



VIRAL TEMPLATE: The Top 3

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!

VIRAL TEMPLATE: The Top 3

This template works so well because we're harnessing the psychological effect of numbers and countdowns. We humans are wired to want to know what's the best/second best/ etc.. It's admittedly a bit of a "lazy" hook, but if it works it ain't stupid ;)

- 1) Think of a regular topic you'd like to talk about (can be educational or entertaining)
- 2) Think of several points that you could "rank against each other"
 - Don't overdo it, 3 points usually works well, anything above that will likely result in a video that's too long. Aim at a video length of around 30 seconds.
 - You can always make several parts and turn it into a series ;)
- Here's your fill-in-the-blanks template:
 - *Top 3 (things/ways/products/exercises/etc.) for (people in your audience) to (get end result they desire)*
 - *3: (first thing/way/product/exercise/etc.) + (description / why it works so well / what your audience gains from it)*
 - *2: (make this one a joke / fake / silly point to give your ranking a twist and surprise the viewer) - *laughs* no, just kidding*
 - *2: (second thing/way/product/exercise/etc) + (description / why it works so well / what your audience gains from it)*



- 3: *(third thing/way/product/exercise/etc) + (description / why it works so well / what your audience gains from it)*
- Here's an example script for you for a positive Top 3:
 - *Top 3 things wives say to make their husbands obsessed with them forever. 3: "I love your strong arms". Men want to feel strong and capable of protecting their family. Even if your hubby isn't the strongest, make him feel like he is! 2: "Take out the trash!" Men LOVE to take out the trash - *laughs* no, just kidding, don't say that unless it's necessary, haha! Anyways, 2: "Can you help me?" Men LOVE the feeling of being needed. Even though you're strong and independent, make your husband feel needed every once in a while. Aaaaand the number 1 top ranking thing to say is: "I admire you". I know, men need a reminder for everything but this reminder really tops it all because men feed off of being admired. It adheres to their deepest psychological needs. Follow for more advice!*

Pro Tip: This template works great with a comment bait in the caption underneath the video asking people about their opinion on the ranking. For example: *What do you think husbands would wanna hear most? Wanna prove me wrong? Comment below! 🙌*