

VIEWS TO BUYERS · READER BONUS

The Shorts-to-Buyer-Video Bridge Script Pack

30 short-form scripts that route Shorts viewers into your long-form buyer videos

Nathan Conner

Snowball Affiliate · snowballaffiliate.com

30 Short-Form Scripts + A One-Pass Prompt That Turns Any Long-Form Outline Into Three More

A bonus for readers of **Views to Buyers** by Nathan Conner (Snowball Affiliate)

HOW TO APPLY (READ THIS FIRST — 15 MINUTES TO YOUR FIRST SCRIPT)

Step 1. Pick one long-form buyer-intent video. It should be a review, tutorial, or comparison that already exists or is about to. This is your destination.

Step 2. Find its type below. Review (R1-R10), Tutorial (T1-T10), or Comparison (C1-C10).

Step 3. Choose the script whose insight you can honestly deliver from that video. Don't pick the coolest hook. Pick the one your long-form video actually backs up.

Step 4. Fill the brackets. Every script uses [brackets] for your details and generic placeholders like Software A and Gear B. Replace them with your real products and facts.

Step 5. Write your Handoff Phrase. Use the exact words you'll say out loud to point to the long video (Section 2).

Step 6. Record, post, pin. Paste the matching pinned comment. Post it.

Or skip to Section 6. Paste your long-form outline into the master prompt and get three Short scripts in one pass.

Honesty note. All scripts are templates. Every example is **illustrative**. Where a script says "I tested" or "after [X] weeks," use it only if it's true. Never state prices, specs, or results you haven't verified. This is the trust layer of the Viewer-to-Buyer Bridge, and it's what makes viewers believe the next video.

SECTION 1: OVERVIEW — WHY A SHORT NEEDS A BRIDGE, NOT A LINK

Most small affiliate channels treat Shorts as a separate game. The Short gets views, the buyer video sits quietly, and the two never meet.

The fix is not a clickable link. **On Shorts, links in descriptions and comments are not reliably clickable, so you can't build the bridge on a link.** You build it on **what the viewer hears, sees, and remembers** in the final seconds.

That's the whole mechanism. **The handoff is spoken and visual, and it has to be easy to act on without tapping anything.**

The Bridge, Mapped to Shorts

Bridge Stage	What It Means for a Short
Intent	The hook names a problem a buyer actually has (a decision, a setup snag, a "which one?").
Match	The Short promises exactly what the long video delivers. No bait-and-switch.
Evidence	The insight is a real, specific observation from the long video.
Trust	You state a limit or who it's not for. Credibility costs about five seconds.
Action	The handoff line tells the viewer exactly what to do next.
Access	The viewer can find the long video without a link (exact title, search phrase, end card, related-video feature if you have it).
Conversion	Happens in the long video, where the evidence, disclosure, and links live. The Short never closes the sale.

The Three-Job Rule

A Bridge Short does three jobs in 25–40 seconds:

- 1 Tease the problem.** The viewer thinks, "That's me."
- 2 Deliver one real insight.** Complete and useful on its own. Don't hold it hostage.
- 3 Point to the next step.** The long video goes deeper on the decision, not on the insight.

Aha #1: The Short should be satisfying alone. The long video isn't "the rest of the answer." It's "**how to apply the answer to your situation and decide.**" That keeps the handoff honest, and people follow through on honest handoffs.

SECTION 2: THE CORE SYSTEM

2.1 The Bridge Short Anatomy (Timed)

Beat	Time	Job	Word Budget
HOOK	0–3 sec	Name the problem or decision.	8–15 words

Beat	Time	Job	Word Budget
STAKES / CONTEXT	3-8 sec	Who this is for.	10-20 words
INSIGHT	8-25 sec	One idea, one proof point.	35-55 words
LIMIT (Trust)	25-30 sec	One honest caveat.	8-15 words
HANDOFF	30-38 sec	Say the title or phrase. Show the card.	15-25 words

Target: 70-110 spoken words total. If you need more, you have two insights. Split it into two Shorts.

2.2 The Handoff Stack (Your Access Layer)

Since you can't rely on clicks, **stack redundant paths**. Use at least three per Short.

- 1 Say the exact title (or its first 4-6 words).** Pick titles that are easy to say out loud.
- 2 Show the title card** in the last 2-3 seconds, in the middle of the frame. The bottom and right edges are covered by Shorts interface elements, so keep text off them.
- 3 Pin a comment** that repeats the exact title and says where to find it.
- 4 Use the related-video option** if it's available to you. Treat it as a bonus, never the plan.
- 5 Use a consistent series phrase**, such as "Search [Channel Name] buyer guide." Repetition builds recall.
- 6 Reply to comments** with the exact title. Every reply is a second handoff.

Aha #2: The Say-It-Out-Loud Test. Say your handoff to a friend. Can they find the video from that sentence alone, without seeing a screen? If not, shorten the title or create a search phrase.

2.3 Handoff Phrase Bank (Spoken)

Pick one. Vary them so you don't sound like a template.

- "The full breakdown is my video called '**[Exact Title]**'. Search it on my channel."
- "I walk through the whole decision in '**[Exact Title]**'. It's the card on screen now."
- "If you want to see it on a real [task], that's in '**[Exact Title]**'."
- "Not sure which fits you? '**[Exact Title]**' has the quick checklist."
- "I put the step-by-step in '**[Exact Title]**'. Look for it on my channel page."
- "That's one piece. The rest of the decision is in '**[Exact Title]**'."

Avoid: "Link in my bio / description / comments." If it isn't reliably clickable, don't promise it.

2.4 The Pinned Comment Formula

Full [review/tutorial/comparison]: "[Exact Title]" — on my channel.

Search the title or look in my Videos tab.

Inside: [one concrete thing they'll get].

Quick question: [situation A] or [situation B]? Tell me and I'll point you to the right part.

Why the question works: It starts a thread, and your reply is another place to repeat the exact title. Disclosure and links live in the long video, where they're reliable.

2.5 The Fill-in-the-Blank Master Template

Copy this and complete it.

LONG VIDEO TITLE (exact): _____

VIDEO TYPE: Review / Tutorial / Comparison

VIEWER (one sentence): "I'm a _____ who wants to _____ but is stuck on _____."

HOOK (≤15 words):

"If you're _____, don't _____ until you _____."

CONTEXT (≤20 words):

"This matters if you _____. If you _____, skip this."

INSIGHT (one idea, ≤55 words):

"The thing most people miss is _____. Here's how to check: _____."

LIMIT (≤15 words):

"This doesn't apply if _____."

HANDOFF (≤25 words):

"The full _____ is in my video '_____' . _____."

ON-SCREEN TEXT (3 lines max, ≤6 words each):

1) _____ 2) _____ 3) _____ (title card)

PINNED COMMENT: (use formula 2.4)

SECTION 3: THE 30-SCRIPT LIBRARY

Format for each script: Hook (spoken) → Insight (spoken) → Handoff (spoken) → On-Screen Text → Pinned Comment. Add the Limit line from 2.1 wherever it fits. All product names are placeholders.

A. REVIEW SHORTS (R1-R10)

Destination: your "[Product] Review" buyer video. Bridge focus: **Evidence + Trust.**

R1 — The Dealbreaker First

- **Hook:** "Before you buy Gear A, check one thing. It's the dealbreaker for a lot of setups."
- **Insight:** "If you [situation], then [dealbreaker] matters more than [popular feature]. Here's the five-second check: [check]. If it fails, nothing else on the spec list matters."
- **Handoff:** "I go through every dealbreaker check in my video '[Gear A Review: Who Should Skip It]'. Search that title."
- **On-screen:** CHECK THIS FIRST → [Dealbreaker] → title card
- **Pinned:** "Full review: '[Gear A Review: Who Should Skip It]'. Search it or open my Videos tab. Inside: the dealbreaker checks in order. Which one worries you most?"

R2 — Who It's For / Who It's Not

- **Hook:** "Software A is great for one type of person. Here's who that is."
- **Insight:** "It fits you if [trait 1] and [trait 2]. It doesn't fit if [trait 3]. The tell is [observable sign]."
- **Handoff:** "The full who-it's-for breakdown is in '[Software A Review for ____]'. It's the card on screen."
- **On-screen:** FITS: [trait] / SKIP IF: [trait] → title card
- **Pinned:** "'[Software A Review for ____]': search the title on my channel. Are you the 'fits' or the 'skip' type? Tell me and I'll point you to the right timestamp."

R3 — The Thing I'd Tell a Friend (only use if true)

- **Hook:** "If a friend asked me about Gear B, I'd say one thing first."
- **Insight:** "[Specific, honest observation from your use]. It's not on the product page, but it changes [outcome] if you [situation]."
- **Handoff:** "The rest of what I'd tell that friend is in '[Gear B: Honest Review]'. Search it."
- **On-screen:** WHAT I'D TELL A FRIEND → [Observation]
- **Pinned:** "Full thoughts: '[Gear B: Honest Review]' on my channel. What are you using it for? That changes my answer."

R4 — The First-Hour Mistake

- **Hook:** "The most common Software A setup mistake happens in the first hour."
- **Insight:** "People [mistake]. Instead, [correct step]. It takes [time you've verified] and saves you [specific hassle]."
- **Handoff:** "I show the whole first-hour setup in '[Software A Review + Setup Walkthrough]'. Search it on my channel."
- **On-screen:** FIRST-HOUR MISTAKE → DO THIS INSTEAD
- **Pinned:** "'[Software A Review + Setup Walkthrough]': search the title. Did you hit a snag in setup? Reply and I'll point you to it."

R5 — The Cost-Per-Use Check

- **Hook:** "Don't judge Gear A by its price tag. Do this math instead."
- **Insight:** "Take the price, divide by how many times you'll realistically use it. Be honest about the number. If the answer feels wrong, the price isn't your problem. Your use case is."
- **Handoff:** "I use this exact math in '[Gear A Review: Is It Worth It?]'. Search that title."
- **On-screen:** PRICE ÷ REAL USES → HONEST NUMBER ONLY
- **Pinned:** "'[Gear A Review: Is It Worth It?]': search it on my channel. How often would you realistically use it? Tell me and I'll walk through the math."

R6 — The Feature You Probably Won't Use

- **Hook:** "Software A has a headline feature. You may never need it."
- **Insight:** "[Feature] matters if you [situation]. If you [other situation], you're paying attention to the wrong thing. Focus on [feature that matters] instead."
- **Handoff:** "The features that actually matter, ranked by use case, are in '[Software A Review: Features That Matter]'."
- **On-screen:** HEADLINE FEATURE ≠ YOUR FEATURE
- **Pinned:** "'[Software A Review: Features That Matter]': search the title. What feature are you evaluating it for?"

R7 — The Long-Term Check (only if you've actually used it long-term)

- **Hook:** "First impressions of Gear B are easy. Here's what [X weeks] showed me."
- **Insight:** "[Observation 1]. [Observation 2]. What it didn't do is [honest limit]."
- **Handoff:** "The full long-term review is '[Gear B After X Weeks]'. Search it."
- **On-screen:** AFTER [X] WEEKS → [Honest limit]
- **Pinned:** "'[Gear B After X Weeks]': find it on my channel. What would you want to know after long-term use?"

R8 — What the Headline Price Doesn't Cover

- **Hook:** "Before you buy Software A, ask what it costs beyond the sticker."
- **Insight:** "Check three things: [add-on], [renewal terms], and [required extra]. Look at the pricing page and the checkout page. They don't always say the same thing."
- **Handoff:** "I list every place to check in '[Software A Review: Real Cost]'. Search that."
- **On-screen:** BEYOND THE STICKER → 3 PLACES TO CHECK
- **Pinned:** "'[Software A Review: Real Cost]': search it. Verify current pricing yourself before buying. Plans change."

R9 — Read Reviews Like a Buyer

- **Hook:** "Everyone reads product reviews wrong. Here's the better filter."
- **Insight:** "Skip the star rating. Find reviews from people with your use case: [situation]. Look for what they say after [time period]. That's where the real answer is."

- **Handoff:** "I use this filter on Gear A in '[Gear A: What Reviews Don't Tell You]'. Search it."
- **On-screen:** FILTER BY YOUR USE CASE
- **Pinned:** "'[Gear A: What Reviews Don't Tell You]': search on my channel. What's your use case? I'll tell you what to look for."

R10 — The Verdict in One Sentence

- **Hook:** "Software A in one sentence: buy, skip, or wait?"
- **Insight:** "Buy if [condition]. Skip if [condition]. Wait if [condition]. That's the short version. The long version has the proof."
- **Handoff:** "The proof for each is in '[Software A Review: Buy, Skip, or Wait]'. Search the title."
- **On-screen:** BUY / SKIP / WAIT → [Your 3 conditions]
- **Pinned:** "'[Software A Review: Buy, Skip, or Wait]': on my channel. Which one are you? Tell me and I'll point you to the right section."

B. TUTORIAL SHORTS (T1-T10)

Destination: your "How to [Do X] with [Tool]" video. Bridge focus: **Intent + Match.**

T1 — Result First

- **Hook:** "Here's the finished [result]. Here's the step that makes it work."
- **Insight:** "Show the result for 3 seconds. Then: 'The key is [step]. Do [action] before [action], or [consequence].'"
- **Handoff:** "The full build, start to finish, is '[How to Do X with Software A]'. Search it."
- **On-screen:** FINISHED RESULT → KEY STEP: [step]
- **Pinned:** "'[How to Do X with Software A]': search the title. Stuck on a step? Tell me which and I'll reply."

T2 — The Setting Hidden in Plain Sight

- **Hook:** "If [problem] keeps happening in Software A, it's probably one setting."
- **Insight:** "Go to [menu path]. Change [setting] to [value]. This matters because [plain-English reason]."
- **Handoff:** "I show the setting in context in '[Software A Settings That Fix ____]'. Search it."
- **On-screen:** [MENU] → [SETTING] (screen recording)
- **Pinned:** "'[Software A Settings That Fix ____]': find it on my channel. Menus change, so tell me what you see and I'll help."

T3 — The Shortcut Order

- **Hook:** "Most people do these three steps in the wrong order."

- **Insight:** "Do [step 2] first, then [step 1], then [step 3]. Reason: [consequence of the wrong order]."
- **Handoff:** "Full walkthrough: '[How to Do X: The Right Order]'. Search it."
- **On-screen:** 2 → 1 → 3
- **Pinned:** "'[How to Do X: The Right Order]': search the title. Which step trips you up?"

T4 — Before and After

- **Hook:** "Same [thing], before and after one change."
- **Insight:** "Show the before. Make the change: [change]. Show the after. Say what changed and why: [reason]."
- **Handoff:** "The full process is in '[Fix X in Software A]'. Search it."
- **On-screen:** BEFORE → AFTER → ONE CHANGE
- **Pinned:** "'[Fix X in Software A]': search on my channel. Want me to look at your before? Describe it below."

T5 — The Beginner Trap

- **Hook:** "Every beginner starts [task] this way. It's the slow way."
- **Insight:** "The slow way: [approach]. The faster way: [approach]. Reason: [mechanism]. The tradeoff: [honest limit]."
- **Handoff:** "I demo both in '[Beginner's Guide to X with Gear A]'. Search it."
- **On-screen:** SLOW WAY X / FASTER WAY ✓
- **Pinned:** "'[Beginner's Guide to X with Gear A]': search it. Which way have you been doing it?"

T6 — The Minimal Stack

- **Hook:** "You don't need five tools to do [task]. You need two."
- **Insight:** "Software A for [job 1]. Gear B for [job 2]. Skip the rest until [trigger]. Add tools only when you hit a specific limit."
- **Handoff:** "My full minimal setup is in '[Simple Setup for X]'. Search that."
- **On-screen:** 2 TOOLS → [A] + [B]
- **Pinned:** "'[Simple Setup for X]': search the title. What are you using now? I'll tell you what to cut."

T7 — The Template Drop

- **Hook:** "Steal this [template] for [task]."
- **Insight:** "Show it on screen. Explain the three fields that matter: [field], [field], [field]. Everything else is optional."
- **Handoff:** "I fill it in live in '[X Template Walkthrough]'. Search the title."

- **On-screen:** (screenshot of template) 3 FIELDS THAT MATTER
- **Pinned:** "[X Template Walkthrough]": find it on my channel. Tell me your use case and I'll suggest a version."

T8 — The Time-Boxed Test (time it honestly)

- **Hook:** "Can you set up [thing] in [time]? Let's see."
- **Insight:** "Run it on screen with a visible timer. Show the sticking point honestly: [step]. Say what you'd skip as a beginner."
- **Handoff:** "The slower, step-by-step version is '[Set Up X Step by Step]'. Search it."
- **On-screen:** (timer) [TIME] CHALLENGE
- **Pinned:** "[Set Up X Step by Step]": search the title. Where did you get stuck? Tell me the step."

T9 — The Error Fix

- **Hook:** "Seeing [error message]? Here's the usual cause."
- **Insight:** "It usually means [plain-English cause]. Try [fix 1]. If that fails, [fix 2]. If both fail, [where to get help]."
- **Handoff:** "I cover the full troubleshooting order in '[Fixing X Errors in Software A]'. Search it."
- **On-screen:** [ERROR TEXT] → FIX 1 → FIX 2
- **Pinned:** "[Fixing X Errors in Software A]": search on my channel. Paste your exact error and I'll reply."

T10 — The Prerequisite

- **Hook:** "Before you follow any [task] tutorial, do this one thing."
- **Insight:** "[Prerequisite]. Skip it and you'll hit [problem] at step [number]. It takes about [time you've verified]."
- **Handoff:** "The whole tutorial, prerequisite included, is '[How to Do X, Start to Finish]'. Search it."
- **On-screen:** DO THIS FIRST → [Prerequisite]
- **Pinned:** "[How to Do X, Start to Finish]": search the title. Already done the prerequisite? Tell me where you are."

C. COMPARISON SHORTS (C1-C10)

Destination: your "A vs B" video. Bridge focus: **Match + Trust + Action**. Comparison viewers are close to a decision, so protect trust.

C1 — The Deciding Question

- **Hook:** "Software A or Software B? Ask yourself one question."
- **Insight:** "'Do I need [capability]?' If yes, A. If no, B is simpler. Everything else is secondary."
- **Handoff:** "I go through the other deciding questions in '[Software A vs B: Which Fits You]'. Search it."
- **On-screen:** ONE QUESTION → [Question]?
- **Pinned:** "'[Software A vs B: Which Fits You]': search the title. What's your answer to the question? I'll tell you where to look."

C2 — Same Task, Two Tools

- **Hook:** "I did the same [task] in both. Here's the difference you'll feel."
- **Insight:** "In A, [step count/experience]. In B, [step count/experience]. The difference only matters if [situation]." (Only state what you observed.)
- **Handoff:** "Both full runs are in '[A vs B: Same Task Test]'. Search it."
- **On-screen:** split screen A | B
- **Pinned:** "'[A vs B: Same Task Test]': search on my channel. Want me to test another task? Name it."

C3 — One Win Each

- **Hook:** "Each of these wins at something. Here's one thing each."
- **Insight:** "A wins at [specific]. B wins at [specific]. Which one matters depends on [your situation]."
- **Handoff:** "The full list is in '[Gear A vs Gear B: Where Each Wins]'. Search the title."
- **On-screen:** A WINS: ☒ / B WINS: [y]
- **Pinned:** "'[Gear A vs Gear B: Where Each Wins]': on my channel. Which win matters more to you?"

C4 — The Switching Cost

- **Hook:** "Before you switch from A to B, count the switching cost."
- **Insight:** "Check: [data you'd need to move], [habits to relearn], [anything that won't transfer]. If the cost is high, the better tool may still not be worth it for you."
- **Handoff:** "I list the full checklist in '[Switching from A to B: Worth It?]'". Search it."
- **On-screen:** SWITCHING COST → 3 THINGS TO COUNT
- **Pinned:** "'[Switching from A to B: Worth It?]'": search the title. What would you have to move?"

C5 — Beginner vs Power User

- **Hook:** "A is built for beginners. B is built for power users. Which are you?"
- **Insight:** "You're a beginner if [trait]. You're past it if [trait]. Choosing the wrong one costs you [honest consequence]."

- **Handoff:** "I break down where you fall in '[A vs B for Beginners]'. Search it."
- **On-screen:** BEGINNER → A? / POWER USER → B?
- **Pinned:** "'[A vs B for Beginners]': search on my channel. Tell me your experience level and I'll point you right."

C6 — The Free vs Paid Line

- **Hook:** "The free version of Software A is enough until you hit one thing."
- **Insight:** "That thing is [limit]. If you don't need [capability], stay free. If you do, that's your signal to look at paid. Check current plan details yourself, because they change."
- **Handoff:** "I show where the line falls in '[Software A Free vs Paid]'. Search it."
- **On-screen:** FREE IS ENOUGH UNTIL... → [Limit]
- **Pinned:** "'[Software A Free vs Paid]': search the title. Verify current plans before deciding."

C7 — The Cheaper Option Math

- **Hook:** "The cheaper one isn't always cheaper. Here's the check."
- **Insight:** "Add up: [upfront], [recurring], [extras you'll need]. Compare the totals over [time period] using your own numbers. Then ask which one you'll actually use."
- **Handoff:** "I walk through that math in '[A vs B: Real Cost Comparison]'. Search the title."
- **On-screen:** UPFRONT + RECURRING + EXTRAS
- **Pinned:** "'[A vs B: Real Cost Comparison]': find it on my channel. Check current pricing yourself. It changes."

C8 — The Afternoon Test

- **Hook:** "Which one can you set up in an afternoon?"
- **Insight:** "The one you can start using today is the one you'll keep using. Setup friction kills adoption. A took me [honest observation]. B took [honest observation]."
- **Handoff:** "Both setups are in '[A vs B: Setup Compared]'. Search it."
- **On-screen:** SETUP FRICTION → A: ☒ / B: [y]
- **Pinned:** "'[A vs B: Setup Compared]': search on my channel. How much time do you have to set up?"

C9 — The "Neither" Short (trust builder)

- **Hook:** "Sometimes the right answer to 'A or B?' is neither."
- **Insight:** "Skip both if [situation 1] or [situation 2]. In that case, [simpler alternative or do-nothing option] makes more sense."
- **Handoff:** "I explain when to skip both in '[A vs B: Or Neither?]'. Search the title."
- **On-screen:** A? B? NEITHER?

- **Pinned:** "[A vs B: Or Neither?]: search it on my channel. Tell me your situation and I'll give you my honest take."

C10 — Upgrade or Stay

- **Hook:** "Is the newer Gear B worth upgrading from Gear A?"
- **Insight:** "Upgrade if [your pain point] is the thing B fixes. Stay if [your situation]. If you can't name the pain point, don't upgrade."
- **Handoff:** "The upgrade-or-stay checklist is in '[Gear A to B: Upgrade or Stay]'. Search it."
- **On-screen:** NAME THE PAIN POINT → UPGRADE / STAY
- **Pinned:** "[Gear A to B: Upgrade or Stay]: on my channel. What's your biggest pain with A?"

SECTION 4: WORKED EXAMPLE (ILLUSTRATIVE)

This is an illustrative example. Products are placeholders. No specs, prices, or results are implied.

Long-form video: "Software A vs Software B for Solo Creators: Which Fits You?"

Outline:

- 1 Who each tool is built for
- 2 Same task in both (scheduling a week of posts)
- 3 Where each is stronger
- 4 Switching cost
- 5 Verdict by situation

Three Shorts generated from it:

Short 1 — Problem (C1 style)

- **Hook:** "Software A or Software B? Ask one question first."
- **Insight:** "Do you need [capability]? If yes, A. If no, B is simpler."
- **Handoff:** "The rest of the deciding questions are in 'Software A vs Software B for Solo Creators.' Search it."
- **Screen:** ONE QUESTION / title card

Short 2 — Insight (C4 style)

- **Hook:** "Before you switch tools, count what you'd have to move."
- **Insight:** "Three things: [data], [habits], [anything that won't transfer]."
- **Handoff:** "The full switching checklist is in the same video. Search 'Software A vs Software B for Solo Creators.'"

Short 3 — Objection (C9 style)

- **Hook:** "What if neither tool is right for you?"
- **Insight:** "If you only [situation], you may not need either yet."
- **Handoff:** "I say exactly when to skip both in 'Software A vs Software B for Solo Creators.'"

Why this works: Each Short is a different entry point (decision, risk, objection) into **one** destination. Three chances to match three viewer mindsets, one destination to remember.

SECTION 5: APPLICATIONS — WHERE TO USE WHICH TYPE

Situation	Use	Why
New channel, first buyer video	R2, R10, C1	Fast "fits/doesn't fit" clarity builds trust.
You have a strong tutorial	T1, T2, T9	Result-first and error-fix are easy to match to search behavior.
Comparison that's your best-fit video	C1, C3, C9	Close-to-decision viewers want a framework, not hype.
Product has known downsides	R6, R8, C9	Honesty Shorts make the long video more believable.
You're not sure the video is strong	Fix the video first	A Short is a pointer. It can't rescue a weak destination.

SECTION 6: THE ONE-PASS PROMPT (LONG-FORM OUTLINE → THREE SHORT SCRIPTS)

Paste into any AI writing assistant. Fill the brackets first.

You are a scriptwriter for a small YouTube affiliate channel. Turn the long-form video outline below into THREE YouTube Shorts scripts that tease a problem, deliver one useful insight, and hand off to the long video.

INPUTS

- Exact long-form title: [TITLE]
- Video type: [Review / Tutorial / Comparison]
- Viewer in one sentence: [WHO + WHAT THEY'RE STUCK ON]
- Outline (bullets): [PASTE OUTLINE]

- Facts I can truthfully claim (only use these): [LIST: what I tested, how long, what I observed]
- Products (use these names exactly): [NAMES]
- My handoff phrase style: [e.g., "Search the title on my channel"]

HARD RULES

1. Never invent statistics, test results, prices, specs, testimonials, or personal-experience claims. Use only the facts I listed. If a script needs a fact I didn't give, insert [VERIFY: what's needed].
2. Do NOT say "link in description/bio/comments." Links in Shorts are not reliably clickable. The handoff must be spoken and visual: say the exact title (or a short search phrase) and tell me to show the title card in the last 2-3 seconds.
3. Each Short: 25-40 seconds, 70-110 spoken words.
4. Each Short must deliver one complete insight on its own. The long video deepens the decision, not the insight.
5. Include one honest limit line (who it's not for / what it doesn't do).
6. Plain, credible tone. No hype, no urgency tricks, no "secret."
7. Three DIFFERENT angles: (1) the Problem/Decision, (2) the Insight/Proof, (3) the Objection/Risk.

OUTPUT FORMAT (for each Short)

- Angle:
- Hook (spoken, ≤15 words):
- Context (spoken, ≤20 words):
- Insight (spoken, ≤55 words):
- Limit (spoken, ≤15 words):
- Handoff (spoken, ≤25 words, includes exact title or search phrase):
- On-screen text (3 lines max, ≤6 words each; last line = title card):
- Pinned comment (exact title, where to find it, one thing they'll get, one question):
- Estimated spoken word count:

AFTER THE THREE SCRIPTS

- List every claim that needs my verification.
- Give two alternate hooks for each Short.
- Flag any line that could mislead the viewer about what the long video contains.

How to Use the Prompt Well

- **Feed it facts, not adjectives.** "Setup took me [time]" beats "super easy." The prompt can only be as honest as your inputs.
- **Run it twice.** Compare the outputs and keep the sharper hook from each.
- **Read the VERIFY list first.** Fix or delete any flagged claim before recording.
- **Read it aloud once.** If it sounds written, rewrite until it sounds spoken.

SECTION 7: ADVANCED TIPS AND SHORTCUTS

- 1. Write the handoff before the hook.** If you can't say the destination in one sentence, the Short has no job.
- 2. Engineer titles for the ear.** A title that reads well but sounds clumsy aloud makes a weak handoff. "Software A vs B for Solo Creators" is easy to say. "The Ultimate Comprehensive Guide to..." is not.
- 3. Use a Short-search phrase.** Create a distinctive 3–5 word phrase, such as "[Channel] A vs B," and repeat it across every Short pointing to that video. Repetition beats cleverness.
- 4. Match the promise exactly.** If the Short says "the three checks," the long video must have a clearly marked "three checks" section. Viewers who feel misled leave, and that erodes the Trust stage of the Bridge.
- 5. Keep text out of the interface zones.** Place on-screen text and the title card in the center area. The bottom and right edges are often covered by the app interface.
- 6. Treat every reply as a second handoff.** When someone comments, reply with the exact title and one useful line. That earns a response from the viewer who asked, and it builds Access for everyone who reads the thread.
- 7. Make a "series" signal.** Use the same end-card design and the same handoff sentence structure across Shorts, so viewers learn what your handoff looks like.
- 8. Refresh old pins.** If you retitle or update the long-form video, update the pinned comments on every Short pointing to it. A mismatched title breaks Access.
- 9. Disclose where it counts.** Your affiliate disclosure and links belong in the long-form video (spoken and in the description), where the buying decision happens. Don't make a Short sound like a neutral review if it's promoting something you earn from.
- 10. Measure directionally, not obsessively.** Keep a simple log: Short title, publish date, destination video, handoff phrase used. Then compare the destination video's traffic and viewer behavior over the following weeks using YouTube Studio's reporting. Report names and options change, so check what's available to you. Treat the results as clues, not proof. Change one variable at a time (hook, handoff phrase, or title card).
- 11. Bank the winners.** When a Short works