Long-Form Script Planner

Hook → intro → sections → conclusion → soft call to action. Plan each part here, then draft the full script with AI and make it yours.

Working title: _____ **Target length (8–12 min):** _____

Rule of thumb: about 150 spoken words per minute, so 8 min ≈ 1,200 words, 10 min ≈ 1,500, 12 min ≈ 1,800.

Hook (0:00–0:30): the question, problem, or most compelling detail

Introduction: what viewers will learn and why it matters

Sections (three to five, one complete idea each)

Section	Mini-hook (why keep watching?)	Key idea	Visual idea
Section 1			
Section 2			
Section 3			
Section 4			
Section 5			

Conclusion: tie the sections together

Soft call to action: a natural next step, not a demand

Before you call it finished

- ☐ Drafted as a conversational, spoken-style script, not an essay
- ☐ Read aloud start to finish: no sentence makes me stumble
- ☐ Marked where I'd get bored as a viewer, and reworked it
- ☐ Every fact checked (Chapter 4 fact-check habit)
- ☐ Simple storyboard done: each section mapped to a visual idea
- ☐ **Milestone 6 complete:** full long-form script and production plan. Check it off on your Channel Build Tracker.

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