

# Write a compelling AI video script to attract viewers.

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## The reality is "Attract or Disappear".

On YouTube, 20% of viewers leave within the first 5 seconds. On TikTok and Reels, that number is even faster. Your opening scene is not only important, it's a matter of survival.

However, most content creators start their videos like this: "Hi everyone, welcome back to my channel. Today I'm going to talk about."

Just mentioning "go home" was enough to make half the audience leave.

Great video scripts will grab attention immediately, promise something specific, deliver on that promise, and leave viewers wanting to watch more.

## The 5-second frame is captivating.

Your compelling content needs to achieve one goal: stop people from scrolling. Here are 5 effective "clickbait" elements:

### 1. A bold statement

"This technique helped me double my video views in a week."

### 2. Questions

"Do you want to know why 90% of product videos get no views?"

### 3. The visual surprise

Start with a surprising image or action before saying anything.

### 4. Conflict

"Everything you hear about lighting in the video is wrong."

## 5. First results

Show the final result—the completed project, the transformation, the outcome—and then come back.

Using AI to create highlights:

Ch? ?? video c?a t?i: [ch? ??] ??i t??ng kh?n gi?: [ai] Th?i l??  
ng video: [th?i l??ng] T?o 10 ?o?n m? ??u (5 gi?y ??u ti?n) b?  
ng c?c c?ch ti?p c?n sau: - 2 tuy?n b? m?nh m? - 2 c?u h?i g?y t? m? - 2 ?o?  
?n m? ??u v? m?u thu?n/tranh c?i - 2 ?o?n m? ??u nh?n m?nh k?t qu? - 2 ?o?  
n m? ??u c?u chuy?n H?y l?m cho m?i ?o?n ng?n g?n, c? th? v? d??i 15 t?.

## Script structure

After a captivating opening, you need structure. This is the framework that keeps the viewer engaged:

### Part 1: Introduction + Promise (0-30 seconds)

1. Introduction: Stop scrolling (5 seconds)
2. Credibility level: Why should they listen to you? (10 seconds)
3. The promise: What they will receive for staying (15 seconds)

### Part 2: Delivering Value (30 seconds to near the end)

1. Content blocks: Divide the information into 2-3 minute segments.
2. Change the rhythm: Change something every 30-60 seconds (image, tone of voice, change of topic)
3. Signal: Let the viewer know where they are ("The third technique is.")

### Part 3: Results + Call to Action (Last 30 seconds)

1. Summary: A quick summary of the main points.
2. Result: The promised outcome or understanding
3. Call to action: A concrete next step

## Write a script to speak, not to read.

The video script should sound natural when spoken. This means:

1. **Short sentences** . They're easier to hear on camera.
2. **Use the abbreviation "CCCD"** instead of "C?n nh?n d?n" (Citizen Identity Card).
3. **Questions** . They help keep the listener focused.
4. **Transitional phrases in the conversation** : "The problem is here," "Now look at this," "But here's the interesting part."

Prompt AI for conversational scenarios:

Vi?t l?i k?ch b?n n?y sao cho nghe t? nhi?n khi n?i to: [D?n k?ch b?  
n] Quy t?c: - S? d?ng t? vi?t t?t - Chia c?u d?i th?nh c?u ng?

n - Thêm các từ n?i chuy?n ti?p trong h?i tho?i - Bao g?m 2-3 câu h?i dành cho ng?i xem - ?ánh d?u ch? t?m d?ng b?ng [PAUSE] - ?ánh d?u ch? nh?n m?nh b?ng [EMPHASIS]

## Quick check

Which of the following opening lines will attract more viewers?

A) "Hi everyone, today I want to share some smartphone photography tips that I recently learned."

B) "Your smartphone takes better photos than most cameras from 10 years ago. The problem isn't with your phone – it's how you use it. Let me show you three settings that will change everything."

**Answer :** Option B wins overwhelmingly. It confirms the viewer's equipment, identifies the real problem, and promises a specific, quantifiable outcome (3 setups). Opening A is general, passive, and offers no reason for the viewer to stay.

## Disruptive factors: Maintaining attention

Attention span isn't short – it's selective. Viewers might watch a two-hour movie but skip a three-minute video. The difference lies in the diversity of how attention is engaged.

Interrupting factors occur every 30-60 seconds:

Type	For example
Visual change	Switch to secondary scene, share screen, different camera angle
The change in tone	Shifting from teaching to storytelling and then to humor.
Direct address	"Now you might be thinking."
Text on the screen	Important terms or numbers are displayed visually.
Sound effects	Subtle audio signals for transitional passages.

Include these points in your writing:

[CHUY?N C?NH ??N MÀN HÌNH] Bây gi? tôi s? cho các b?n th?y chính xác ?i? u này trông nh? th? nào trong th?c t?. [C?NH PH? : bàn tay trên bàn phím] Hãy xem phiên b?n ??u tiên.

## Adjust the timing for the script.

A brief guide to aligning the timing between the script and the video:

Speaking style	Word count per minute
Slowly, carefully	120-130 words per minute
Normal speed	140-160 words per minute

<b>Speaking style</b>	<b>Word count per minute</b>
Agile and full of energy.	170-190 words per minute

For a 10-minute video at normal speed: approximately 1,500 words.

Using AI to check the time:

K?ch b?n này dài [X] t?. V?i t?c ?? nói v?a ph?i (150 t?/phút), s? m? t bao lâu ?? trình bày? Hãy tính ??n: - Th?i gian t?m d?ng 2 giây gi? a các ph?n - Các ?o?n phim ph? (10 giây m?i ?o?n, d? ki?n ??4 ?o?n) - Các ?o?n chuy?n c?nh (3 giây m?i ?o?n)

## Exercise: Write a 3-minute script

Choose a topic you understand well. Use the following framework:

1. Write three compelling opening paragraphs using different approaches. Choose the best one.
2. Draft Part 1 (Introduction + Credibility + Promise) - 60 seconds
3. Prepare Part 2 with 2 blocks of content and breaks - 90 seconds
4. Draft Part 3 with summary, conclusion, and call to action - 30 seconds
5. Read the script aloud. If any part seems stiff, rewrite it.

## Key points to remember

1. The first 5 seconds determine whether viewers stay or scroll past – a captivating opening is essential.
2. Use the Introduction - Promise - Action - Conclusion structure for all videos.
3. Write to speak, not to read: short sentences, abbreviations, questions, conversational tone.
4. The pauses every 30-60 seconds help maintain consistent attention.
5. AI can generate great script drafts, but your personality and real-world experience are what truly make the connection.
6. Always read your script aloud before filming – your ears will notice what your eyes miss.

### 1. Question 1:

What should you avoid when writing video scripts with AI?

1. A. Create multiple versions of the script
2. B. Requirements for opening and transition scenes
3. C. Using AI output without adding your personality, voice, and real-world experience.
4. D. Get estimated time for the scenario

EXPLAIN:

AI creates technically sound scripts, but viewers connect with personality and authenticity. Always incorporate your voice, real-life story, and unique perspective into AI-generated drafts.

2. Question 2:

What is the most effective script structure for educational videos?

1. A. Introduction, background, content, summary
2. B. Engaging opening, promise, performance, reward - with interruptions to maintain attention.
3. C. Start with the conclusion, then explain how you got there.
4. D. Reading by bullet points without structure.

EXPLAIN:

The opening grabs attention, promises viewers why they should stay, delivers value, and offers a reward for their time. Interruptions (image changes, questions, scene transitions) maintain focus throughout.

3. Question 3:

Why are the first 5 seconds of a video the most important?

1. A. The platform's algorithm only analyzes the first 5 seconds.
2. B. Viewers decide whether to continue watching or skip within the first 5 seconds.
3. C. You can only insert ads in the first 5 seconds.
4. D. The sound doesn't load until after 5 seconds.

EXPLAIN:

On any platform, the first 5 seconds determine whether viewers stay or skip. Your compelling opening must immediately convey value, spark curiosity, or evoke an emotional response.

Submit your work

## Training results

You have completed **0** questions.

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