

VIEWS TO BUYERS · READER BONUS

The Comparison Script Builder

A fill-in-the-blank system for X-vs-Y videos that help viewers decide

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A Fill-in-the-Blank System for "X vs Y" YouTube Videos That Help Viewers Choose, and Earn Trust Doing It

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

HOW TO APPLY (Read This First)

You can go from raw notes to a finished script in about **60-90 minutes**. Here is the fastest path.

- 1 Fill out the Pre-Script Worksheet** (Section 2). Don't skip it. Every weak comparison script is weak because this step was skipped.
- 2 Drop your answers into the Script Skeleton** (Section 3) and write each blank in plain speech.
- 3 Pick your verdict lines** from the templates in Section 4. Choose conditional ones, not "both are great."
- 4 Add the Tie-Breaker** (Section 5) for viewers who are still stuck.
- 5 Or paste your notes into the Notes-to-Script Prompt** (Section 6) and get a first draft to edit.
- 6 Run the Pre-Publish Checklist** (Section 9) before you record.

Rules for using this system:

- Fill the blanks with your real experience. If you haven't used something, say so in the script. The templates have a spot for that.
 - Every example here is **illustrative**. Product names are placeholders (Software A, Gear B). Swap in your own facts, and never copy a placeholder claim into a real video.
 - Read the script out loud once before filming. If you stumble, rewrite the line.
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SECTION 1: OVERVIEW — WHY THIS FORMAT WORKS (AND WHERE IT GOES WRONG)

The logic of the format

Someone who searches "Software A vs Software B" has usually already narrowed their options. They aren't browsing. They're trying to avoid a mistake. That makes a comparison video one of the closest things to a decision-moment you can make.

It's also easy to get wrong. The most common failures:

- **The spec read-aloud.** You recite features the viewer could get from a table. No judgment, no value.

- **The "both are great" shrug.** It sounds safe, but it hands the decision back to a viewer who came to you to make it.
- **The hidden favorite.** You've already decided, the script pretends to be neutral, and viewers can tell.
- **The everything-video.** Twelve criteria, none developed. The viewer drowns.

The one-question rule

Every comparison script in this system is built around **one question**:

"Who should pick X, who should pick Y, and why?"

Not "which is better." Better depends on the person, and the question gives you permission to say so.

How this maps to the Viewer-to-Buyer Bridge

The Bridge in Views to Buyers runs: **Intent → Match → Evidence → Trust → Action → Access → Conversion**. A comparison script touches every link:

Bridge Step	What it means in this script	Where it lives
Intent	The hook confirms you're answering the exact comparison they searched	Hook (0:00)
Match	You sort viewers into "pick X" and "pick Y" profiles	Promise + Verdicts
Evidence	Each round shows something real: a test, a screen recording, a documented limitation	Rounds 1-3
Trust	Concessions, disclosure, and saying what you didn't test	Throughout
Action	A clear next step for each viewer type	Verdict + Close
Access	Links are easy to find and clearly labeled	Close + Description
Conversion	Happens after the click, so your job is to make the click feel safe	Tie-Breaker

Keep this table nearby. When a script feels off, find the Bridge step that's missing.

SECTION 2: THE PRE-SCRIPT WORKSHEET

Fifteen minutes here saves an hour of rewriting. Fill in every field.

2.1 The One Question

"In this video I'll help **[viewer type]** decide between **[X]** and **[Y]** for **[specific goal or situation]**."

Your version:

Sharpening test: If "[viewer type]" is "everyone," narrow it. "Beginners" is still wide. "Someone starting their first channel with no budget for extras" is workable.

2.2 Two Viewer Profiles

You need two named profiles, because your verdicts will be built on them.

Profile for X (someone who'd be happier with X):

- Their situation: _____
- What they care about most: _____
- What they'd tolerate: _____

Profile for Y:

- Their situation: _____
- What they care about most: _____
- What they'd tolerate: _____

Aha check: The profiles should differ on priorities or situation, not on "smart vs. not smart" or "serious vs. casual." If your profiles imply one reader is better, rewrite them.

2.3 The Three Criteria (Max)

Choose **three** criteria that actually separate X from Y. Skip anything where they're basically identical, because that's wasted airtime.

#	Criterion	Why it matters to the viewer	Who wins? (X / Y / Depends)
1			
2			
3			

Shortcut for choosing criteria: Read the comments on other videos about X and Y, forum threads, and your own inbox. Write down every "I wish I'd known..." and "I regret..." you find. Those phrases are your criteria. They're worded the way viewers think, not the way marketing pages are written.

2.4 The Evidence Inventory

For each criterion, mark where your information actually comes from. Be honest. This table protects your credibility.

Criterion	I used it myself	I watched/read it	Someone told me	Not verified
1	☐	☐	☐	☐
2	☐	☐	☐	☐
3	☐	☐	☐	☐

The rule: In the script, say which box you ticked. Examples:

- "I used this for [timeframe/project]." (hands-on)
- "I haven't tested this part. Here's what the documentation says." (read)
- "I can't verify this, so check it before you buy." (unverified)

Viewers extend trust to creators who mark the edges of what they know.

2.5 The Concession List

Write one real **strength** of the option you lean against, and one real **weakness** of the option you lean toward.

- Strength of the one I like less: _____
- Weakness of the one I like more: _____

If you can't fill these in, you haven't tested enough or you're not being straight with yourself. Go back to your notes.

2.6 Disclosure and Relationship Check

- Do I have affiliate links for X, Y, both, or neither? _____
- Does earning from one create a pull toward recommending it? (Be honest.) _____
- My disclosure line, in my own words: _____

Reminder: Follow the disclosure requirements for your region and the platform's rules, and say it out loud in the video, not only in the description. This isn't legal advice, so check the current rules that apply to you.

SECTION 3: THE FULL SCRIPT SKELETON (WITH TIMING CUES)

Target runtime: about 9-10 minutes. Spoken pace is roughly 140-160 words per minute, so budget **1,300-1,500 words** total. For other lengths, see the scaling note at the end of this section.

Each segment has a **purpose** (the Bridge step it serves), **fill-in-the-blank lines**, and a **cut rule**.

SEGMENT 1: THE HOOK [0:00-0:25]

Bridge: Intent

Purpose: Prove in 10 seconds that this is the exact comparison they searched for.

Template A, the Decision Frame:

"If you're stuck choosing between **[X]** and **[Y]**, here's the short version of how I'd decide: **[one-sentence teaser of the deciding factor]**. Let me show you why."

Template B, the Regret Frame:

"The expensive mistake with **[X] vs [Y]** isn't picking the 'wrong' one. It's picking the one that doesn't fit **[specific situation]**. Here's how to avoid that."

Template C, the Scenario Frame:

"Say you're **[situation]**. **[X]** and **[Y]** both look fine on paper. Here's what actually separates them."

Cut rule: No logo animation, no "welcome back to the channel." Start with the question.

SEGMENT 2: PROMISE, CONTEXT, DISCLOSURE [0:25-0:50]

Bridge: Match + Trust

"By the end, you'll know whether **[X]** or **[Y]** fits **[profile]**. I've **[used X for ___ / used Y for ___ / only tested ___]**, and I'll tell you where I'm going on research instead of experience. Quick note: **[disclosure line]**. That doesn't change **[what you'll do to keep the verdict honest]**."

Aha move: State what you'll do about the conflict, not only that it exists. Example structure: "I'll tell you when the option I earn from isn't the right pick."

SEGMENT 3: THE SHORT VERSION [0:50-1:20]

Bridge: Match + Action (preview)

Give the verdict up front in compressed form. This feels risky but it keeps the right viewers watching, because they now know what the rounds are building toward.

"Short version: if you **[profile X trait]**, lean toward **[X]**. If you **[profile Y trait]**, lean toward **[Y]**. The rest of this video is the evidence and the edge cases, so you can check that I'm right for your situation."

Cut rule: If you can't give the short version in 30 seconds, your One Question is still too broad. Return to Worksheet 2.1.

SEGMENT 4: HOW I COMPARED [1:20-2:00]

Bridge: Evidence (setup) + Trust

"I'm judging on three things: **[criterion 1]**, **[criterion 2]**, and **[criterion 3]**. I picked those because **[reason, ideally from viewer questions]**. I'm skipping **[thing others cover]** because **[both are basically the same / it rarely changes the decision]**."

Aha move: Saying what you skipped and why signals judgment. Viewers rarely hear it, and it sets you apart from spec-readers.

SEGMENTS 5-7: THE THREE ROUNDS [2:00-6:30]

Bridge: Evidence

Each round is about 90 seconds and uses the same five-beat structure so viewers feel the rhythm:

- 1 Name the criterion and why it matters.** (10 sec) "Round **[#]**: **[criterion]**. This matters because **[consequence for the viewer]**."
- 2 Show X.** (20 sec) "With **[X]**, **[what happened or what you saw]**. **[On-screen proof cue]**."
- 3 Show Y.** (20 sec) "With **[Y]**, **[what happened or what you saw]**. **[On-screen proof cue]**."
- 4 Say the difference in one sentence.** (15 sec) "The real difference: **[X] [does/is] __**, while **[Y] [does/is] __**."
- 5 Call the round, conditionally.** (15 sec) "So for **[profile]**, **[X]** wins this one. If you're **[other profile]**, it barely matters / **[Y]** wins."

Evidence tag (add in beats 2-3):

"I tested this myself." / "This is from the documentation, not my testing." / "I couldn't verify this."

On-screen proof cues (write in the script so you remember to capture them):

- [SCREEN: side-by-side of __]
- [SCREEN: timer showing __]

- [B-ROLL: using X for ____]
- [TEXT ON SCREEN: one-line takeaway]

Cut rule: If a round has no proof cue and no personal observation, it's an opinion, so either find evidence or demote it to a brief mention.

SEGMENT 8: WHERE EACH ONE FALLS SHORT [6:30-7:30]

Bridge: Trust

This is the credibility segment. Most creators rush it, and it should be the strongest part of the video.

"[X] frustrated me when [specific moment]. If [situation] matters to you, that could be a dealbreaker." "[Y] frustrated me when [specific moment]. If [situation] matters to you, same warning."

Aha move, the Dealbreaker Pair: For each option, name one situation where it's simply the wrong choice. The viewer who recognizes themselves will trust everything else you said.

SEGMENT 9: THE FINAL VERDICTS [7:30-8:30]

Bridge: Match + Action

Use two or three verdict lines from Section 4. Structure:

"Pick [X] if ___. Pick [Y] if ___. Skip both if ___."

Then restate in one sentence:

"If I had to compress this: [X] is for [type], [Y] is for [type]."

SEGMENT 10: THE TIE-BREAKER [8:30-9:15]

Bridge: Match (for the undecided) + Conversion support

Use one of the formats in Section 5. Don't skip this segment. The fence-sitter is the viewer most likely to leave without acting, and the one you can help most.

SEGMENT 11: ACTION AND ACCESS [9:15-9:45]

Bridge: Action + Access

"If you're leaning [X], the link is in the description under [label]. If you're leaning [Y], it's right below it, labeled [label]. **[Optional: I've pinned the comparison notes in the first comment.]** If you're still unsure, tell me your situation in the comments and I'll tell you which way I'd lean."

Cut rule: Give links specific labels ("Software A, the simpler option" and "Software B, the more flexible option"). Vague "check the link below" slows people down. Make the next step obvious and easy to find.

Then end. No long outro. Add an end-screen video only if it's related, such as a deeper dive on one of the two options.

TIMING SCALE GUIDE

Target length	Rounds	Words	Changes
5-6 min	2 rounds	~800-900	Merge Segments 3 and 4; shorten "Falls Short" to one line each
9-10 min	3 rounds	~1,300-1,500	As written
12-14 min	4 rounds	~1,800-2,100	Add a round and a "real-use scenario" segment

Rule: Add rounds only if the extra criterion changes someone's decision. Never add one to hit a length.

SECTION 4: VERDICT-LINE TEMPLATES

A good verdict line is **conditional, specific, and speakable**. Use these as starting points and keep your wording natural.

4.1 The Core Pair

- 1 "Pick **[X]** if you **[situation/priority]**. Pick **[Y]** if you **[situation/priority]**."
- 2 "**[X]** is for people who **[trait]**. **[Y]** is for people who **[trait]**."
- 3 "If **[factor]** matters most, go **[X]**. If **[other factor]** matters most, go **[Y]**."

4.2 The Deciding-Factor Verdict

- 1 "It comes down to one question: **[question]**? If yes, **[X]**. If no, **[Y]**."
- 2 "Honestly, the whole decision turns on **[factor]**. Everything else is close."

4.3 The Stage-Based Verdict

- 1 "If you're just starting out with **[activity]**, **[X]** has the gentler start. Once you've outgrown **[limitation]**, **[Y]** is where you'd move to."
- 2 "**[X]** to begin with, **[Y]** if you hit **[specific wall]**."

4.4 The Budget/Effort Verdict (no figures needed)

- 1 "If you'd rather spend less time setting up, **[X]**. If you're happy to invest the time for more control, **[Y]**."
- 2 "**[X]** costs you less effort now. **[Y]** asks more upfront and gives you **[benefit]** later."

4.5 The "Neither" Verdict (a trust-builder)

- 1 "If **[situation]**, honestly, skip both and look at **[alternative type]**."
- 2 "Neither is the right pick if **[condition]**. Here's why."

4.6 The Honest-Uncertainty Verdict

- 1 "For **[use case]**, I can't call it, because I haven't tested **[aspect]**. Here's what I'd check before buying."
- 2 "My lean is **[X]**, but only about **[aspect]**. On **[other aspect]**, I don't have enough experience to say."

4.7 The Personal Verdict

- 1 "For my situation, **[situation]**, I use **[X]** because **[reason]**. That reason may not be yours, so check it against your own priorities."
- 2 "If I were starting over today with **[constraint]**, I'd start with **[X]**, but only because **[reason]**."

4.8 Verdict-Line Quality Filter

Before you keep a line, run it through four questions:

- ☐ Does it name **who** it's for?
- ☐ Does it include **why**?
- ☐ Could a viewer disagree with it? (If not, it's too vague.)
- ☐ Can I say it in one breath?

Never use: "They're both great options." It isn't a verdict, and it's the line viewers forgive least.

SECTION 5: THE TIE-BREAKER SEGMENT

Who it's for: The viewer who got through your whole video and still can't choose. They don't need more information. They need a way to decide.

Pick **one** of the formats below. About 45 seconds.

Format 1: The Three-Question Test

"Still stuck? Answer three questions. One: **[question tied to criterion 1]**? Two: **[question tied to criterion 2]**? Three: **[question tied to criterion 3]**? If you said yes to two or more, **[X]**. Otherwise, **[Y]**."

Build it: Convert each criterion into a yes/no question where "yes" points to the same option.

- Criterion 1 question: _____ (yes → X / Y)
- Criterion 2 question: _____ (yes → X / Y)
- Criterion 3 question: _____ (yes → X / Y)

Format 2: The Regret Test

"Imagine you pick **[X]** and a month later wish you'd picked **[Y]**. What would that regret be about? If it's **[reason A]**, go **[Y]**. If you can't picture a regret, go **[X]**."

Why it works: It swaps "which is best?" for "which mistake can I live with?", which is far easier to answer.

Format 3: The Default Pick

"If you want me to just pick: **[X]**, unless **[exception]**. If **[exception]** applies, **[Y]**."

Use when: Your audience is mostly beginners and the options are close. A default plus one exception is easy to act on.

Format 4: The Reversibility Check

"Before you decide, check this: **[can you switch later / is there a trial or return option / how hard is it to move your work]**? Confirm it on the official page, because policies change. If switching is easy, pick **[X]** and move on. If it's hard, spend extra time on **[criterion]**."

Honesty note: Don't state trial or refund terms as fact unless you've verified them on the current official page. Tell viewers where to check.

Format 5: The Comment Invitation

"If you're still torn, comment with **[two details: your situation + your priority]**. I'll tell you which way I'd lean and why."

Bonus: These comments are a source of next-video topics and real viewer language for future criteria.

Tie-Breaker Rules

- Never pressure. "You need this now" language undermines the trust you just built.

- Give a decision method, not a nudge toward whichever option pays you.
- If the honest answer is "wait" or "neither," say it.

SECTION 6: THE NOTES-TO-SCRIPT PROMPT

Use this with any AI writing assistant. It turns a messy pile of notes into a tight, honest spoken draft. The key is that it forbids invention and flags gaps.

6.1 The Master Prompt (copy, fill brackets, paste)

You are helping me write a spoken YouTube script comparing [X] vs [Y].
The viewer I'm helping: [viewer type and situation].
The one question: who should pick which, and why.

HARD RULES:

1. Use ONLY facts from my notes below. Do not invent features, prices, statistics, test results, quotes, or personal experiences.
2. If a claim needs support and my notes don't have it, insert [NEEDS EVIDENCE: what's missing] instead of guessing.
3. Mark each claim with its source type in brackets: [TESTED], [READ], or [UNVERIFIED], based on my notes.
4. Include at least one genuine strength of the option I lean against and one genuine weakness of the option I lean toward.
5. No "both are great" verdicts. Every verdict must be conditional: "Pick X if..., pick Y if..., skip both if..."
6. Write for the ear: short sentences, contractions, plain words, no jargon without a quick explanation.
7. Include my disclosure line near the start: [disclosure line].

STRUCTURE (with timing cues):

- Hook [0:00-0:25]
 - Promise + disclosure [0:25-0:50]
 - Short version [0:50-1:20]
 - How I compared (3 criteria) [1:20-2:00]
 - Three rounds, ~90 sec each, each with: criterion, X, Y, one-sentence difference, conditional call [2:00-6:30]
 - Where each falls short [6:30-7:30]
 - Final verdicts [7:30-8:30]
 - Tie-breaker for fence-sitters [8:30-9:15]
 - Action + where the links are [9:15-9:45]
- Add [SCREEN: ...] cues where visual proof should appear.
Target 1,300-1,500 words.

MY CRITERIA: [criterion 1], [criterion 2], [criterion 3]

MY PROFILES: X fits [profile]. Y fits [profile].

MY LEAN (be honest): [which you favor and why]

MY RAW NOTES:

[paste notes, labeled by tested/read/unverified if possible]

6.2 The Honesty Audit Prompt (run on the draft)

Review the script below as a skeptical viewer. List:

1. Every claim that isn't supported by my notes.
2. Every sentence that sounds like a sales pitch rather than advice.
3. Any verdict that isn't conditional.
4. Places where I sound more certain than my evidence allows.
5. Anywhere the option I earn from is treated more kindly than the other.

Then suggest a rewrite for each problem. Do not add new facts.

6.3 The Spoken-Word Polish Prompt

Rewrite this script so it sounds like one person talking to one friend.

Break sentences over 20 words. Replace written-style phrases with spoken ones. Keep every fact and every [TESTED]/[READ]/[UNVERIFIED] tag exactly as is. Do not add claims.

6.4 How to Get Better Output

- **Label your notes** with T (tested), R (read), or U (unverified) before pasting. The model can't know what you actually did.
- **Include your real doubts.** "I'm not sure about X's support" produces a more honest script than silence.
- **Always edit the draft aloud.** Change anything you wouldn't say naturally. If it doesn't sound like you, viewers will notice.
- **Treat every [NEEDS EVIDENCE] flag as a to-do.** Fill it in, soften it, or cut it.

SECTION 7: WORKED EXAMPLE (ILLUSTRATIVE ONLY)

This is a made-up example to show structure. "Software A" and "Software B" are placeholders. Nothing here describes real products, and none of these observations should be reused as claims.

One Question: Help a beginner with no prior experience choose between Software A and Software B for a first project.

Criteria: Setup time, learning curve, room to grow.

Illustrative notes (labeled):

- Software A: simpler first setup [TESTED]. Fewer advanced options [READ].

- Software B: more options [READ]. Steeper first week [TESTED].
- Support quality: [UNVERIFIED], so flag it.

Illustrative script excerpt

HOOK [0:00]

"If you're choosing between Software A and Software B for your first project, here's my short answer: it depends on how much patience you have this week. Let me show you why."

PROMISE + DISCLOSURE [0:25]

"I've used both for a first-project setup, but I haven't stress-tested either for heavy use, and I'll flag that when it matters. Quick note: some links below are affiliate links. I'll tell you when the option I'd earn from isn't the right pick."

SHORT VERSION [0:50]

"If you want to get something working fast, lean toward Software A. If you already know you'll want more control later, lean toward Software B. The rest of this video is the proof and the exceptions."

ROUND 1, SETUP TIME [2:00]

"Round one: setup time. It matters because the first hour decides whether beginners keep going. With Software A, I got to a working first result without much trouble. [SCREEN: setup walkthrough, timer visible] With Software B, I hit more decisions up front. The real difference: A hands you defaults, B asks for your choices. For a total beginner, A wins this one. If you like choosing, it barely matters."

FALLS SHORT [6:30]

"Software A frustrated me when I wanted to change something it had already decided for me. If you know you'll need that flexibility, that's a dealbreaker. Software B frustrated me in the first week. If you quit when things feel hard, that's a dealbreaker."

VERDICT [7:30]

"Pick Software A if you want a quick first result and you're okay with fewer options. Pick Software B if you'd rather learn more now and have room later. Skip both if your project needs something neither is built for."

TIE-BREAKER [8:30]

"Still stuck? Three questions. Do you want results this week? Would more options overwhelm you? Is this a first attempt? Two or more yeses, Software A. Otherwise, Software B. And before you commit, check the official page for how easy it is to switch later."

ACTION + ACCESS [9:15]

"Software A, the simpler start, is first in the description. Software B, the more flexible one, is right under it. Not sure? Tell me your situation in the comments."

What to notice: The verdict is conditional. The weak spot of the "easier" option is named. The unverified support question is flagged instead of hidden. The tie-breaker is a method, not a push.

SECTION 8: APPLICATIONS, VARIATIONS, AND ADVANCED MOVES

8.1 Variations on the Format

Three-way comparison (X vs Y vs Z). Use a "Best for..." label for each instead of rounds. Keep it to three criteria. Past three options, the viewer can't hold the thread.

X vs Y vs "do nothing." Include the option of not buying. It sets you apart from creators who treat purchase as the only outcome.

Old version vs new version. Replace the profiles with "stay" and "upgrade." The verdict becomes: "Upgrade if _____. Stay if _____."

Beginner vs advanced split. Run the same comparison twice: "If you're just starting" and "If you've been doing this a while." Verdicts can differ, and that's the point.

Short-form cut (under 60 seconds). Keep only the hook, the deciding factor, and the two-line verdict. Point to the long video for the evidence. Use the same words. Don't create a second, different claim.

8.2 Advanced Tips

1. Write the verdict first, then test your own bias. Draft your verdict lines before the rounds. Then ask: "Did the rounds earn this verdict, or am I decorating a decision I'd already made?" If the rounds don't support it, change the verdict.

2. Use the concession ratio. Aim for at least one real concession for every two points in favor of your preferred option. It keeps the script balanced, and the viewer feels it.

3. Name the viewer you're not talking to. "This isn't for you if..." lines (one per option) sharpen Match. They help the wrong viewer leave early, which protects trust, and they help

the right viewer feel seen.

4. Put the deciding factor in the title and thumbnail text, not just the script. "X vs Y: Who Should Pick Which" signals Intent and Match before anyone clicks. Make sure the promise in the title is the promise the video keeps.

5. Use on-screen text for verdicts. Flash "Pick X if ___" in plain text while you say it. Many viewers will screenshot or rewatch that moment.

6. Structure chapters around the rounds. Label chapters with the criteria ("Setup time," "Learning curve," "Final verdict"). Viewers can jump to what matters to them, which signals respect. Many will still watch the rest.

7. Build a description that mirrors the verdict. Put the two links first, each labeled by who it's for, followed by a short written version of your verdicts, then your disclosure. This is the Access step: nobody should have to hunt.

8. Pin a correction-friendly comment. Invite viewers to tell you if something has changed. Products change, and an update note builds more trust than a stale claim ever could.

9. Schedule a review date. Add a note: "Re-check this comparison on [date]." Features, policies, and availability shift. Update the pinned comment or description when they do, and re-record if a verdict changes.

10. Mine your own comments for the next comparison. When viewers write "I'm choosing between X and Z," you have the next video's One Question and its viewer type, in their own words.

8.3 Spoken-Script Style Rules

- **One idea per sentence.** If you need a breath mid-sentence, split it.
- **Replace "utilize" with "use."** Say it the way you'd say it across a table.
- **Replace "great" with a specific.** "Fast" becomes "it loaded in the time it took me to ___."
- **Cut hedges that don't add information.** "Kind of," "sort of," and "basically" go. Keep the real hedges: "I haven't tested this."
- **Read the script aloud once, timed.** Cut 10% on the next pass.

SECTION 9: PRE-PUBLISH CHECKLIST

Intent

- ☐ Title and hook match the exact comparison the viewer searched
- ☐ The first 25 seconds name the choice and the viewer type

Match

- ☐ Two profiles are named, and neither is framed as "better"
- ☐ Every verdict line is conditional
- ☐ At least one "skip both if" or "this isn't for you if" line is included

Evidence

- ☐ Each round has a proof cue or a personal observation
- ☐ Every claim is tagged in my head as tested, read, or unverified, and the script says which
- ☐ No numbers or specs appear that I haven't checked on the current official source

Trust

- ☐ Disclosure is spoken near the start and written in the description
- ☐ A real strength of the option I favor less is included
- ☐ A real weakness of the option I favor more is included
- ☐ I'd be comfortable if the company behind either product watched this

Action

- ☐ Each viewer type has a clear next step
- ☐ The tie-breaker gives a method, not pressure

Access

- ☐ Links are labeled by who each one is for
- ☐ Links appear in a predictable place (top of the description or pinned comment)
- ☐ I tested the links

Conversion support

- ☐ I told viewers to verify current terms (switching, trial, returns) on the official page rather than asserting them
- ☐ I've set a review date to re-check the video

SECTION 10: BLANK MASTER TEMPLATE (COPY AND FILL)

One Question: In this video I'll help _____ decide between _____ and _____ for _____.

Profile X: _____ | **Profile Y:** _____

Criteria: 1. _____ 2. _____ 3. _____

Hook: _____

Promise + disclosure: _____

Short version: If you _____, lean _____. If you _____, lean _____.

Round 1 — X: _____ | Y: _____ | Difference: _____ | Call: _____

Round 2 — X: _____ | Y: _____ | Difference: _____ | Call: _____

Round 3 — X: _____ | Y: _____ | Difference: _____ | Call: _____

Falls short — X: _____ | Y: _____

Verdict: Pick _____ if _____. Pick _____ if _____. Skip both if _____.

Tie-breaker (format #__): _____

Action + Access: _____

Review date: _____

CONCLUSION: WHAT THIS SYSTEM REALLY GIVES YOU

A good comparison script isn't a verdict machine. It's a decision tool for someone you're trying to help, and the viewers who feel helped are the ones who come back.

Remember the five habits:

- 1 One question, two profiles.** Everything else follows from them.
- 2 Three criteria, tested.** Depth beats coverage.
- 3 Conditional verdicts.** "Pick X if..., pick Y if..., skip both if..."
- 4 A tie-breaker method.** Help the fence-sitter decide without pushing.
- 5 Honest edges.** Say what you tested, what you read, and what you don't know.

Run the worksheet, build the skeleton, and edit the draft out loud. Then check the Bridge: Intent, Match, Evidence, Trust, Action, Access. If each link holds, Conversion takes care of itself. It happens after the click, and you've already made the click feel safe.

Your next step: Pick the one comparison your audience keeps asking about. Fill in Section 2.1 right now. Everything else builds from that one sentence.