

YouTube Video Script Template

A practical, printable worksheet to turn a video idea into a clear script - for Shorts and long-form videos.

FROM IDEA

TO RECORD-READY SCRIPT

Hook • Value • Visuals • Voiceover • Call to Action

1. PLAN

2. WRITE

3. VISUALIZE

4. RECORD

1. VIDEO BRIEF

Working title / topic

Target viewer: Who is this for?

One clear takeaway: What should the viewer learn, feel, or do?

Video goal (teach / entertain / explain / review / story / other)

2. CHOOSE A FORMAT

- | | |
|---|--|
| ☐ Shorts (15-60 sec) | ☐ Tutorial / how-to |
| ☐ Explainer / list | ☐ Review / comparison |

3. MAIN IDEA

Core promise in one sentence

4. HOOK OPTIONS - PICK ONE TO TEST

A question that creates curiosity

A clear benefit or promise

A surprising fact, contrast, or mistake

Tip: Keep the promise specific and make sure the video delivers what the hook suggests.

Build the Script

Write the spoken words first; then shorten, clarify, and make each line easy to say aloud.

QUICK RULE

One video = one main promise. Use simple language, remove repetition, and read the script out loud.

SHORTS SCRIPT (15-60 SECONDS)

0-3 sec**HOOK**

Win attention with a question, result, contrast, or relatable problem.

3-8 sec**CONTEXT**

Explain why the viewer should care; get to the point quickly.

8-30 sec**MAIN VALUE**

Give 1-3 steps, facts, examples, or story beats.

30-50 sec**PAYOFF**

Show the result, demonstrate the idea, or summarize the key lesson.

Final seconds**CTA**

Offer one relevant next step: comment, save, subscribe, or watch another video.

LONG-FORM SCRIPT (5+ MINUTES)

OPEN

Hook + result promised

INTRO

Who this helps and why

SECTION 1-3

Teach each point with an example

WRAP-UP

Recap the main takeaway

CTA

One useful next step

DRAFT YOUR OPENING LINE

Say it as you would speak it - not as you would write an essay

Keep timing flexible: the structure is a guide, not a strict rule.

Visual & Voiceover Planner

Map what viewers hear and see. This helps avoid a script that is only talking with no visual change.

HOW TO USE

For each beat, note the voiceover/dialogue, the visible action or footage, and any on-screen text or sound cue.

# / TIME	VOICEOVER / DIALOGUE	VISUAL / SHOT	ON-SCREEN TEXT / SFX
1 Time: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
2 Time: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
3 Time: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
4 Time: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
5 Time: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
6 Time: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____

AUDIO & DELIVERY NOTES

Voice style / pace / emotion

Music or SFX notes (keep dialogue clear)

Reminder: Use only music, footage, and images you have rights or permission to use.

Record, Edit & Review

Use this final page to prepare your recording session and check whether the final cut delivers on the original promise.

RECORDING SETUP

- ☐ Mic / audio checked
- ☐ Room noise minimized
- ☐ Lighting and framing checked
- ☐ Pronunciation / names checked
- ☐ B-roll or screen captures ready
- ☐ Captions / on-screen text planned

EDITING PASS

- ☐ Remove pauses and repetition
- ☐ Keep visuals matched to words
- ☐ Add captions where useful
- ☐ Check music and sound levels
- ☐ Verify every link / fact mentioned
- ☐ Watch final export before upload

CTA & ENDING

One clear call to action

End screen / next video / pinned comment idea

PROMISE CHECK

- ☐ The opening matches what the video actually delivers
- ☐ Each section supports the main takeaway
- ☐ No unsupported claim, misleading promise, or unnecessary filler
- ☐ The ending gives the viewer a clear next step

NOTES / NEXT IMPROVEMENT

Make one clear improvement on the next script; compare results rather than guessing.