



VIRAL TEMPLATE: The Name Drop

DISCLAIMER: There is never a guarantee for virality. However using these templates can greatly increase the chance of your short form video going viral.

Remember to post your short form video on all platforms: IG Reels, TikTok, Youtube shorts for maximum reach!

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This template works so well because we're hitchhiking on someone else's fame. This is especially powerful if you're not well-known yourself yet or you have a brand that doesn't revolve around your personality!

Bonus points if that person is trending right now. Great examples from the last couple years: Johnny Depp, Taylor Swift, Elon Musk, Will Smith, Andrew Tate, Oprah, etc.

- 1) Think of a famous person
- 2) Connect them with your niche/topic
- 3) Start the video by immediately mentioning that famous person, for example:
 - *Arnold taught me this trick for a bigger biceps! (this would be a great topic for the fitness niche)*
 - *Taylor Swift is known to be a cat lover. Here's her 2 secrets to keeping her feline friends happy while she's away on tour. (this would be a great topic for cat pages, cat coaching, cat products)*
 - *What can you learn from the Will Smith slap (this would be a great topic for relationship coaches, stress coaches, etc.)*
 - *Exposing Elon Musk's productivity secrets (this would be a great topic for productivity pages, time management products, business coaches, etc.)*
- 4) Talk about 2-3 points that your famous person of choice has said / done in relation to your topic.



- Here's 2 great examples of one of our clients using this template to go viral multiple times:
 - <https://drive.google.com/file/d/1Sn7QOLzrNmzeOd3JbPw4U2hQGWcvriZF>
 - <https://drive.google.com/file/d/1pwkC8hnmSxcTz5CTKd4J42rIEkNQpWY7>

If the links don't work, you can download the videos from the "Downloads" section of this lesson.

Pro Tip: This template works great with a comment bait in the caption underneath the video asking people about their opinion on X famous person. For example: *What's your opinion on Elon Musk - overhyped or visionary? Share your opinion in the comments below! 📌*