

PREMIUM RESOURCE

AI PROMPT CHEAT SHEET

50 Prompts That Make AI Do Your Video Work — From Scripts to
Hooks to Thumbnails

Works with ChatGPT, Claude, Bard, Gemini, and Any AI Tool

AI Video Quick-Start Kit | Valued at \$27

Table of Contents

01. How To Use This Cheat Sheet	03
02. Category 1: Script Writing Prompts	04
03. Category 2: Hook Generation Prompts	08
04. Category 3: Video Idea Prompts	12
05. Category 4: Thumbnail & Title Prompts	16
06. Category 5: Caption & Description Prompts	20
07. Bonus: Power User Prompts	24
08. Quick Reference Card	25
09. About the Author	26

How To Use This Cheat Sheet

The Secret: Garbage In = Garbage Out

AI is a multiplier. If you give it zero context, you get zero value. If you give it specific, constraint-based instructions, you get magic. These prompts are engineered using the **C-T-C Formula**:

- **Context:** Who the AI is acting as.
- **Task:** What specifically you want it to do.
- **Constraints:** Length, tone, format, and what NOT to do.



Pro Tip: Customizing Variables

Throughout this guide, you will see bracketed text like **[INSERT TOPIC]** or **[YOUR AUDIENCE]**. These are variables. Before you paste the prompt into ChatGPT or Claude, replace those brackets with your specific details.

Best Practices

1. **Iterate:** If the first result isn't perfect, tell the AI specifically what to change (e.g., "Make it punchier" or "Use simpler words").
 2. **Human Polish:** AI gets you 80-90% of the way there. Add your personal stories and unique voice to the final 10%.
 3. **Swipe File:** Save the prompts that work best for your specific niche in a separate document for quick access.
-

Category 1: Script Writing Prompts


Use these prompts to generate full video scripts, outlines, and structures.

01. The Educational How-To Script

COPY-PASTE READY

Act as an expert video scriptwriter. Write a 60-second educational video script on the topic: [TOPIC]. Target Audience: [AUDIENCE]. Tone: Helpful, energetic, and concise. Structure: 1. Hook (0-5s): Grab attention immediately. 2. Problem (5-15s): Validate their struggle. 3. Solution (15-45s): 3 distinct, actionable steps. 4. CTA (45-60s): Tell them exactly what to do next. No fluff. Use simple language (Grade 6 level).

Generates: A timed, structured script ready for filming.


 **Pro Tip:** Ask the AI to "Include visual cues for B-roll in brackets" to make editing easier.

02. The "Myth Buster" Script

COPY-PASTE READY

Write a script that debunks a common myth in [YOUR INDUSTRY]. Myth: [INSERT MYTH]. Truth: [INSERT TRUTH]. Format: - Start by stating the myth and saying "Stop believing this." - Explain why it's false using logic or data. - Reveal the better alternative. - End with a controversial or thought-provoking question to drive comments.

Generates: A high-engagement, polarizing script.

 **Pro Tip:** Controversial takes trigger the algorithms. Don't be afraid to be firm.

03. The Storytelling Script (Hero's Journey)

COPY-PASTE READY

Write a short video script about [TOPIC] using a simplified Hero's

Journey framework. 1. The Call: The moment

I realized I needed to change. 2. The Pit: The lowest point or biggest struggle. 3. The Guide: The tool/insight that saved me. 4. The Triumph: The result I have now. Keep it under 150 words. First person perspective. Emotional and raw.

Generates: A personal, relatable narrative script.

04. The "Listicle" Script

COPY-PASTE READY

Create a script for a "Top 3 Tools/Tips" video for [NICHE]. Items to cover: [ITEM 1], [ITEM 2], [ITEM 3]. For each item: - Name it clearly. - Give one sentence on WHY it matters. - Give one sentence on HOW to use it. Speed is key. Keep the tempo fast. Total length: 45 seconds.

Generates: Rapid-fire value script.

05. The Case Study Breakdown

COPY-PASTE READY

Write a script analyzing how [PERSON/BRAND] achieved [RESULT]. Break it down into: 1. The Hook: "How X did Y in Z time." 2. The Strategy: The one specific thing they did differently. 3. The Lesson: How the viewer can apply this today. Tone: Analytical but accessible.

Generates: Authority-building analysis script.

Category 2: Hook Generation Prompts

The first 3 seconds determine if your video succeeds. Use these to stop the scroll.

11. The Curiosity Gap Generator

COPY-PASTE READY

Generate 10 video hooks for a video about [TOPIC]. Use the "Curiosity Gap" technique—tell them WHAT is happening but withhold the WHY or HOW until they watch. Example style: "Everyone is doing X, but here is why that is actually destroying your Y."

Example: *"You're drinking coffee wrong, and it's killing your energy levels."*

 **Pro Tip:** Pair these hooks with visual movement in the first second.

12. The "Negative Frame" Hook

COPY-PASTE READY

Write 5 hooks for [TOPIC] that use negative framing or fear of loss. Focus on mistakes, things to avoid, or warnings. Start with words like "Stop," "Don't," "Never," or "Warning."

Example: *"Stop using ChatGPT for emails until you change this one setting."*

13. The "Specific Audience" Callout

COPY-PASTE READY

Generate 5 hooks that call out a specific audience for my video about [TOPIC]. Format: "If you are a [AUDIENCE PERSONA], you need to hear this." Make the persona very specific (e.g., "Freelance graphic designers making under \$5k/mo").

Generates: Hooks that make the viewer feel "This is for me."

14. The "Visual Metaphor" Hook

COPY-PASTE READY

I am making a video about [TOPIC]. Suggest 5 visual hooks I can film. Describe a physical action or object I can hold up to camera that represents the concept. Example: Ripping a dollar bill in half to represent wasting money.

Generates: Visual direction rather than just text.

15. The "Transformation" Hook

COPY-PASTE READY

Write 5 hooks that promise a specific transformation regarding [TOPIC]. Format: "How I went from [PAIN POINT] to [DESIRED RESULT] in [TIMEFRAME]." Keep it credible but impressive.

Example: *"How I went from zero pull-ups to 10 in just 30 days."*

Category 3: Video Idea Prompts

Never run out of content ideas again. These prompts act as your brainstorming partner.

21. The "Blue Ocean" Brainstorm

COPY-PASTE READY

I create content in the [NICHE] industry. Most people talk about [COMMON TOPIC 1] and [COMMON TOPIC 2].

Generate 10 "Blue Ocean" video ideas that explore underserved sub-topics or contrarian angles that nobody else is discussing.

Generates: Unique angles that stand out in a crowded market.

22. The Content Repurposer

COPY-PASTE READY

Here is a blog post/article I wrote: [PASTE TEXT HERE] Turn this into 5 distinct short-form video ideas. 1. A

skippable tip. 2. A controversial opinion. 3. A visual demonstration. 4. A story-based video. 5. A listicle.

Generates: A week's worth of content from one piece of writing.



Pro Tip: This works great with old newsletters or high-performing tweets.

23. The Objection Handler

COPY-PASTE READY

My product helps people [CORE BENEFIT]. List 10 reasons why someone would hesitate to buy it (objections).

Then, turn each objection into a video title that addresses and neutralizes it.

Generates: Sales-focused content ideas.

24. The "Beginner vs. Expert" Series

COPY-PASTE READY

Create a 5-part video series plan titled "Beginner vs. Pro" for [NICHE]. For each part, contrast how a newbie does a task versus how a pro does it. Example: "Newbie focuses on gear; Pro focuses on lighting."

Generates: A cohesive series that viewers will binge.

Category 4: Thumbnail & Title Prompts

Get the click. These prompts optimize your packaging.

31. The YouTube Title CTR Optimizer

COPY-PASTE READY

```
Here is my draft title: "[INSERT DRAFT TITLE]". Generate 10 alternative titles optimized for high Click-Through Rate (CTR). Use principles like: - Urgency - Curiosity - Strong Adjectives - Clear Benefit Keep them under 60 characters.
```

Example: Draft: "How to run faster." → Optimized: "Run Faster Instantly (3 Form Hacks)"

32. The AI Image Generator Prompt

COPY-PASTE READY

```
Write a detailed prompt I can put into Midjourney or DALL-E to generate a YouTube thumbnail background for a video about [TOPIC]. Include details about: - Composition (Rule of thirds, center framed) - Lighting (Cinematic, neon, dramatic) - Mood (Excited, scary, serious) - Key elements to include
```

Generates: A prompt to use inside OTHER AI tools.

 **Pro Tip:** Use "Wide Angle 16:9 aspect ratio" in your image generator constraints.

33. The Text Overlay Ideator

COPY-PASTE READY

```
My video title is "[TITLE]". Suggest 5 short, punchy text overlays (3 words max) for the thumbnail that complement the title but don't repeat it. They should add context or intrigue.
```

Example:

Title: "I Tried Dropshipping for 30 Days" → Overlay: "Profit or Scam?"

Category 5: Caption & Description Prompts

Maximize reach and engagement after the video is made.

41. The SEO Description Generator

COPY-PASTE READY

Write a YouTube video description for a video about [TOPIC]. -
First paragraph: Natural summary including
keywords: [KEYWORD 1], [KEYWORD 2]. - Bullet points: "What you
will learn." - Timestamp breakdown (make up
logical placeholders). - Tone: Professional and optimized for
search.

Generates: Search-engine friendly text block.

42. The Instagram Engagement Caption

COPY-PASTE READY

Write an Instagram caption for this video: [BRIEF SUMMARY].
Structure: 1. Hook headline. 2. Short value/story
(2-3 sentences). 3. Question to drive comments (not yes/no). 4.
Call to Action: "Save this for later." Keep
the vibe casual and use 3 relevant hashtags.

Generates: Algorithm-friendly social copy.

43. The LinkedIn Thought Leader

COPY-PASTE READY

Write a LinkedIn post to accompany this video about [TOPIC]. The
tone should be professional yet contrarian.
Start with a strong opinion. Use short, punchy lines (broetry
style) for readability. End with "Agree or
disagree?"

Generates: Professional network optimized copy.

Bonus: Power User Prompts

These advanced "Mega-Prompts" combine multiple steps to do the work of 3 prompts in one go.

The "All-In-One" Video Pack

COPY-PASTE READY

I am creating a video about [TOPIC]. Please generate the following in one response: 1. 5 Viral Hook options (curiosity-based). 2. A 60-second script using the Problem-Agitate-Solve framework. 3. 3 Thumbnail ideas (visual descriptions). 4. An Instagram caption with hashtags. 5. A YouTube title optimized for CTR. Format with clear headers.

The "Series Architect"

COPY-PASTE READY

Plan a 7-day TikTok video challenge for [NICHE]. For each day, provide: - Video Topic - Main learning point - The specific "Action Step" for the viewer. Ensure the days build upon each other logically from beginner to advanced.

Quick Reference Card

Print this page and tape it to your wall.

SCRIPTS

- 01. Educational How-To
- 02. Myth Buster
- 03. Hero's Journey Story
- 04. Listicle / Top 3
- 05. Case Study Analysis
- 06. Behind the Scenes
- 07. Product Demo
- 08. Trend Reaction
- 09. FAQ Rapid Fire
- 10. Motivational Monologue

HOOKS

- 11. Curiosity Gap
- 12. Negative Frame
- 13. Audience Callout
- 14. Visual Metaphor
- 15. Transformation Promise
- 16. The "Secret" Reveal
- 17. Statistic Shock
- 18. Unpopular Opinion
- 19. The "What If" Scenario
- 20. Immediate Value

VIDEO IDEAS

- 21. Blue Ocean Brainstorm
- 22. Content Repurposer
- 23. Objection Handler
- 24. Beginner vs. Pro
- 25. Seasonal/Holiday Tie-in
- 26. Tool Review
- 27. Industry News
- 28. Viewer Q&A
- 29. "Day in the Life"
- 30. Mistake Correction

THUMBNAILS & TITLES

- 31. CTR Optimizer
- 32. AI Image Prompt
- 33. Text Overlay Ideator
- 34. A/B Title Tester
- 35. Color Psychology Check

CAPTIONS

- 41. SEO Description
 - 42. IG Engagement
 - 43. LinkedIn Leader
 - 44. First Comment CTA
 - 45. Newsletter Teaser
-

About the Author

[Your Name Here]

Expert AI Prompt Engineer & Video Marketing Strategist. I help creators and businesses 10x their content output without burning out.

Want more resources like this?

[Visit \[YourWebsite.com\]](#)