

VIEWS TO BUYERS · READER BONUS

The "Who Should NOT Buy This" Script Bank

40 plug-in scripts for naming who a product is not for — and earning trust by saying it

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40 plug-in video scripts for honestly naming who a product is not for, each in a 10-second and a 45-second version, with the trust reasoning and a prompt that fits every line to your product's real limitations.

A companion bonus to Views to Buyers by Nathan Conner (Snowball Affiliate)

HOW TO APPLY (Get Your First Script Live in 20 Minutes)

- 1 Fill in the Limitation Inventory** (Section 3). List 3 to 5 real limitations of the product you're reviewing. Use only what you have personally seen, read in official documentation, or heard repeatedly from viewers.
- 2 Pick the matching script ID** from Section 5. Each limitation maps to a category: Beginners (A), Budget (B), Advanced (C), or Competing-Tool Owners (D).
- 3 Run the Tailoring Prompt** (Section 4), or fill in the brackets by hand.
- 4 Choose your length.** Use the 10-second version for Shorts, mid-roll, and pinned comments. Use the 45-second version for the main video, right before your link.
- 5 Place it before your call to action.** The "not for" moment goes ahead of the link, never after it.
- 6 Run the Trust Test** (Section 8) before you publish.

Rule of the bank: every script needs a real limitation behind it. If you can't point to one, don't use the script. Nothing here works as a trick. It works because it's true.

1. OVERVIEW: WHY SAYING "DON'T BUY THIS" SELLS

Most affiliate videos fail at one point. The viewer likes you, likes the product, and still hesitates, because nothing tells them whether this is for them.

In the **Viewer-to-Buyer Bridge** (Intent → Match → Evidence → Trust → Action → Access → Conversion), the "not for" script does its work at **Match** and **Trust**:

- **Match:** Naming who should skip the product is the fastest way to show who should buy it. Viewers sort themselves.
- **Trust:** A creator who points out a product's limits sounds like an advisor, not a billboard.
- **Evidence:** A limitation you actually demonstrate is proof you used the product.
- **Action:** Viewers who stay after the "not for" moment have already said "that's not me, so this is me." Their click comes with less doubt.

The mechanism in one line

A "not for" statement lowers the viewer's risk of being wrong, and that risk is what blocks most clicks.

What this asset is not

- It is not reverse psychology. Viewers can smell fake reluctance.
- It is not a way to trash products you promote. Honest limits are specific and proportionate.
- It is not a promise of any result. It is a communication tool, and your product, audience, and delivery decide how it performs.

2. THE ANATOMY OF A TRUSTWORTHY "NOT FOR" SCRIPT

Every script in the bank follows the same skeleton. Learn it once and you can write your own forever.

The 10-Second Formula (about 20 to 28 words)

[Flag] + [Who] + [Reason] + [Exit]

- **Flag:** a short signal like "Quick honest note" or "Skip this if..."
- **Who:** the specific viewer, described by situation and not by label.
- **Reason:** one real limitation, in plain words.
- **Exit:** what they should do instead.

The 45-Second Formula (about 60 to 80 words, plus pauses for on-screen proof)

Hook → Who → Why (the real limitation) → Proof beat → Exit → Flip to "who it IS for"

Beat	Job	Time
Hook	Interrupt the sales-video expectation	0-5s
Who	Name the situation precisely	5-12s
Why	State the limitation plainly	12-25s
Proof beat	Show it on screen or reference your use	25-32s

Beat	Job	Time
Exit	Give an honest alternative or next step	32-39s
Flip	Describe who should continue	39-45s

Placeholder key (used in every script)

- **[Product]:** your product's name
- **[Limitation]:** the real limitation, in plain language
- **[Task]:** what the viewer is trying to do
- **[Alternative]:** a free option, a different product class, or "wait"
- **[Right viewer]:** who the product does suit

Five language rules

- 1 Describe situations, not people.** Say "if you're editing on a deadline," not "if you're lazy."
- 2 One limitation per script.** Stacking dilutes it.
- 3 Use the viewer's words,** pulled from your comments.
- 4 No absolutes you can't back.** "In my experience" and "in my testing" are honest qualifiers.
- 5 Always end on a path forward,** not a dead end.

3. THE LIMITATION INVENTORY (Fill-In Worksheet)

Complete this before using any script. It's the raw material for everything else.

Product: _____ **Video title:** _____

#	Limitation (plain words)	What actually happens	Who feels it most	My evidence*	Script ID
1					
2					
3					
4					
5					

*Evidence types: **U** = I used it and saw this, **D** = the official docs or listing say so, **C** = viewers or customers report it repeatedly (note where), **R** = a reputable third-party review.

Sorting questions

- Which limitation would make a buyer feel misled if they found it after purchase? **That's your first script.**
- Which limitation do viewers ask about in comments? _____
- What's the closest honest alternative for each limitation? _____
- Which limitation can I show on screen in under 10 seconds? _____

Evidence rule

Any row marked with no evidence type does not get a script. Test it, verify it, or cut it.

4. THE TAILORING PROMPT (Fits Every Line to Real Limitations)

Paste this into your AI assistant. Fill in the brackets with your inventory. The prompt tells the AI to use only what you supply, so it can't invent specs, prices, or flaws.

Master Prompt

You are helping a small YouTube affiliate creator write honest "who should NOT buy this" video lines.

PRODUCT: [Product name]

PRODUCT TYPE: [software / gear / course / service]

MY VOICE: [plainspoken, friendly, direct, etc.]

RIGHT VIEWER: [who this product genuinely suits]

REAL LIMITATIONS (use ONLY these; do not add any others):

1. [Limitation 1] - evidence: [used it / docs / viewer reports]

2. [Limitation 2] - evidence: ☐

3. [Limitation 3] - evidence: ☐

HONEST ALTERNATIVES I'm comfortable naming:

[free option / different product type / "wait" / competitor class]

BASE SCRIPT (from the Script Bank):

[Paste the script ID and its 10s and 45s versions]

TASK:

Rewrite the base script for my product and limitation.

Deliver:

1. A 10-second version (20-28 words)

2. A 45-second version (60-80 words) with a marked [SHOW ON SCREEN: ...] proof beat
3. A one-sentence "why this builds trust" note

RULES:

- Do not invent statistics, prices, specs, testimonials, or claims about results.
- Do not exaggerate the limitation or hide it.
- Describe the viewer's situation, not their character.
- End with a clear path forward for the "not for" viewer, then a flip to the right viewer.
- Keep it conversational, spoken-word, no hype.
- If a limitation I gave is vague, ask me one clarifying question instead of guessing.

Quick Prompt (single line, for Shorts and pinned comments)

Turn this limitation into one 10-second "skip this if" line in a plainspoken voice. Limitation: ☐. Viewer situation: ☐.
Alternative: ☐. Do not add facts I haven't given you.

Three prompt upgrades

- **Comment-mining add-on:** Paste 10 to 20 real viewer comments and ask, "Which limitations do these viewers mention or imply? List only ones that appear in the text."
- **Overclaim check:** Ask, "Highlight any phrase in this script I couldn't prove on camera."
- **Tone dial:** Add "Make it 20% less apologetic." Over-apologizing sounds insecure, not honest.

5. THE SCRIPT BANK: 40 PLUG-IN SCRIPTS

Each entry gives you the **10s** line, the **45s** version, and **Why it builds trust**. Swap every bracket for your real details.

CATEGORY A: BEGINNERS (10 Scripts)

A1. The Total Beginner (Steep Learning Curve)

- **10s:** "Quick honest note: if you've never done [Task] before, [Product] has a learning curve. Start with [Alternative] first."
- **45s:** "Before you click anything, one honest note. If you've never done [Task], [Product] might frustrate you. [Limitation]. That's not you failing. It's how the tool is built. [SHOW ON SCREEN: the confusing part.] Start with [Alternative], learn the basics, then come back. But if you already know the basics and want [benefit], keep watching."

- **Why it works:** It protects the beginner from a bad purchase, and people who are ready feel confirmed.

A2. The "I Want Results Today" Buyer

- **10s:** "If you need this working in an hour, [Product] isn't it. [Limitation]. Plan on setup time, or pick [Alternative]."
- **45s:** "Let's talk about setup. If you need [Task] done today, [Product] probably isn't the move. [Limitation]. [SHOW ON SCREEN: setup steps.] This took me [your real time] to get comfortable with. If you're short on time, [Alternative] is faster. If you can invest a weekend, here's what you get."
- **Why it works:** Honest time estimates from your own experience prevent the refund-style disappointment that kills trust.

A3. The "No Settings, Please" Viewer

- **10s:** "If you hate adjusting settings, skip [Product]. It rewards tinkering. [Alternative] is more plug-and-play."
- **45s:** "Here's who should skip [Product]: anyone who wants to plug it in and forget it. [Limitation: needs adjusting]. [SHOW ON SCREEN: the settings menu.] Out of the box, it's fine. Dialed in, it's great. If you won't dial it in, you're paying for headroom you won't use. [Alternative] fits that better. If you like tweaking, this is for you."
- **Why it works:** It states the product's trade-off as a feature for the right person.

A4. The "I Need Hand-Holding" Buyer

- **10s:** "If you want live help when you're stuck, check [Product]'s support first. [Limitation]. It's mostly self-serve."
- **45s:** "Support matters, so let's be clear. [Limitation about support or learning resources]. If you want someone to walk you through problems, make sure you're comfortable with [what's available]. [SHOW ON SCREEN: help or docs page.] Self-starters do well here. If you need handholding, [Alternative] might suit you better."
- **Why it works:** Support gaps are exactly what disappointed buyers complain about later, and naming them first removes the sting.

A5. The "Haven't Tried the Basics" Viewer

- **10s:** "Haven't tried [free basic option] yet? Do that first. If it works for you, you don't need [Product]."
- **45s:** "Honest question: have you tried [free or basic option] yet? If not, don't buy [Product]. Not yet. You can't know what you're missing until you hit the wall. [Limitation of the basic option]. When you do hit that wall, come back, and [Product] solves it. [SHOW ON SCREEN: the wall.] Until then, save your money."
- **Why it works:** Sending someone to a free option signals you're not just chasing the sale.

A6. The "One-Click Magic" Hopeful

- **10s:** "If you're hoping [Product] does [Task] for you automatically, it doesn't. [Limitation]. It's a tool, not a shortcut."
- **45s:** "Let me manage expectations. [Product] won't do [Task] for you. [Limitation: still requires manual work]. [SHOW ON SCREEN: the manual step.] What it does is make [specific part] easier. If you want full automation, that's a different category: [Alternative]. If you want a better tool for work you're willing to do, keep going."
- **Why it works:** Correcting a common false hope builds credibility because it contradicts the marketing.

A7. The Overwhelmed-by-Options Viewer

- **10s:** "If long feature lists stress you out, [Product] will. [Limitation]. Try [simpler Alternative] instead."
- **45s:** "[Product] does a lot. That's the problem for some people. [Limitation: many features, lots of menus]. [SHOW ON SCREEN: the busiest screen.] If you only need [simple task], you'll use maybe a fraction of it. [Alternative] is simpler. If you'll grow into the extra features, it's a solid long-term pick."
- **Why it works:** Differentiating "powerful" from "right for you" shows you care about fit.

A8. The "Gear Will Fix My Skill" Buyer

- **10s:** "[Product] won't fix [skill problem]. If that's the issue, spend time on practice before spending money."
- **45s:** "Hard truth. If your main issue is [skill, such as lighting, audio technique, writing], [Product] won't solve it. [Limitation: tool amplifies skill, doesn't replace it.] I'd spend a month on [free practice or lesson] first. Then [Product] makes a real difference. If you already have the fundamentals, here's what it adds."
- **Why it works:** It's counter-commercial advice, and viewers recognize that.

A9. The "No Time to Maintain" Buyer

- **10s:** "[Product] needs regular upkeep. [Limitation]. If you can't commit to that, pick [Alternative]."
- **45s:** "Nobody tells you about maintenance. With [Product], [Limitation: updates, cleaning, recalibrating, content upkeep]. [SHOW ON SCREEN: the maintenance task.] It's not hard, but it's ongoing. If your schedule's packed, [Alternative] asks less of you. If you don't mind a little routine, the payoff is [benefit]."
- **Why it works:** Ongoing effort is a hidden cost, and surfacing it shows maturity.

A10. The "Just Curious" Browser

- **10s:** "Just browsing? Don't buy yet. Try [free option] and only come back when you have a specific problem."

- **45s:** "If you're only curious about [Product category], don't buy anything today. [Limitation: value shows up only with a specific use.] Define one problem you want solved: [Task]. Then see if [free or low-commitment option] covers it. If it doesn't, you'll know exactly why you need [Product], and the purchase will make sense."
 - **Why it works:** It turns a casual viewer into a prepared one, which is the Intent step of the Bridge.
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CATEGORY B: BUDGET BUYERS (10 Scripts)

B1. The Tight-Budget Viewer

- **10s:** "If money's tight, [Alternative] gets you most of the way. [Product] is for when you hit [specific limit]."
- **45s:** "Straight talk: if budget is your main concern, you may not need [Product]. [Alternative] handles [basic task] fine. [SHOW ON SCREEN: the alternative doing the job.] Where [Product] pulls ahead is [specific advantage]. If you haven't hit that wall, save your money. If you have, here's what the upgrade looks like."
- **Why it works:** Showing the cheaper option working proves you're not inflating the need.

B2. The Subscription Under-User

- **10s:** "If you'll use [Product] less than [your honest threshold] a month, a subscription won't make sense. Look at [Alternative]."
- **45s:** "Subscriptions hurt when you don't use them. [Product] is [recurring model]. [Limitation: value depends on regular use.] Ask yourself: will I use it [honest threshold]? If it's a once-in-a-while thing, [Alternative] is smarter. If it's part of your weekly workflow, the math changes. Check the current pricing yourself on the official page."
- **Why it works:** Sending viewers to verify pricing themselves keeps you honest and avoids stale numbers.

B3. The One-Feature Buyer

- **10s:** "If you only need [one feature], you're overpaying for [Product]. [Alternative] does that one thing."
- **45s:** "Here's a trap. You want [one feature], and [Product] has it, but it comes bundled with a lot you won't use. [Limitation: no cheaper single-feature option, or the bundle is the point.] [Alternative] covers just that feature. If you'll use at least [number] of the other features, [Product] earns its place."
- **Why it works:** Unbundling the decision for the viewer is rare in affiliate content.

B4. The "Total Cost" Surprise

- **10s:** "Heads up: [Product] needs [extra add-on] to work well. Count that before you buy."

- **45s:** "Let's talk about total cost. [Product] works, but [Limitation: you'll likely need an add-on, accessory, or upgrade]. [SHOW ON SCREEN: the add-on.] Add that to your budget before you decide. If the full setup is out of reach, [Alternative] is complete out of the box. If you can cover both, here's what the full setup gives you."
- **Why it works:** Surfacing hidden costs prevents buyer's remorse.

B5. The "Cheapest Forever" Shopper

- **10s:** "If you want to pay once and be done, [Product]'s recurring cost isn't for you. [Alternative] is one-and-done."
- **45s:** "If you want a one-time purchase, know this: [Product] has [recurring element]. [Limitation.] Over time, that adds up. [Alternative] is a single purchase, though it lacks [trade-off]. If ongoing updates and support matter more to you than owning it outright, [Product] makes sense."
- **Why it works:** Presenting both sides of a trade-off shows you aren't steering.

B6. The Occasional Hobbyist

- **10s:** "Using it a few times a year? [Product] is overkill. [Alternative] is plenty."
- **45s:** "I'll be honest. If this is a few-times-a-year hobby, [Product] is more than you need. [Limitation: built for frequent or heavy use.] [Alternative] will do the job without the cost. But if [Task] is becoming a regular habit, the upgrade starts to pay off in time and frustration saved."
- **Why it works:** Frequency of use is the most honest buying filter, and few creators raise it.

B7. The "It'll Pay for Itself" Hopeful

- **10s:** "Don't buy [Product] hoping it'll pay for itself. Buy it because you have a clear use for it."
- **45s:** "Be careful with the 'it'll pay for itself' story. [Product] is a tool, and nothing guarantees a return. [Limitation: no promised outcome.] Buy it if it solves a problem you already have, like [Task]. If you're buying it hoping money shows up, wait. Get clear on your plan first, then decide."
- **Why it works:** It rejects the get-rich framing, which makes you stand out and protects viewers.

B8. The Countdown-Pressure Buyer

- **10s:** "Don't buy [Product] just because a sale is ending. If you wouldn't buy it next month, skip it."
- **45s:** "Sales create pressure, and pressure creates bad purchases. If you're only considering [Product] because a deal is ending, pause. Ask: would I want this at the normal price? [Limitation: a discount doesn't fix poor fit.] If yes, check the current offer on the official page. If you're unsure, let the deal go. There will be others."

- **Why it works:** Telling viewers to ignore urgency is the clearest possible sign you're on their side.

B9. The Upgrade-Itch Owner

- **10s:** "If your current setup works, don't upgrade just for [Product]. [Limitation: marginal gain]."
- **45s:** "Upgrade itch is real. If what you have works, [Product] might be a want, not a need. [Limitation: improvement is incremental for your use.] [SHOW ON SCREEN: side-by-side where the difference is small.] Ask what's actually slowing you down. If it's [specific problem], this fixes it. If not, keep your money."
- **Why it works:** Preventing unnecessary purchases builds long-term credibility.

B10. The "Good Enough" Tier Buyer

- **10s:** "You don't need the top version of [Product]. The basic tier covers [Task] for most people."
- **45s:** "Here's a money-saver. Many people buy the top tier of [Product] when the basic one covers their needs. [Limitation or difference of the lower tier, stated honestly.] [SHOW ON SCREEN: tier comparison from official page.] Unless you need [specific feature], start lower. You can usually move up later, so check the current upgrade terms."
- **Why it works:** Recommending a cheaper tier works against commission, which signals integrity.

CATEGORY C: ADVANCED USERS (10 Scripts)

C1. The Deadline-Critical Pro

- **10s:** "If a failure costs you a client, think twice. [Product] has [Limitation]. Have a backup plan."
- **45s:** "If you work on tight client deadlines, reliability is everything. In my testing, [Product] [Limitation: describe real issue]. [SHOW ON SCREEN: the issue.] It may never affect you, but if it would be costly, keep a backup workflow. If your work has more flexibility, the benefits are real: [benefit]."
- **Why it works:** Pros trust sources who think about failure, not just features.

C2. The Deep-Customization Seeker

- **10s:** "If you want to customize everything, [Product] limits you. [Limitation]. Look at [Alternative]."
- **45s:** "Power users, listen up. [Product] is easy to use partly because it limits your options. [Limitation: specific things you can't change.] [SHOW ON SCREEN: the locked setting.] If you need full control, [Alternative category] gives it to you, with a steeper learning curve. If you'd rather have speed than control, this is a good fit."

- **Why it works:** Naming the trade-off between ease and control speaks to advanced buyers' priorities.

C3. The Team Buyer

- **10s:** "Buying for a team? [Product] is built for individuals. [Limitation]. Check team options first."
- **45s:** "Quick flag for team leads. [Product] works great solo. [Limitation: sharing, permissions, or collaboration is limited.] [SHOW ON SCREEN: the sharing screen.] If several people need access, check the official team options before buying. If it's just you, none of this applies, and it's a strong pick."
- **Why it works:** It separates a solo review from a team decision, an easy distinction to miss.

C4. The Integration-Dependent User

- **10s:** "If your workflow depends on [Integration], check that [Product] connects. [Limitation]."
- **45s:** "Before you buy, check integrations. If your workflow runs through [Tool X], [Product] [Limitation: doesn't connect or only partially connects]. [SHOW ON SCREEN: the integrations page.] Verify on the official site because these change. If everything you use is supported, it fits smoothly. If not, [Alternative] may be safer."
- **Why it works:** Telling viewers to verify changeable details builds credibility and avoids stale claims.

C5. The Push-It-to-the-Limit User

- **10s:** "If you push gear or software hard, [Product] has a ceiling: [Limitation]. Know where it is."
- **45s:** "Everything has a ceiling. [Product]'s is [Limitation: describe where it struggles in your testing]. [SHOW ON SCREEN: the moment it struggles.] For everyday use, you'll likely never hit it. If your work regularly goes beyond that, look at [Alternative class]. If it doesn't, you get the benefit without paying for overkill."
- **Why it works:** Defining where something breaks is powerful proof that you tested it.

C6. The Export-and-Ownership Purist

- **10s:** "If you need full control of your files, check [Product]'s export limits. [Limitation]."
- **45s:** "If you care about owning your work and moving it freely, read this. [Product] [Limitation: locked formats, limited export, or ecosystem lock-in]. [SHOW ON SCREEN: the export options.] For many people that's fine. If portability matters to you, consider [Alternative]. If you're happy inside one ecosystem, it works well."
- **Why it works:** Advanced users value exit options, and flagging lock-in shows you respect that.

C7. The High-Volume User

- **10s:** "Doing this at scale? [Product] slows down with volume: [Limitation]. Test small first."
- **45s:** "Volume changes everything. At small scale, [Product] is smooth. [Limitation: what you noticed or the docs state at larger volumes.] [SHOW ON SCREEN: the slowdown or limit.] If you'll process a lot, test with a small batch first and check the official limits. If you're a lighter user, this won't affect you."
- **Why it works:** A practical test suggestion gives viewers something they can verify.

C8. The Manual-Control Enthusiast

- **10s:** "Want full manual control? [Product] leans automatic. [Limitation]. Check [Alternative] instead."
- **45s:** "If you like to control every variable, [Product] might feel restrictive. [Limitation: automation takes over, or manual options are limited.] [SHOW ON SCREEN: the automatic mode.] For most situations it makes good decisions. If you want to override them, look at [Alternative]. If you'd rather focus on the result than the process, it's a time-saver."
- **Why it works:** It makes a philosophical difference concrete and lets viewers self-identify.

C9. The Privacy-and-Offline Priority

- **10s:** "If you need offline use or tight data control, check how [Product] handles that. [Limitation]."
- **45s:** "This one matters for some of you. [Product] [Limitation: needs an internet connection, stores data in the cloud, or similar, based on official documentation.] Read the official policy yourself because I can't speak for every setting. If offline use or data control is non-negotiable, consider [Alternative]. If not, the convenience is real."
- **Why it works:** Deferring to official policy where you can't verify details protects your credibility.

C10. The Niche Specialist

- **10s:** "If your niche is [specialty], [Product] is general-purpose. [Limitation]. Look for a specialist tool."
- **45s:** "General-purpose tools are great until your work isn't general. In [specialty], [Product] [Limitation: lacks specific capability]. [SHOW ON SCREEN: the gap.] A specialist tool like [Alternative class] may fit better. If your needs are broad, this does a lot of things well, and that's the point."
- **Why it works:** Specialists get a clear answer instead of a generic review.

CATEGORY D: OWNERS OF A COMPETING TOOL (10 Scripts)

D1. The Happy Software A Owner

- **10s:** "Already own Software A and it works? Don't switch. [Product] only wins if you're hitting [specific problem]."

- **45s:** "If you have Software A and you're happy, stay. Seriously. [Product] is good, but switching costs time. The only reason to move is [specific problem Software A has]. [SHOW ON SCREEN: the problem.] If you don't have that problem, you're fine. If you do, here's how [Product] handles it."
- **Why it works:** Telling people with a competitor to stay is startling honesty, and it makes everything else you say more believable.

D2. The Switching-Cost Calculator

- **10s:** "Switching from Software A costs time, not just money. Count that before you move to [Product]."
- **45s:** "Everyone talks about price. Few talk about switching cost. Moving from Software A to [Product] means [Limitation: migrating files, relearning, rebuilding setups]. [SHOW ON SCREEN: what migration involves.] Estimate your hours. If the improvement is worth it, go. If it's marginal, stay where you are."
- **Why it works:** Quantifying the hidden cost makes you the practical voice.

D3. The Mid-Project Switcher

- **10s:** "Mid-project? Don't switch to [Product] now. Finish on what you have, then decide."
- **45s:** "Timing matters. If you're in the middle of an important project, don't change tools. [Limitation: new tool, new workflow, new mistakes.] Finish on Software A. Then, between projects, test [Product] on something low-stakes. That's the safe way to find out if it fits."
- **Why it works:** Practical sequencing is the sign of someone who has actually switched tools.

D4. The Incremental Upgrade Owner

- **10s:** "Own the previous version? [Product]'s update may be small for you. Check what actually changed first."
- **45s:** "If you own the last version, pause. Not every update is worth buying. [Limitation: changes are incremental for certain use cases.] [SHOW ON SCREEN: the official changelog or comparison.] Read what changed. If it addresses something that bothers you, upgrade. If it's mostly polish, you can wait."
- **Why it works:** Sending viewers to the official changelog shows you aren't hiding behind hype.

D5. The Owner of a Stronger-in-One-Area Competitor

- **10s:** "Software A is stronger at [area]. If that's your main use, keep it. [Product] wins elsewhere."
- **45s:** "Let's be fair. Software A is better at [area], and I'm not going to pretend otherwise. If that's your main use, keep it. [Product] is stronger at [other area]. [SHOW ON SCREEN: comparison in that area.] Decide which area matters more for your work, and choose that one."

- **Why it works:** Conceding a competitor's strength makes your praise for the product believable.

D6. The Ecosystem-Locked Viewer

- **10s:** "Deep in the Software A ecosystem? [Product] may not connect the same way. [Limitation]."
- **45s:** "If your whole setup revolves around Software A, [Product] may feel like a stranger. [Limitation: compatibility or workflow friction.] [SHOW ON SCREEN: the friction point.] That friction is real. If you're willing to move more than one piece, it can pay off. If you only want to swap one part, make sure it plays nice first."
- **Why it works:** Ecosystem lock-in is a real buying consideration that most reviews ignore.

D7. The Blame-the-Tool Owner

- **10s:** "If your problem with Software A is a settings issue, [Product] won't fix it. Learn the tool first."
- **45s:** "Before you switch, ask: is the problem the tool, or how I'm using it? Many frustrations with Software A come down to [common user-side issue]. [SHOW ON SCREEN: the fix.] Try that first. If the limitation is built into Software A, like [real limitation], then [Product] is worth a look."
- **Why it works:** Helping someone avoid an unnecessary purchase by fixing the real issue is peak trust.

D8. The Feature-Parity Shopper

- **10s:** "If you want exactly what Software A does, [Product] isn't different enough. [Limitation]."
- **45s:** "If your goal is to find the same thing as Software A, skip [Product]. [Limitation: similar in core function; differences are in specific areas.] [SHOW ON SCREEN: the real difference.] The real differences are [difference 1] and [difference 2]. If those matter to you, great. If not, you're swapping logos."
- **Why it works:** It cuts through comparison hype and gives viewers a short list of what actually differs.

D9. The Same-Workflow Expecter

- **10s:** "Coming from Software A? [Product] works differently. [Limitation]. Expect a short relearning period."
- **45s:** "Switching tools means switching habits. [Product] [Limitation: different layout, different logic.] [SHOW ON SCREEN: the unfamiliar part.] It took me [your real time] to adjust. If you want a copy of your old workflow, you'll be annoyed. If you're open to a new way of working, it can feel faster."

- **Why it works:** Setting realistic expectations about the adjustment period reduces early regret.

D10. The Stack-Everything Owner

- **10s:** "You probably don't need [Product] and Software A. Pick the one that fits your workflow."
- **45s:** "Tool stacking is a trap. If you already own Software A, adding [Product] may just create overlap. [Limitation: overlapping core function.] Check where they differ. If [Product] fills a real gap, like [gap], keep both. If it duplicates, pick one and save the money and complexity."
- **Why it works:** Helping viewers avoid redundancy shows you aren't just moving units.

6. WORKED EXAMPLE (Illustrative Only)

This example uses a fictional product to show the tailoring process. It is not a real review or a claim about any actual product.

Product: Editing Software A **Inventory entry:** Limitation #1: "Many menus; takes time to learn" · Evidence: **U** (used it) and **C** (viewer comments) · Script ID: **A1**

Step 1: Base script (A1, 10s): "Quick honest note: if you've never done [Task] before, [Product] has a learning curve. Start with [Alternative] first."

Step 2: Filled in: "Quick honest note: if you've never edited video before, Editing Software A has a learning curve. Start with a free beginner editor first."

Step 3: Add a proof beat for the 45s version: "[SHOW ON SCREEN: the timeline with all panels open, then say 'this is what you'll see on day one.']"

Step 4: Add the flip: "But if you already know the basics and want finer control, keep watching."

Step 5: Run the Trust Test (Section 8). The limitation is real, it's stated plainly, there's a path forward, and the right viewer is named. ✓

7. APPLICATIONS: WHERE EACH SCRIPT LIVES

Map each placement to the Bridge to see what it's doing.

Placement	Length	Bridge Step	How to use it
Main video, just before the link	45s	Trust → Action	Use your best-matched script, then give the link

Placement	Length	Bridge Step	How to use it
Mid-roll (about 40% in)	10s	Match	Self-sorting moment; keeps the wrong viewer from leaving angry
YouTube Short	10s	Intent → Match	One category per Short; end with "full review linked"
Pinned comment	10s	Match → Access	Paste text and add your link and disclosure
Description first lines	10s	Match → Access	Honest one-liner before the link
Email or community post	45s	Trust	Written version of the script
Comment replies	10s	Match	Use when a viewer asks "Is this right for me?"

Three content formats built from this bank

- 1 The Four-Part Series:** One Short per category (beginner, budget, advanced, competitor owner) for a single product.
- 2 The "Skip This If" Opener:** Start a review with the 10s script instead of a hook about features.
- 3 The Pinned Sorter:**