maps cleanly: problem named, agitated, solved.
Retention	Would the average viewer finish?	4	Good pacing, but could tighten the agitate section by 30 seconds.
Payoff	Is the ending satisfying and earned?	4	Clear payoff, but connects back to the hook slightly late.
CTA	Is it singular, specific, and immediate?	5	Ties directly to the payoff. Names recurring value. Platform-appropriate.
Shareability	Would someone send this to a friend?	3	Useful but not shocking. Could add a counterintuitive stat to boost shareability.

Score legend

1 = needs rewrite, 2 = weak, 3 = acceptable, 4 = strong, 5 = publish-ready.

Worked scorecard result

Average: (5 + 4 + 5 + 5 + 4 + 4 + 5 + 3) / 8 = 4.4. Verdict: Record. The script is strong. The one area to improve is shareability — consider adding a surprising data point or a counterintuitive claim in the agitate section to make the script more quotable.

If your average is below 4

Do not record. Identify the two lowest-scoring criteria and rewrite those sections. The scorecard is not a grade — it is a diagnostic. Low scores tell you exactly what to fix.

PRE-FLIGHT

Final recording checklist

Every item should be confirmed before you record. If even one is missing, the script is not ready.

Pre-flight items

- The idea is clear in one sentence.
- The hook earns the next 15 seconds.
- Every section moves the script forward.
- The structure pulls the viewer through to the end.
- The payoff is worth the viewers time.
- The CTA is singular, specific, and immediate.
- The target viewer is obvious from line one.
- I read the full script out loud once and timed it.
- The title and thumbnail match what the script delivers.
- Average score is 4 or higher.
- I can describe the script in one sentence without hesitating.
- The script is ready to record or publish.

One thing to fix before recording

If you identified a weak area in the scorecard (shareability, retention, etc.), rewrite that section. Do not reshoot the whole script. One targeted rewrite is faster and more effective than starting over.

QUICK REFERENCE

Cheat sheet

The workflow

- Idea: one sentence. Refine until it hurts.
- Viewer: one person. Name, problem, desire, transformation.
- Angle: beginner, expert, contrarian, tutorial, or story.
- Hook: problem, contrarian, curiosity, result, story, warning, or insider.
- Structure: PAS, AIDA, story arc, listicle, or Q&A.
- Script: 3-7 points. Each pulls to the next.
- CTA: subscribe, comment, download, share, or buy.
- Review: score 1-5. Average >= 4? Record. < 4? Revise.

Hook formulas by type

Type	Formula
Problem	Open with the pain. + "Here is why."
Contrarian	State the opposite of what they believe.
Curiosity	Ask a question they cannot answer.
Result	Lead with the outcome. Then explain.
Story	Drop them mid-scene. Then rewind.
Warning	Flag a mistake. Then show the fix.
Insider	Share a hidden truth. "Nobody tells you."

Quick CTA formulas

- Subscribe: "If this helped, hit subscribe for [specific recurring value]."
- Comment: "What did I miss? Drop it in the comments."
- Download: "Grab the template at [link] — it is free."
- Share: "Tag someone who needs to hear this."
- Join: "Join [community name] at [link]."

The best script in the world fails if it does not get watched. Spend as much time on the title and thumbnail as you spent on the script. That is how they find it.

APPENDIX

Hook library: 50 examples across 7 types

A dense reference of hooks. Each one follows the formula from Step 4. Adapt the structure to your topic, not the exact words.

Problem hooks (7)

Hook	Topic
"You are writing scripts in the wrong order and it is costing you views."	Scriptwriting
"Your retention drops at 2 minutes and you have no idea why."	Analytics
"You are spending 3 hours on every script and still not happy with the result."	Efficiency
"Your hook is fine. What comes after it is losing everyone."	Hook+body
"You have 50 drafts and zero finished scripts. Here is why."	Writers block
"The hardest part of a script is not writing it. It is starting it."	Process
"Nobody watches past 30 seconds. That is not a retention problem."	Analytics

Contrarian hooks (7)

Hook	Topic
"Most creators do not need a bigger content system. They need a cleaner one."	Systems
"Post daily is the worst advice for creators who want sustainable growth."	Growth
"Your thumbnails are fine. Your script is the problem."	Scriptwriting
"You do not need better ideas. You need better structure."	Structure
"Longer scripts do not mean lower retention. Bad pacing does."	Pacing
"The best CTAs do not ask for anything. They offer a next step."	CTA
"Editing is not where good videos are made. Pre-production is."	Pre-prod

Curiosity hooks (7)

Hook	Topic
"What if you could write twice as many scripts in half the time?"	Productivity
"The one metric nobody tracks that predicts retention better than any other."	Analytics

"Why do some 5-minute videos feel like 30 seconds while others feel like 30

minutes?"

"What if rewriting less actually made your scripts better?"

Process

"The 3-second rule most creators ignore (and why it costs them 50% of viewers)."

Hook

"What does a $10K script look like? Not what you think."

Quality

"The single question that fixes every weak script."

Result hooks (7)

Hook	Topic
"This one template produced 50 scripts that averaged 40K views."	Template
"I cut my script time from 4 hours to 45 minutes. Here is how."	Efficiency
"After 200 videos, these 3 structures outperformed everything else."	Data
"A 12-year-old used this method and got 50K views on their first video."	Simplicity
"I tested 12 hook formulas over 90 days. These 3 won."	Hook testing
"We grew from 0 to 10K subs in 60 days with one script structure."	Growth
"This one change to my CTA doubled my comment rate in a week."	CTA

Story hooks (7)

Hook	Topic
"Last week I deleted 12 drafts in a row and started from scratch."	Process
"I spent $5K on a video that flopped. Here is what I learned."	Failure
"The worst script I ever published became my most-watched video. Here is why."	Unexpected
"I ignored script structure for two years. Here is what it cost me."	Retrospective
"A creator I mentor went from 200 views to 20K with one structural change."	Case study
"Day one I had no subscribers. Day 100 I had a system."	Journey
"I helped 50 creators rewrite their scripts in one week. The pattern was the same every time."	Pattern

Warning hooks (7)

Hook	Topic
"Do not record another video until you fix your hook structure."	Hook
"Stop optimizing your titles. Your script is why people leave in the first 30 seconds."	Priority
"The biggest mistake creators make is writing for themselves instead of the viewer."	Viewer
"Do not launch that course until your script outlines pass this test."	Courses
"Editing software will not fix a weak script. Stop pretending it will."	Process

"If your viewer asks what the video was about after watching, you failed at structure."

Clarity

"The fastest way to kill a channel is consistently okay scripts."

Quality

Insider hooks (8)

Hook	Topic
"Nobody tells you that structure matters more than the idea itself."	Structure
"The secret top creators do not talk about: their scripts follow the same 3 patterns."	Pattern
"What no one tells you about viral scripts: they are not original. They are structured."	Viral
"Every creator I know with a million subscribers uses the same outline."	Template
"The truth about retention: it is not about keeping people interested. It is about not giving them a reason to leave."	Retention
"Here is what nobody says about CTA placement: put it before the payoff, not after."	CTA
"The unspoken rule of great scripts: every line should inform, entertain, or push to the next line."	Writing
"Most creators think a script is done when it is written. It is done when it sounds inevitable."	Quality