

Twitter Thread by Scott Millard ■



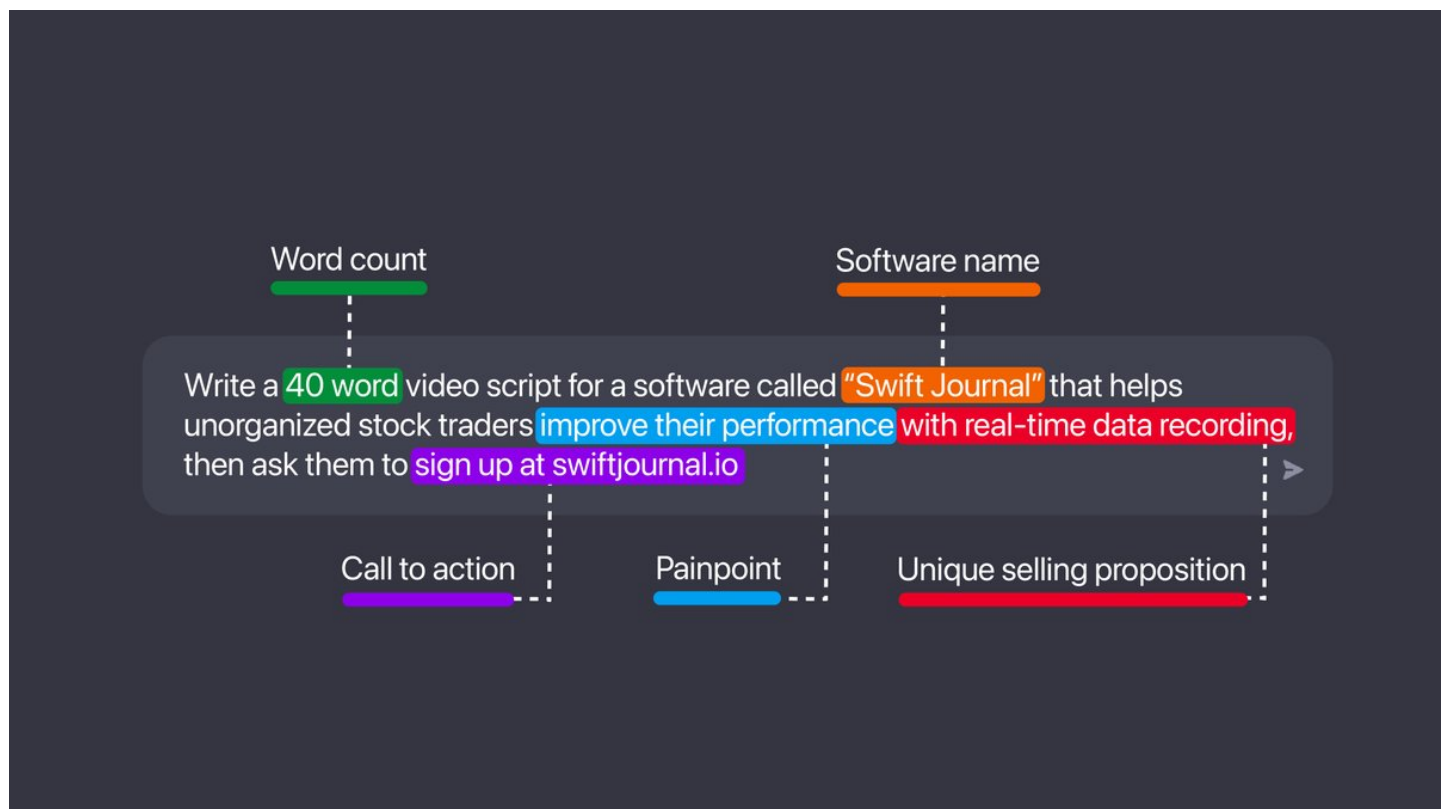
Scott Millard ■

[@scottcmillard](#)



I experimented with video scripts on ChatGPT and cracked the code on how to do it right

Here are the results (You can do this too):



First, I set control variables.

This is important because we need to:

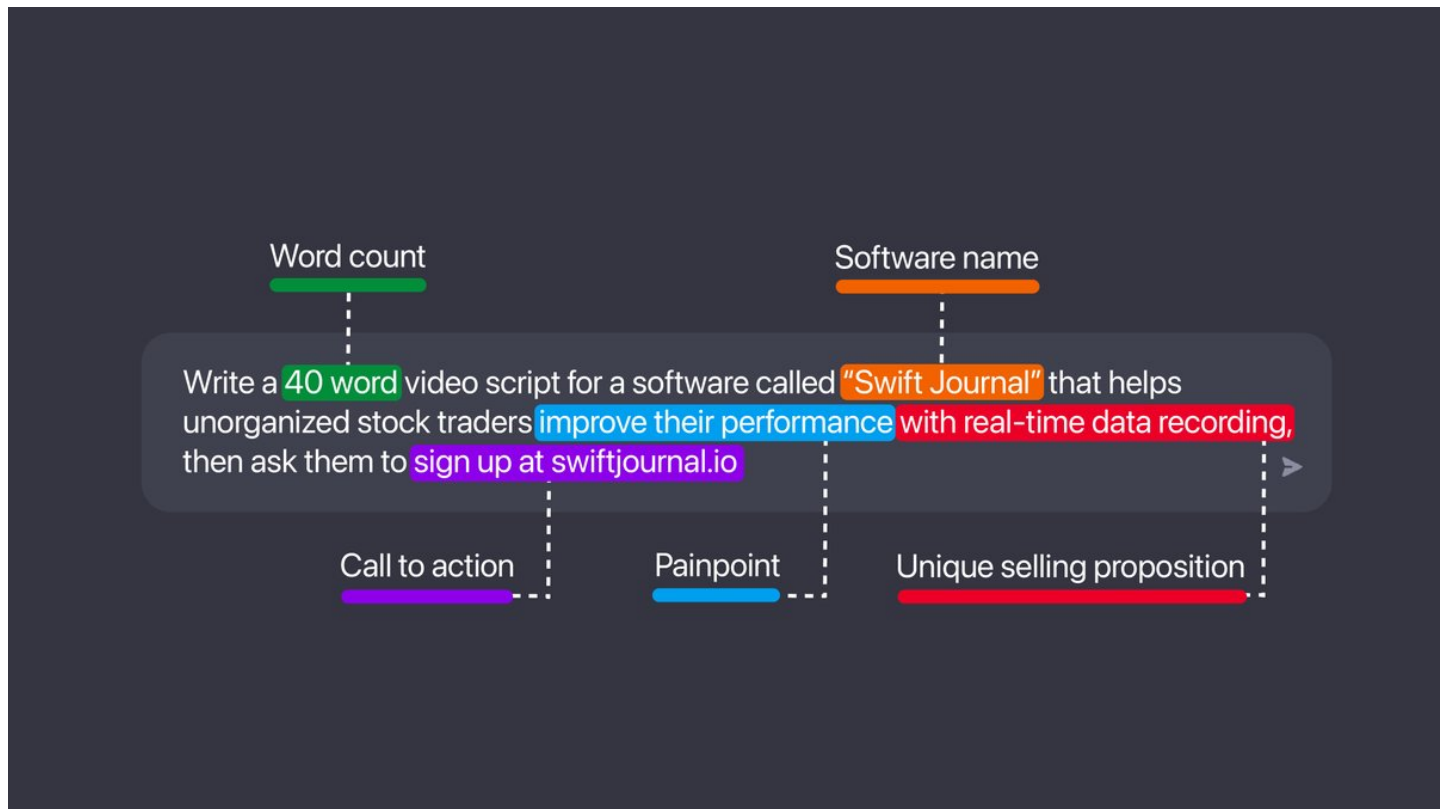
- Compare the AI results with real human results
- Give the AI bounds to work within (Extremely important)

These are the inputs I gave both my team and ChatGPT:

1. Word count
2. Software/product name
3. Customer painpoint
4. Unique Selling Proposition
5. Call to action

Next, I assigned the task to both my team and the AI

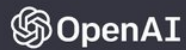
Here was the exact prompt



Then, I got the results

Of course my team nailed it, but I was quite surprised at the accuracy of ChatGPT's output when

Our script vs the AI Script ■



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There are a couple of points I would improve on the AI script specific to fitting in a video

But overall it's a very viable option on a budget or if you're just getting started

Here is our finished product

<https://t.co/cKnbe8kdef>

We made this video for the announcement of a trade journaling software by [@BLVKWATCH](https://twitter.com/BLVKWATCH) [pic.twitter.com/6lfdkQ3yxx](https://twitter.com/BLVKWATCH)

— Scott Millard \U0001f3ac (@scottcmillard) [December 29, 2022](#)

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