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**20 ChatGPT Prompts for
L&D, HR, Internal Comms,
and Sales Enablement
Video Scripts**



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L&D, HR, Internal Comms and
Sales Enablement pros:
ChatGPT can help you create
better videos, faster.



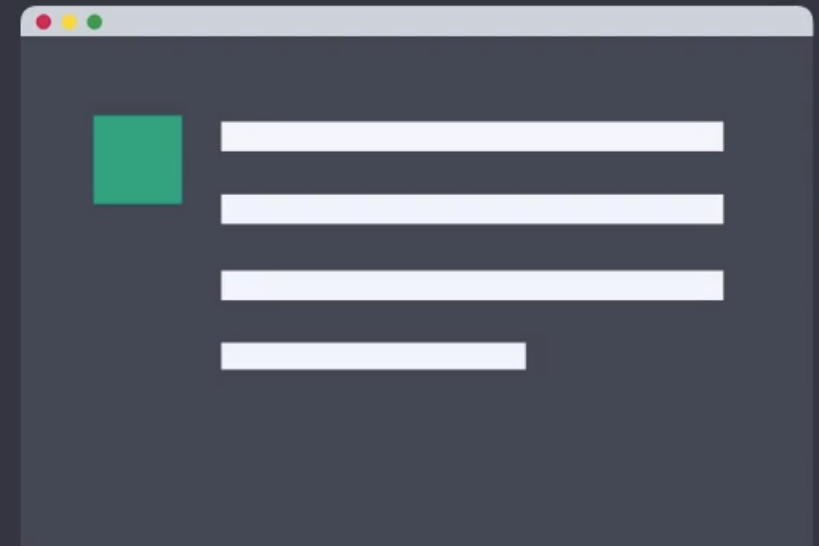
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But here's the thing:
its output will only be as good
as the prompt you write for it.



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We wanted to develop prompts that would help you create first-draft scripts for the video content you need the most.



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So we tried out a variety of ChatGPT video prompts, iterating and learning, and came up with 20.



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Use them as you see fit, but
make sure to consider the
following:



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The responses ChatGPT will generate are based on pre-October 2021 Internet data. So double-check its output accordingly.



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You can feed ChatGPT text not found on the Internet that you want it to incorporate into its response. Some of these prompts show you how to do that.



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While prompts around 100 words are a good starting point, ChatGPT can process prompts up to about 1500 words. This is especially useful if you want it to synthesize a lot of text into something short and sweet.



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That said, keep in mind that the longer the deliverable you request, the more likely GPT-3 is to veer off topic.

So you'll likely get better results if you break long projects into sections, create a prompt for each one, and then stitch together the responses into a unified whole after the fact.

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Okay, that's it! Here are 20 sample ChatGPT prompts you can use to create first draft scripts for L&D, HR, Internal Comms, and Sales Enablement videos.

(For our ChatGPT script *editing* advice, check out the link to our guide in the comments. And to see how you can transform your scripts into amazing animated videos, check out Vyond.com)



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Prompts for Learning & Development

Video Scripts



1 New manager training



Act as an L&D specialist. Write a training video script for someone who has recently been promoted to manager. Their new job is in the tech industry for a company called CreateIT that strives to solve your IT problems with the most innovative solutions. Write in a professional, clear, and friendly tone. Include narration and directions for the visuals. Include the following information in your response: “[User enters preferred best practices for meetings here]”

2

Job skills tutorial



Act as a food hygiene specialist. Write a one-minute training video script for a restaurant called "The Sandwich Haven." Include two characters, Dave and Erika, who interact with each other. Erika is teaching Dave how to make their best-selling sandwich while explaining important food hygiene guidelines. Include sandwich puns and jokes. Write in a friendly, knowledgeable tone. Include the following information in your response: "[User enters preferred best practices, details, and guidelines here]"

3

Accessibility awareness



Act as an accessibility expert. Write a 90-second accessibility awareness video script featuring two characters—an office manager and a wheelchair user—who work for Write Right, a communications agency based in Chicago. Communicate the main points with dialogue. The script must mention accessibility adaptations for individuals who are neurodiverse, practical accessibility needs such as wheelchair access, as well as other necessary accessibility requirements. The tone should be friendly, clear, and approachable.

4 Importance of DEIB explainer

Act as a diversity, equity, inclusion, and belonging (DEIB) specialist. Write a one-minute video script that explains the importance of DEIB and how a DEIB workforce can benefit a company named Real IT. The video will explain the importance of DEIB to current employees and the company's shareholders. Include information on the benefits of DEIB and how it will benefit Real IT's service offerings. The tone needs to be clear, personable, and confident.

5

Soft skills explainer



Act as a professional development trainer. Write a 5-minute video script for a soft skills workshop that explains how to improve decision making, communication, and problem solving skills. State why these skills are important to the product design industry. Characters should include a trainer and a class of students learning the skills. Write in a friendly, professional tone.

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Prompts for Human Resources

Video Scripts





Open enrollment benefits summary



Write a 90-second video script explaining HealthCo.'s open enrollment benefits. Explain that there is a limited open enrollment period and employees have until March 6th to submit their benefit choices for the year. The tone needs to be clear, friendly, and approachable. I will provide benefits details. My request: "Benefits details: 10% increase in premiums on PPO plan, new dental provider is SmileRight, pet insurance benefits increased 50%, life insurance plans for smokers no longer available, childcare voucher up 25%, gym membership now free for all full time employees"



Data security compliance training



Act as a security compliance expert. Write a 90-second video script for a compliance training video for staff at a large marketing firm based in California. They have a database with more than 500,000 contacts and must be compliant with CCPA guidelines on data privacy. Include information about what employees need to do to be compliant, how to adhere to these guidelines, and what happens if any of these guidelines are broken. The audience is the marketing agency's employees. Use this quote directly: "Our customers' data must be protected at all times."



Job openings announcement



Act as a senior recruiter working for Eola Pharmaceuticals, a company that specializes in products for women going through menopause. Write a 45-second video script for Clara who is looking to hire three new scientists to join the lab in Denver. The audience is potential new employees who will want to know what the company does, its main values, company benefits, and how to apply for the job. Include the steps in the recruitment process. Write in a friendly, enthusiastic tone. Include the following information in your response: “[User enters job details here]”



New hire onboarding



Act as a member of the HR team at a construction company based in Carson City, Nevada. Write a two-minute video script for a new hire onboarding video. The new hires are all construction workers who need to know the best practices and regulations of being on a building site in Nevada. Write in a knowledgeable, friendly tone. Include the following information in your response: “[User enters company information details here]”

10

Sexual harassment prevention video



Act as an HR manager. Write a 3 minute video script on sexual harassment in the workplace for managers at a clothing manufacturer. Include a definition of sexual harassment, information on how to report harassment, and the policies in place to protect employees. It must comply with harassment laws in California. The tone is authoritative, sensitive, clear. Follow this style: Caption: What is sexual harassment? Voiceover: Sexual harassment is any kind of unwanted behavior of a sexual nature that makes you feel humiliated or intimidated, or that creates a hostile environment.

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Prompts for Internal Communications

Video Scripts



11

Annual report highlights



Act as a Chief Financial Officer. Write a 60-second script for an annual report summary video that celebrates the company's success. The tone should be upbeat and encouraging. Include the following information in your response: “[User enters information about the company’s top sales person, net profit, most profitable product, sales targets that were hit and missed here]”

12

New family leave policy



Act as an HR director. Write a 60-second video script explaining the company's new family leave policy to all employees. Include the quote "We know that both parents need the time to bond with their new baby." The audience is all company employees. Write in a casual, empathetic tone. Include visual suggestions for an animated video. Include the following information in your response: "[User enters policy details here]"

13

Employee appreciation



Act as a CEO grateful for the hard work your employees have put in this year. Write a 45-second long video script to send to employees in appreciation of their efforts. Write in an energetic, enthusiastic, friendly tone.

14

Monthly sales update



Act as the VP of Sales for a car dealership called Car Hub. Write a script for a video which can be used each month to update the Chief Financial Officer (CFO) on the company monthly sales figures. The script must be able to be reused each month. The tone needs to be clear and formal. Include the following information in your response: “[User enters details here]”

15

Company culture and values

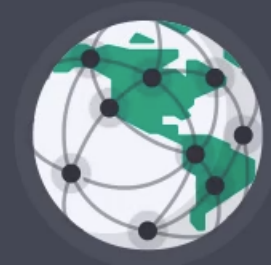


Act as if you work in HR. Write a 90-second video script describing your company's culture and values. Audience: potential new employees and customers. Describe the culture in a positive way. Include "compassion for the environment" as a company value and include placeholders for 3 more values. Write in an energetic, informal tone. Include 3 characters interacting in the script. Include a story about an employee named Alice who recently joined the company.

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Prompts for Sales Enablement

Video Scripts



16 Product explainer (for prospects)



Act as an account executive. Write a video script for a 60-second explainer video which explains how to use your new product—a self-cleaning microwave. Explain to the user how to use the product and leave placeholders to highlight four key special features of the product. The audience is potential buyers of this new microwave who have visited your website and attended a webinar. In the script, include an interaction between a sales rep and a potential buyer. The tone is friendly, casual, and persuasive.

17 Competitor comparison



Write a 45-second script for an animated video that compares Salesforce and Hubspot. The audience is any company deciding which platform to use. Analyze both Salesforce and Hubspot, give the pros and cons of each. The script should be conversational and contain humor. Include visual descriptions throughout that reflect the narration.

18

Customer case study



Write as a successful marketing agency who is showcasing the success of their work. Produce a 90-second script for a case study video that demonstrates how you helped a client, StuffCo, that was struggling to grow their ecommerce business. Talk about how retargeting ads and a funny social media presence made a big difference. At the end of the script, include a call to action to the marketing agency's website. The tone should be positive, enthusiastic, and friendly. Include the following information: “[User enters increased sales data and specific testimonial quotes here]”

19

Cold call best practices



Act as an expert in cold-calling. Write a script for a video detailing five best practices. Your audience is a group of sales reps struggling to make successful cold calls, who are trying to increase their success rate by at least 15%. Include a metric detailing how you can measure the improved success of the reps. Write the script following the traditional storytelling structure: a beginning (set the scene and describe how the rep is struggling to cold call); a middle (the rep learns new tricks) and an ending (the rep's success rate has increased). Write in a positive, casual tone.

20

Data security overview



Act as a data security expert. You work for Vyond. Write a video script that sales reps can use to reassure potential buyers of Vyond's enterprise-grade standards for data security. Include a brief description of Vyond and what data security is. The script should be 90 seconds long. Write in a persuasive, knowledgeable, and friendly tone. Include the following information in your response: “[User enters details here]”