

ChatGPT Prompts for YouTube Creators

11 copy-and-paste prompts to help you start, strengthen, and grow your channel

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Real conversations. Brighter days.

How to use this guide

Copy any prompt into ChatGPT and replace anything inside **[brackets]** with your own information. You do not need to use perfect wording. The more context you give ChatGPT, the more useful the response can become. You can also continue the conversation. Tell ChatGPT what you like, what does not fit, upload screenshots or analytics when appropriate, and ask it to explain anything you do not understand.

KC TIP: Do not treat ChatGPT like a search box that gets one question and gives one answer. Some of the best results come from letting it ask YOU questions first.

Starting or Clarifying Your Channel

1. Discover the YouTube channel you should create

Not sure what you could possibly make videos about? Start here.

“I want to start a YouTube channel, but I’m not sure what my channel should be about. Interview me by asking one question at a time about my life experience, knowledge, hobbies, skills, personality, interests, things people ask me for help with, and subjects I could talk about for hours. Keep asking questions until you have enough information. Then give me 5 channel directions that genuinely fit me, explain why each could work, who would watch it, and give me 5 example video ideas for each.”

2. Turn your idea into a clear channel people understand

“I make videos about lots of things I like” is not always enough to help viewers understand why they should subscribe.

“I want to create a YouTube channel about [describe your idea]. Help me turn this into a clear channel concept. Identify who I could make videos for, what they would come to me for, 3-5 main topics I could consistently cover, and what would make my perspective different. Then write one simple sentence explaining my channel that a new viewer could immediately understand.”

3. Find 20 videos people would actually want to watch

Instead of asking for random content ideas, start with the viewer.

"My YouTube channel is about [topic] and my ideal viewer is [describe them, or help me determine this]. Give me 20 video ideas based on real questions, problems, decisions, fears, curiosities, and goals this audience is likely to have. For every idea, explain WHY someone would click it and what they should gain by the end of the video. Separate the ideas into searchable videos, curiosity-driven videos, and personal/story-based videos."

4. Turn any idea into a video worth watching

This goes beyond creating an outline - it helps determine whether the idea is strong enough in the first place.

"I'm considering making a YouTube video about [idea]. Before helping me create it, tell me what would make someone care about this topic. Identify the strongest viewer promise and the most interesting angle. Then build a conversational video outline with a strong first 30 seconds, the key points in the best order, places where I could use examples or stories, anything that might cause viewers to lose interest, and a natural ending. Keep my personality and voice at the center rather than making it sound scripted."

5. Fix your first 30 seconds BEFORE you film

Give viewers a reason to stay without resorting to clickbait.

"My video is about [topic], and the main thing the viewer will get from watching is [benefit]. Help me create the first 30 seconds. Give me 5 different openings that immediately create interest, establish why the video matters, and make the viewer curious about what comes next. Avoid long introductions, 'Hi guys, welcome back to my channel,' exaggerated claims, and giving away the answer too soon."

6. Create a title people have a reason to click

Don't just ask ChatGPT for "catchy titles." Give it a job.

"Here is exactly what happens in my video: [describe video]. Act as my YouTube title brainstorming partner. First identify the most interesting promise, question, transformation, tension, or curiosity in the video. Then give me 15 concise title options using different approaches. Every title must accurately represent the video and give the viewer a clear reason to click. Avoid generic wording, unnecessary ALL CAPS, and clickbait. Finally, explain what curiosity or promise each of your 5 strongest options creates - but let me choose the title."

7. Make your title and thumbnail work TOGETHER

A thumbnail should not simply repeat the title.

“My video is about [describe video] and my working title is '[title].' Create 5 title-and-thumbnail combinations. The thumbnail should add information, emotion, tension, or curiosity that the title doesn't already provide. Keep thumbnail text to 0-4 words when possible and make the concept easy to understand on a small phone screen. Describe exactly what should appear in each thumbnail and explain what question the title and thumbnail combination creates in the viewer's mind.”

8. Let ChatGPT review your video BEFORE you publish it

Use ChatGPT as a second set of eyes before you hit Publish.

“I'm preparing to publish a YouTube video. I'm going to give you my title, thumbnail, description, and either my script, transcript, or a summary of the video. Review everything together as if you were seeing my channel for the first time. Tell me what a new viewer would probably expect from the title and thumbnail, whether the video delivers that promise, anything that feels confusing or unnecessary, and what I could improve before publishing. Prioritize the changes that could make the biggest difference rather than giving me a huge list of minor edits.”

Growing an Existing Channel

9. Turn your analytics into your next decision

Analytics can feel overwhelming when you do not know what the numbers actually mean.

“I’m going to upload screenshots of my YouTube analytics for a video. Explain what they show in a simple way as if I have never studied YouTube analytics before. Look at impressions, click-through rate, average view duration, audience retention, traffic sources, subscribers gained or lost, and any other information visible. Separate what the data actually tells us from what we can only guess. Then give me 3 specific things to test in my NEXT video based on what you see.”

10. Find the direction your channel has been missing

Sometimes you do not need more video ideas. You need someone to ask the right questions.

“I have a YouTube channel, but I want to make sure I’m taking it in the right direction. Don’t give me recommendations yet. Instead, interview me one question at a time. Based on each answer I give you, decide what question to ask next. Explore what I genuinely enjoy creating, what viewers respond to, what people naturally come to me for, my life experience and strengths, which videos I’ve enjoyed making most, what I don’t want my channel to become, how I want viewers to feel, and what kind of content I could realistically keep creating for years. Don’t stop at obvious answers. If something I say seems important, dig deeper. Once you believe you understand me and my channel well enough, tell me what patterns you noticed. Then give me 3 possible directions for the channel, explain how each builds on what is already working, and show me what each direction could look like through actual video ideas, recurring series, livestreams, or community content. Don’t choose for me. Help me see possibilities I may not have recognized myself.”

TRY THIS WHEN YOU FEEL STUCK: You may be surprised by what ChatGPT uncovers simply by asking you the right questions.

11. Make ChatGPT your ongoing YouTube coach

Use what you learn over time instead of treating every video as an isolated event.

“I want you to help me improve as a YouTube creator over time instead of giving me generic advice. Start by interviewing me one question at a time about my channel, goals, audience, available time, experience, current videos, strengths, weaknesses, and analytics. Once you understand my channel, help me create a realistic 90-day plan. Each time I return with a video idea or new analytics, help me compare what happened with what we expected, identify what I can learn from it, and choose what I should test next. Don’t assume one poorly performing video means the idea or channel is failing - help me look for patterns over time.”

One more prompt worth saving

This works far beyond YouTube. Use it whenever you know you want help but are not sure what the real question is yet.

“Ask me one question at a time. Based on each answer, choose the next question. Your goal is to uncover something useful about my life, business, creativity, or future that I haven’t thought about yet.”

A note from KC

ChatGPT can help you brainstorm, organize, analyze, question your assumptions, and see possibilities you may have missed. But you are still the creator. Keep your judgment, your experiences, your personality, and your voice in the driver’s seat.

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Free resource for personal use. Print it, save it, and copy the prompts into ChatGPT as you need them.