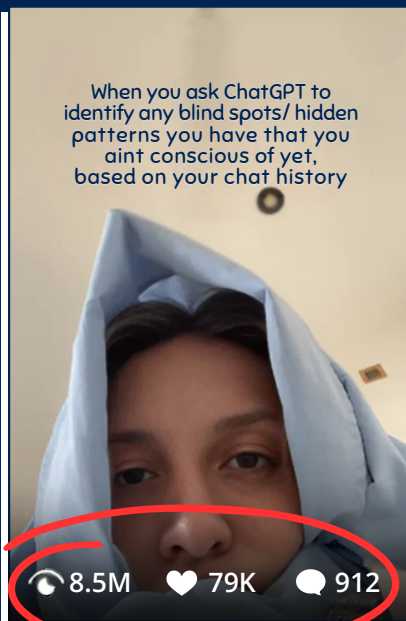


Lazy Viral Template #15

WHEN YOU ASK _____



PERSONAL BRAND EXAMPLE



Results achieved with this template:
8.5M views, 79K likes

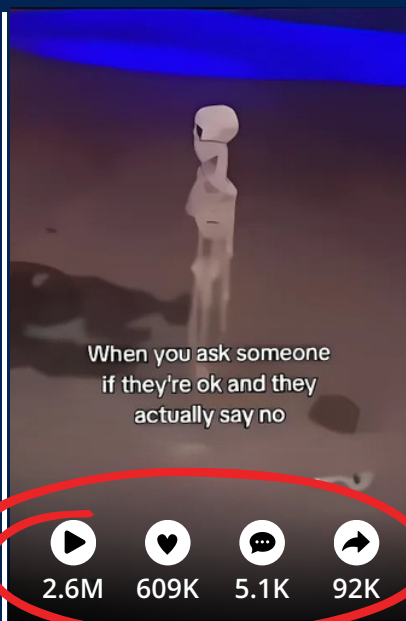


Monetization:
Creator Fund



Earning potential:
Monthly earnings range from
\$225 to \$1,120*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with this template:
2.6M views, 609K likes



Monetization:
Creator Fund



Earning potential:
Monthly earnings range from
\$624 - \$2,500*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Tech/AI:

- "When you ask ChatGPT to identify any blind spots / hidden patterns you have that you ain't conscious of yet, based on your chat history"
- "When you ask your smart home to turn off the lights, but it starts playing death metal instead"
- "When you ask Siri for directions, but she takes you to a Starbucks three states away"

Relationships:

- "When you ask your partner what they want for dinner and they say 'I don't care' for the 47th time this week"
- "When you ask your mom where something is and she finds it in 0.3 seconds after you looked for an hour"
- "When you ask your ex to return your Netflix password and they change it to 'moveOnAlready123'"

Work/Life:

- "When you ask your boss for a raise, and they offer you a pizza party instead"
- "When you ask your bank account for financial advice and it just starts crying"
- "When you ask your motivation where it went, and it leaves you on read"

Food/Lifestyle:

- "When you ask your diet app to track 'just one cookie' and it sends you a passive-aggressive notification"
- "When you ask your gym membership why you're not buff yet, and it points to your couch"
- "When you ask your sleep schedule to be consistent and it laughs in 3 AM TikTok scrolling"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"When you ask _____ to _____"

"When you ask [TOPIC/PERSON/THING] to [ACTION/REQUEST]
[SPECIFIC SITUATION/CONTEXT]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Pick something everyone can relate to
2. Include a specific, unexpected twist or outcome
3. Make the contradiction or irony obvious but amusing

BONUS TIPS:

- Use current slang/internet language naturally
- Keep it under 15 words for maximum impact

WHEN YOU ACCIDENTALLY _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
9.2M views, 1.6M likes

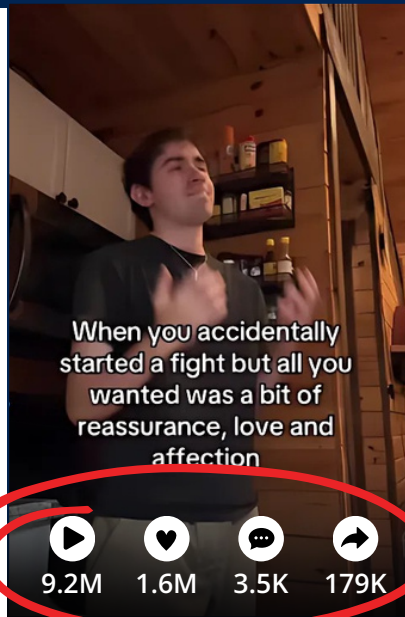


Monetization:
Sells physical products:
merchandise



Earning potential:
\$31,804.50*

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FACELESS EXAMPLE



Results achieved with
this template:
11.6M views, 577K likes

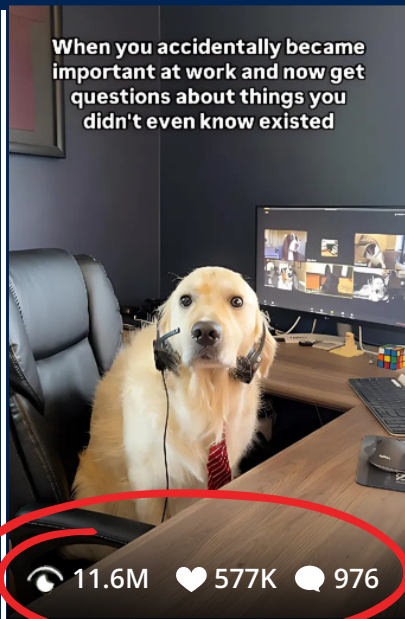


Monetization:
Sells physical product:
merchandise



Earning potential:
\$26,500*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationships/Communication:

- "When you accidentally started a fight but all you wanted was a bit of reassurance, love and affection"
- "When you accidentally became the group therapist and now everyone trauma dumps on you at 2 AM"
- "When you accidentally said 'love you too' to the pizza delivery guy and now you're planning a wedding"

Work/Career:

- "When you accidentally became important at work and now you get questions about things you didn't even know existed"
- "When you accidentally volunteered for something in a meeting you weren't even paying attention to"
- "When you accidentally became the office IT person because you know how to turn a computer off and on"

Life Skills:

- "When you accidentally became a plant parent and now 47 succulents depend on you for survival"
- "When you accidentally learned how to cook one dish really well and now that's your entire personality"
- "When you accidentally got good at something you hate and now everyone expects you to do it forever"

Random/Absurd:

- "When you accidentally trained your cat to bring you their toys and now you're running a 24/7 fetch operation"
- "When you accidentally memorized all the lyrics to a song you hate and now it plays in your head rent-free"
- "When you accidentally became the person who always has gum and now you're basically running a small business"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"When you accidentally _____ "

"When you accidentally [ACTION/OUTCOME] [UNEXPECTED CONSEQUENCE/SITUATION]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Start with a small, innocent action
2. Escalate to an overwhelming or absurd consequence
3. Make it relatable to common experiences

BONUS TIPS:

- Include specific details that make it funnier
- Focus on the irony between intention vs. reality
- Keep the contrast between "accidentally" and the big outcome

Lazy Viral Template #17

WHEN A _____ LOVES _____

When a woman really loves a man, she will get upset over little things, if you can't handle that than go find a girl that just wants your money



PERSONAL BRAND EXAMPLE



Results achieved with this template:
2.1M views



Monetization:
Selling 1:1 coaching



Earning potential:
\$21,000*

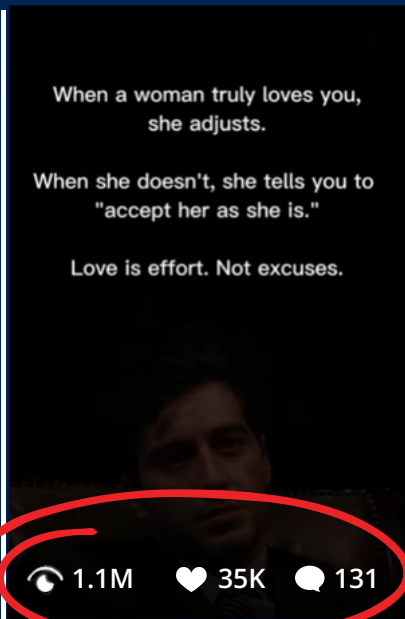
[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)

FACELESS EXAMPLE

When a woman truly loves you,
she adjusts.

When she doesn't, she tells you to
"accept her as she is."

Love is effort. Not excuses.



Results achieved with this template:
1.1M views, 35K likes



Monetization:
Selling books



Earning potential:
\$2,500*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship Dynamics:

- "When a woman really loves a man, she will get upset over little things, if you can't handle that than go find a girl that just wants your money"
- "When a woman truly loves you, she adjusts. When she doesn't, she tells you to 'accept her as she is.' Love is effort. Not excuses"
- "When a man truly loves a woman, he protects her peace, not just her body"
- "When someone genuinely loves you, they remember the small things you mention in passing conversations"

Personality Types:

- "When an introvert loves you, they will drain their social battery just to spend time with you"
- "When an anxious person loves you, they overthink every text message because they're terrified of losing you"
- "When a perfectionist loves you, they'll accept your beautiful mess and stop trying to fix everything about you"
- "When an independent person loves you, they choose you every day even though they don't need you"

Personality Quirks:

- "When a control freak loves you, they'll let you choose the restaurant even though it gives them anxiety"
- "When a people pleaser loves you, they'll finally say no to others so they can say yes to you"
- "When a commitment-phobe loves you, they'll panic about losing you while simultaneously being terrified of keeping you"

Deeper Truths:

- "When someone loves you conditionally, they'll list all the ways you need to change. When someone loves you unconditionally, they'll help you become who you want to be"
- "When a broken person loves you, they'll either heal with you or hurt you with their healing process"
- "When someone loves your potential more than your reality, they don't actually love you"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"When a _____ loves _____, _____"

"When a [PERSON TYPE] loves [PERSON/THING], [SPECIFIC BEHAVIOR/TRUTH]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Choose a specific type of person (personality, role, generation, etc.)
2. Identify what they love (person, thing, concept)
3. Reveal a deeper truth about how that love manifests

BONUS TIPS:

- Make it specific and relatable, not generic
- Include emotional insight or wisdom
- Balance vulnerability with strength

Lazy Viral Template #18

DON'T _____ UNTIL

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.3M views, 103K likes

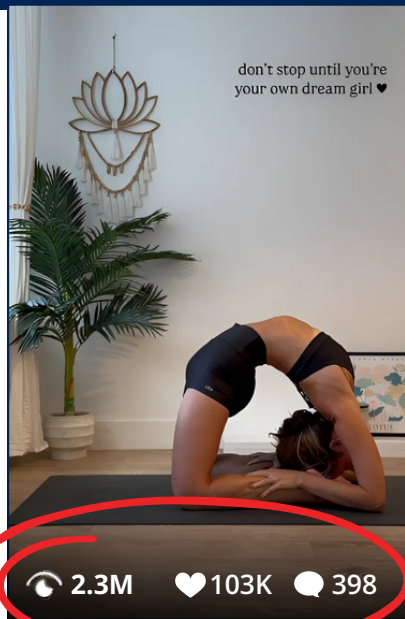


Monetization:
Creator Fund



Earning potential:
Monthly earnings ranges
from **\$125** to **\$630** per month*

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FACELESS EXAMPLE



Results achieved with
this template:
2.3M views, 36K likes

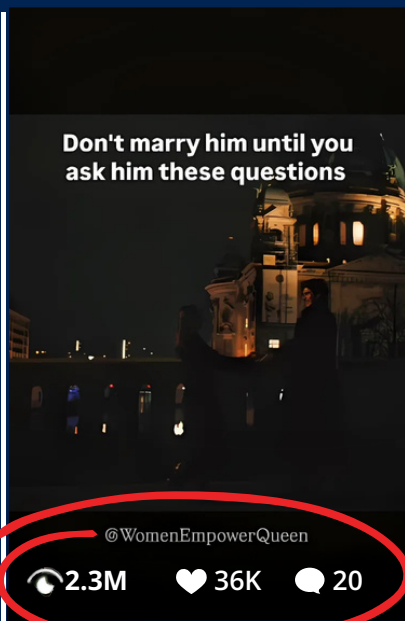


Monetization:
Selling books



Earning potential:
\$5,940*

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HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Self-Improvement/Personal Growth:

- "Don't stop until you're your own dream girl"
- "Don't settle until you find someone who makes you feel like the main character in your own life"
- "Don't quit therapy until you can have a bad day without making it everyone else's problem"
- "Don't stop working on yourself until you become the person you needed when you were younger"

Career/Money:

- "Don't quit your job until you have six months of expenses saved and a plan"
- "Don't invest until you understand what you're putting your money into"
- "Don't take career advice until you see their bank account and work-life balance"
- "Don't start a business until you've worked for someone else's and learned their mistakes"

Social Media/Digital Life:

- "Don't post about your relationship until you've had your first real fight and worked through it"
- "Don't give advice online until you've actually lived what you're preaching"
- "Don't compare your life to social media until you remember everyone only posts their highlights"
- "Don't delete your ex's number until you're genuinely indifferent to their existence"

Personal Boundaries:

- "Don't lend money until you're prepared to never see it again"
- "Don't give second chances until they've proven they understand why they lost the first one"
- "Don't forgive until you're doing it for your peace, not their comfort"
- "Don't help someone until they've asked for it and shown they want to change"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"Don't _____ until _____"

"Don't [ACTION] until [CONDITION/MILESTONE/REALIZATION]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

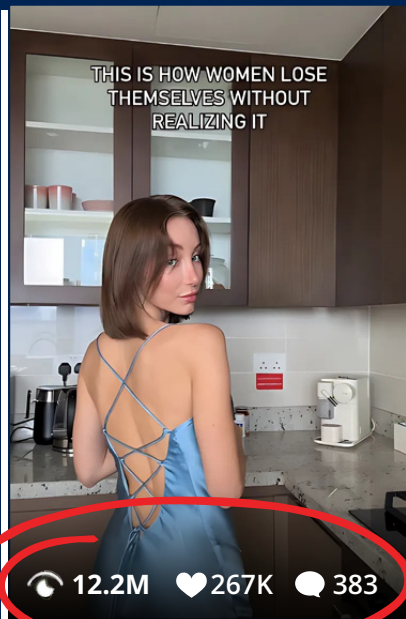
1. Start with a common action people rush into
2. Identify the crucial step/realization they're skipping
3. Make it practical and actionable

BONUS TIPS:

- Include wisdom from experience, not just theory
- Balance aspiration with reality
- Make it specific enough to be memorable
- Ensure the "until" part is achievable, not impossible
- Can be motivational, cautionary, or both

Lazy Viral Template #19

THIS IS HOW _____



PERSONAL BRAND EXAMPLE



Results achieved with this template:
12.2M views, 267K likes

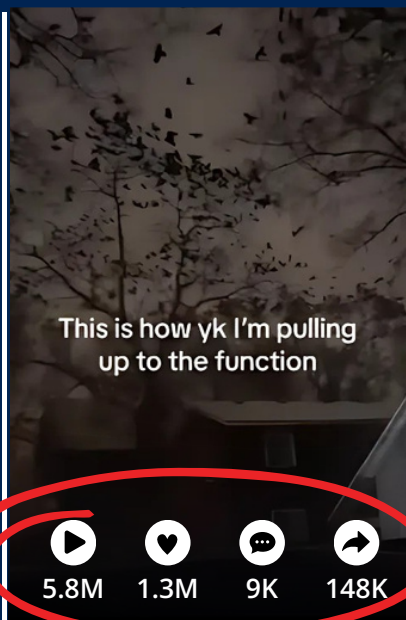


Monetization:
Sells physical product



Earning potential:
\$47,190*

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FACELESS EXAMPLE



Results achieved with this template:
5.8M views, 1.3M likes



Monetization:
Creator Fund



Earning potential:
~\$120 - \$4,800/month*

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FACELESS EXAMPLE



Results achieved with this template:
4M views, 138K likes

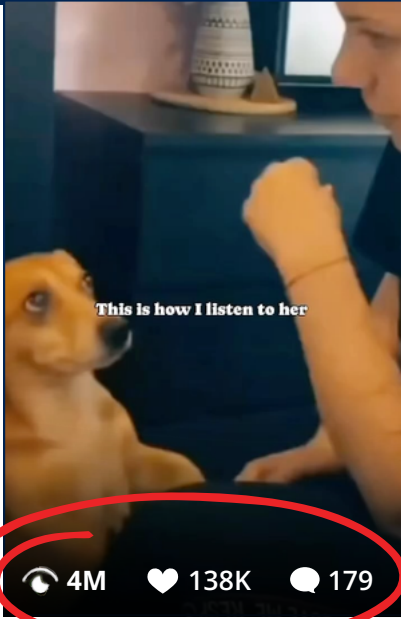


Monetization:
Creator Fund



Earning potential:
Monthly earnings range from **\$180** to **\$900***

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HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Self-Awareness/Psychology:

- "This is how women lose themselves without realizing it"
- "This is how people-pleasers become the most resentful people you know"
- "This is how anxious attachment shows up in your dating life"
- "This is how you know your trauma response is running your life"

Lifestyle/Personality:

- "This is how you know I'm pulling up to the function"
- "This is how introverts recharge after social events"
- "This is how Gen Z processes emotions vs. how millennials do it"
- "This is how you know someone peaked in high school"

Relationships/Dating:

- "This is how you know he's actually serious about you"
- "This is how toxic people test your boundaries"
- "This is how you know it's time to end the friendship"
- "This is how emotionally unavailable people keep you hooked"

Success/Growth:

- "This is how successful people think differently"
- "This is how you know you're ready for the next level"
- "This is how healing actually happens (it's not what you think)"
- "This is how you stop being your own worst enemy"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"This is how _____"

"This is how [SUBJECT] [ACTION/SITUATION/PROCESS]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Choose a relatable subject (person type, situation, emotion)
2. Focus on revealing hidden patterns or truths
3. Make it specific enough to be memorable

BONUS TIPS:

- Can be educational, observational, or humorous
- Include insider knowledge or hard-won wisdom
- Make people think "I never thought about it that way"
- Can be a process, warning signs, or behavior patterns
- Balance being insightful with being accessible

Lazy Viral Template #20

HOW IT FEELS _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
11.2M views, 3M likes

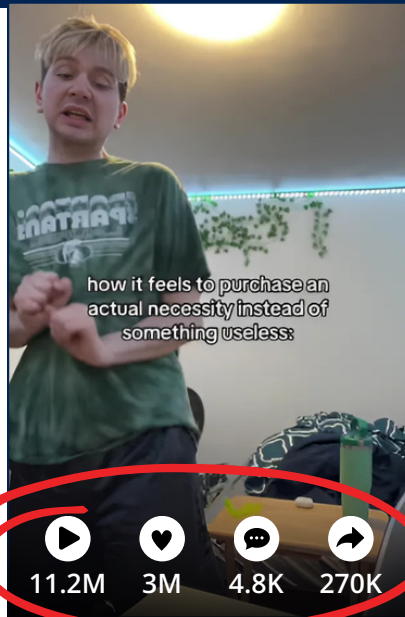


Monetization:
Creator Fund



Earning potential:
~\$25 – \$980*

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FACELESS EXAMPLE



Results achieved with
this template:
9.1M views, 1.7M likes

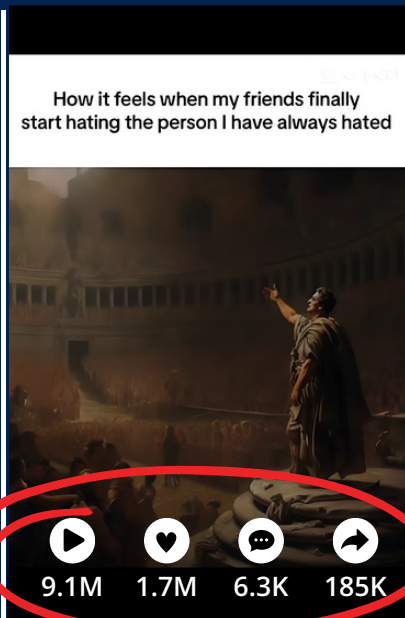


Monetization:
Creator Fund



Earning potential:
~\$400 – \$16,000/month*

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FACELESS EXAMPLE



Results achieved with
this template:
6.3M views, 1.2M likes

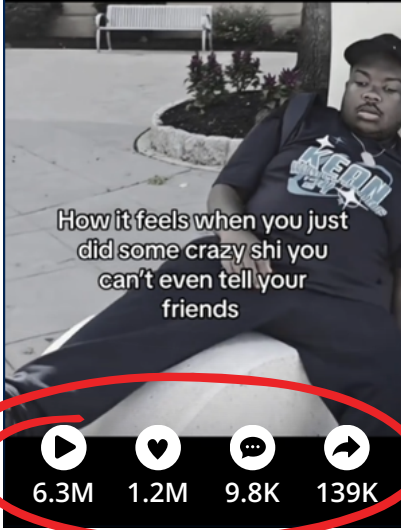


Monetization:
Creator Fund



Earning potential:
~\$695 – \$27,800/month*

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HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Secret/Personal Moments:

- "How it feels when you just did some crazy sh*t you can't even tell your friends"
- "How it feels when you successfully lie to your parents as an adult"
- "How it feels when you check your ex's story and they look terrible"
- "How it feels when you remember something embarrassing you did 10 years ago at 3 AM"

Relationship Dynamics:

- "How it feels when he actually plans the date instead of asking 'what do you want to do'"
- "How it feels when your partner defends you in front of their family"

- "How it feels when someone remembers something small you mentioned weeks ago"
- "How it feels when you finally block someone who was draining your energy"

Career/Success:

- "How it feels when your boss actually listens to your ideas"
- "How it feels to leave work exactly at 5 PM with no guilt"
- "How it feels when you negotiate your salary and they say yes"
- "How it feels when someone younger asks you for career advice"

Daily Struggles:

- "How it feels when you wake up before your alarm naturally"
- "How it feels when your order is ready exactly when you arrive"
- "How it feels when you find the perfect parking spot"
- "How it feels when the WiFi actually works during an important call"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"How it feels _____"

"How it feels [WHEN/TO] [SPECIFIC SITUATION/ACTION]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Focus on very specific, relatable moments
2. Capture universal feelings in unique situations
3. Include both positive and negative emotions
4. Make it specific enough that people think "omg yes exactly"

BONUS TIPS:

- Can be triumphant, petty, embarrassing, or wholesome
- Often works well with reaction GIFs or facial expressions
- Tap into those feelings everyone has but rarely talks about
- Balance relatability with specificity

Lazy Viral Template #21

WHEN _____ ASK WHAT

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
3.4M views, 540K likes

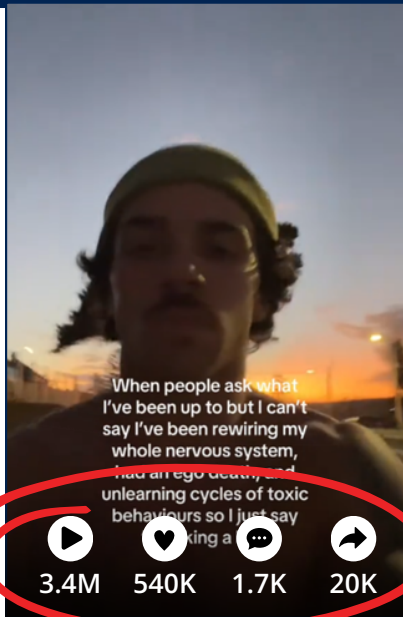


Monetization:
Creator Fund



Earning potential:
\$800 – \$32,000/month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



3.4M



540K



1.7K



20K

FACELESS EXAMPLE



Results achieved with
this template:
12.8M views, 2.1M likes



Monetization:
Creator Fund



Earning potential:
~\$250 – \$9,800/month*

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12.8M



2.1M



8.2K



65K

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Personal Growth:

- "When people ask what I've been up to but I can't say I've been rewiring my whole nervous system, had an ego death, and unlearning cycles of toxic behaviors so I just say 'working a lot'"
- "When they ask what I learned in therapy but I can't explain how I discovered my entire personality was a trauma response so I say 'communication skills'"
- "When people ask what's new but I can't say I'm deconstructing my entire belief system and healing generational trauma so I say 'not much'"

Career/Life Goals:

- "When someone asks what is my dream job but I've never dreamed of having a job, I've only dreamed about being rich"
- "When they ask what my 5-year plan is but I'm just trying to survive this week without a mental breakdown so I say 'still figuring it out'"
- "When people ask what I want to do with my life but I just want to disappear into the woods and live off the grid so I say 'exploring my options'"

Relationships/Dating:

- "When people ask what I'm looking for in a relationship but I need someone who can handle my attachment issues and daddy problems so I say 'someone genuine'"
- "When they ask what happened with my ex but I can't explain how I discovered they were a narcissist who gaslit me for 2 years so I say 'we grew apart'"
- "When people ask why I'm single but I'm too emotionally unavailable and commitment-phobic to date so I say 'focusing on myself'"

Lifestyle/Habits:

- "When people ask what I eat but my diet is mostly anxiety and iced coffee with occasional gas station snacks so I say 'trying to eat healthier'"

- "When they ask about my workout routine but I just pace around my room when I'm anxious so I say 'staying active'"
- "When people ask what I do to relax but I create elaborate scenarios in my head where I'm successful and loved so I say 'meditation'"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"When _____ ask what _____ but _____ so I just say _____"

"When [PERSON/PEOPLE] ask what [QUESTION] but [REAL ANSWER] so I just say [SOCIALY ACCEPTABLE ANSWER]"

ALTERNATIVE FORMATS:

"When [PERSON] asks what [QUESTION] and I can't tell them [TRUTH] so I have to [ACTION/LIE]"

"When [PERSON] asks what [QUESTION] but the real answer is [COMPLEX/WEIRD TRUTH] so I just [SIMPLE RESPONSE]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Start with a common question people ask
2. Contrast the socially acceptable answer with the messy reality
3. Make the real answer relatable but too complex/weird to share

BONUS TIPS:

- Include specific details that make it funnier
- Focus on the gap between public persona and private reality
- Make people think "I thought I was the only one"
- Balance vulnerability with humor
- Keep the "so I just say" part brief and generic

ME WHEN SOMEONE _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
4.6M views, 860K likes

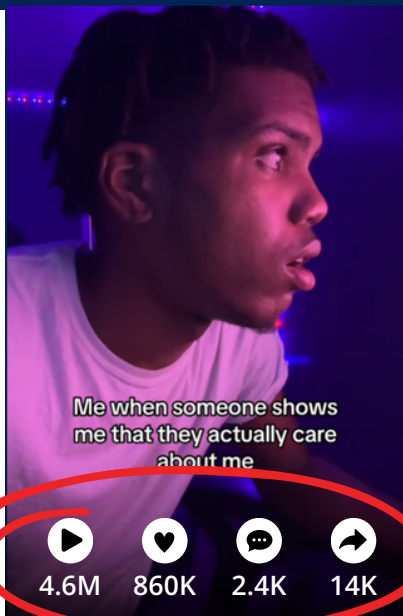


Monetization:
Creator Fund



Earning potential:
~\$670 – \$27,000/month*

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4.6M



860K



2.4K



14K

FACELESS EXAMPLE



Results achieved with
this template:
2.4M views, 291K likes

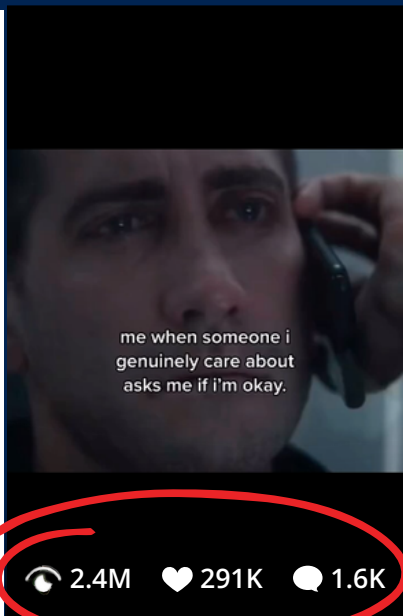


Monetization:
Creator Fund



Earning potential:
Monthly earnings range
from **\$2** to **\$10** per month*

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2.4M



291K



1.6K

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Care/Emotional Support:

- "Me when someone shows me that they actually care about me"
- "Me when someone I genuinely care about asks me if I'm okay"
- "Me when someone remembers something I mentioned in passing 3 weeks ago"
- "Me when someone checks on me without me having to ask"
- "Me when someone notices I'm upset even when I'm trying to hide it"

Acts of Service/Thoughtfulness:

- "Me when someone offers to help without me having to ask"
- "Me when someone brings me food when I'm stressed"
- "Me when someone lets me vent without giving unsolicited advice"
- "Me when someone saves me from an awkward social situation"
- "Me when someone texts me back immediately"

Romantic/Dating:

- "Me when someone actually plans a thoughtful date"
- "Me when someone texts me good morning without me texting first"
- "Me when someone introduces me to their friends"
- "Me when someone pays attention to what I like and surprises me with it"
- "Me when someone chooses me over their phone during dinner"

Professional/Work:

- "Me when someone actually credits me for my ideas in a meeting"
- "Me when someone covers for me when I'm overwhelmed"
- "Me when someone teaches me something without making me feel stupid"
- "Me when someone recognizes my hard work publicly"
- "Me when someone trusts me with important responsibilities"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"Me when someone _____"

"Me when someone [ACTION/BEHAVIOR TOWARDS YOU]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Focus on specific behaviors that trigger strong reactions
2. Can be positive (heartwarming) or negative (annoying)
3. Make it relatable - something most people have experienced

BONUS TIPS:

- Works great with reaction videos/facial expressions
- Tap into universal human experiences
- Can reveal attachment styles, trauma responses, or personality traits
- Perfect for showing emotional reactions through video
- Balance vulnerability with relatability
- Can be wholesome, funny, or brutally honest

Lazy Viral Template #23

WHAT IF _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
10.1M views, 2M likes

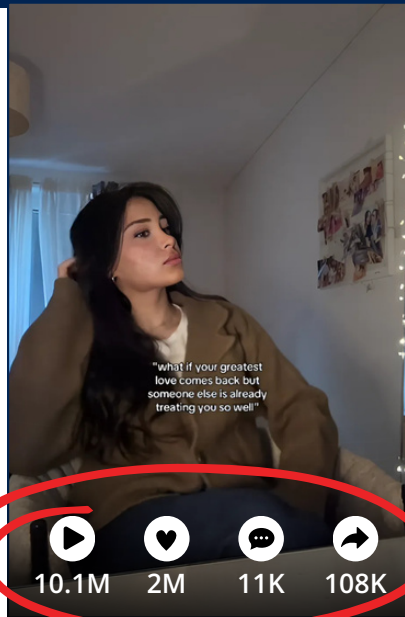


Monetization:
Creator Fund



Earning potential:
~\$600 – \$24,000/month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with
this template:
1.8M views, 55K likes

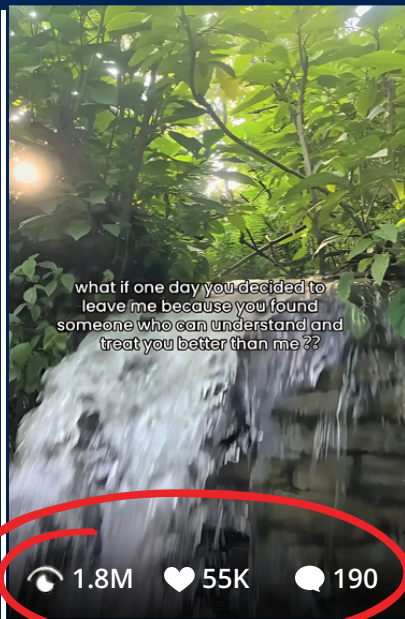


Monetization:
Creator Fund



Earning potential:
Monthly earnings range from
\$930 – \$4,650 per month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Love/Relationship Dilemmas:

- "What if your greatest love comes back but someone else is already treating you so well"
- "What if one day you decided to leave me because you found someone who can understand and treat you better than me?"
- "What if the person you're meant to be with is someone you've already met but the timing was wrong"
- "What if you're staying with the wrong person because you're scared of being alone"
- "What if your soulmate is someone you hurt and they'll never forgive you"

Life Path/Decisions:

- "What if you're living the life someone else wanted for you instead of the one you actually want"
- "What if you quit the job you hate and everything actually worked out better"
- "What if you stopped trying to be perfect and people loved you more for being real"
- "What if you moved to that city you've been dreaming about and your whole life changed"
- "What if you're one conversation away from the opportunity that changes everything"

Existential/Deep Thoughts:

- "What if everything that hurt you was actually protecting you from something worse"
- "What if the people who left your life were making room for the ones who belong"
- "What if your current struggle is preparing you for your biggest blessing"
- "What if you're overthinking everything and life is actually simpler than you think"
- "What if you stopped waiting for permission and just started living"

Success/Ambition:

- "What if you stopped playing small and actually went after what you want"
- "What if your biggest failure leads to your greatest success"
- "What if you're closer to your breakthrough than you think"
- "What if you stopped comparing your behind-the-scenes to everyone else's highlight reel"
- "What if you're meant for something bigger than you can even imagine"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"What if _____"

"What if [HYPOTHETICAL SCENARIO/SITUATION]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Tap into universal fears, hopes, and dreams
2. Create scenarios that make people pause and think
3. Can be hopeful, anxious, romantic, or existential
4. Make it specific enough to feel real

BONUS TIPS:

- Balance vulnerability with relatability
- Can prompt self-reflection or emotional response
- Work well with contemplative visuals or text overlays
- Can be inspirational or anxiety-inducing (know your audience)
- Often work best when they feel like thoughts people have at 3 AM

Lazy Viral Template #24

ME LOOKING AT _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
10.5M views, 1.8M likes

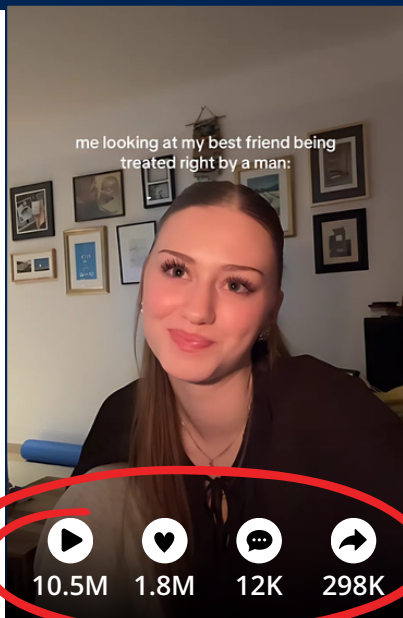


Monetization:
Creator Fund



Earning potential:
Monthly earnings range from
\$938 to \$1,876 per month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with
this template:
2.2M views, 86K likes

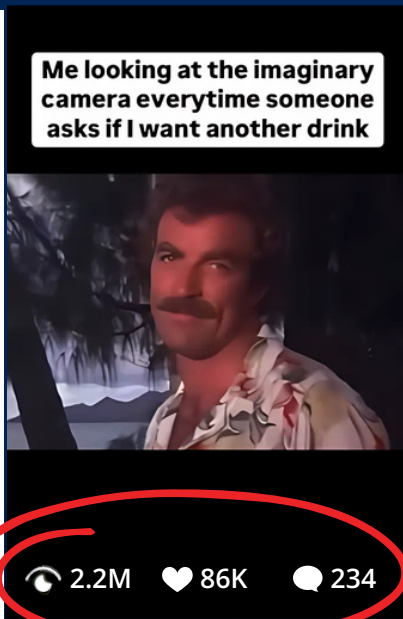


Monetization:
Creator Fund



Earning potential:
Monthly earnings range from
\$119 to \$239 per month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Friendship/Relationships:

- "Me looking at my best friend being treated right by a man"
- "Me looking at my friend's toxic relationship like I didn't warn them 6 months ago"
- "Me looking at my bestie when her man does the bare minimum and she acts like he's perfect"
- "Me looking at my friend when they ask if they should text their ex back"
- "Me looking at my single friends complaining about being lonely while I'm in a situation"

Work/Professional:

- "Me looking at my coworkers when the boss says we're getting pizza instead of a raise"
- "Me looking at my manager when they schedule a meeting that could have been an email"
- "Me looking at myself in the Zoom camera realizing I've been on mute this whole time"
- "Me looking at my paycheck after working overtime all month"
- "Me looking at new employees who still have hope and enthusiasm"

Self-Reflection/Internal:

- "Me looking at myself in the mirror after saying I was going to change my life"
- "Me looking at my bank account after promising I'd save money this month"
- "Me looking at my workout clothes that have been sitting there for weeks"
- "Me looking at my therapy homework that I haven't done yet"
- "Me looking at my to-do list that keeps getting longer"

Pop Culture/Social Media:

- "Me looking at influencers promoting products they definitely don't use"
- "Me looking at people posting their perfect lives knowing they're struggling too"

- "Me looking at celebrities acting relatable when they haven't touched reality in years"
- "Me looking at TikTok dances that 16-year-olds make look easy"
- "Me looking at people who still use Facebook unironically"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"Me looking at _____"

"Me looking at [PERSON/THING/SITUATION]
[CONTEXT/REACTION]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

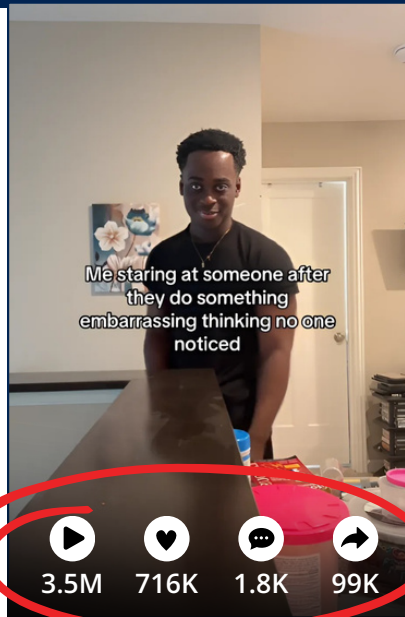
1. Focus on situations where you're observing/judging
2. Can be supportive, judgmental, confused, or proud
3. Works great with facial expressions and reaction shots
4. Perfect for "breaking the fourth wall" moments
5. Tap into universal observation experiences

BONUS TIPS:

- Can be wholesome or petty
- Great for showing internal commentary
- Balance relatability with specific situations
- Perfect for reaction faces/expressions
- Great with side-eye or judgmental looks
- Works well with slow zoom-ins on your face
- Can use actual mirrors or cameras for literal "looking"
- Excellent with eyebrow raises or knowing looks
- Perfect for "Jim from The Office" style camera stares

Lazy Viral Template #25

ME STARING AT _____



PERSONAL BRAND EXAMPLE



Results achieved with this template:
3.5M views, 716K likes



Monetization:
Selling physical products



Earning potential:
\$5,747*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with this template:
19.6M views, 4.7M likes



Monetization:
Creator Fund



Earning potential:
Monthly earnings range from
~\$1,077 to \$2,154 USD/month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Work/Professional:

- "Me staring at my coworker when they take credit for work they didn't do"
- "Me staring at my boss when they give me more work right before I leave"
- "Me staring at people who reply-all to emails that don't concern them"
- "Me staring at my manager when they schedule a 'quick meeting' that lasts 2 hours"
- "Me staring at new employees who still believe in work-life balance"

Dating/Relationships:

- "Me staring at my man when he says something that makes me question everything"
- "Me staring at couples fighting in public like I'm not standing right there"
- "Me staring at my ex when they act like they don't know me in public"
- "Me staring at my friend's toxic boyfriend when he shows his true colors"
- "Me staring at people on dating apps who lie about their height by 6 inches"

Technology/Digital:

- "Me staring at my phone when it dies at 47% battery for no reason"
- "Me staring at people who still don't know how to mute themselves on Zoom calls"
- "Me staring at my laptop when it decides to update in the middle of important work"
- "Me staring at social media when the algorithm shows me exactly what I was just talking about"
- "Me staring at my screen after accidentally sending a message to the wrong person"

Daily Life Frustrations:

- "Me staring at people who don't return their shopping carts"
- "Me staring at drivers who don't use turn signals"
- "Me staring at people who take forever to order when there's a long line behind them"
- "Me staring at neighbors who play music loud enough for the whole block to hear"
- "Me staring at people who walk slowly in the middle of the sidewalk"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"Me staring at _____ after/when _____"

"Me staring at [PERSON/THING] after/when [SPECIFIC SITUATION/ACTION]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Focus on moments that make you stop and stare in disbelief
2. Can be judgmental, confused, disappointed, or amused
3. Great for showing your internal reaction to external chaos
4. Perfect for facial expression content
5. Tap into universal "I can't believe this is happening" moments

BONUS TIPS:

- Can be petty, wholesome, or just plain confused
- Great for showing the disconnect between expectations and reality
- Balance relatability with specific, memorable situations
- Perfect for intense, unblinking stare content
- Great with slow zoom-ins on your face

WHEN YOU'RE _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
10.2M views, 2.2M likes



Monetization:
Creator Fund



Earning potential:
Monthly earnings range
from **\$176 – \$354***

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with
this template:
7.1M views, 603K likes

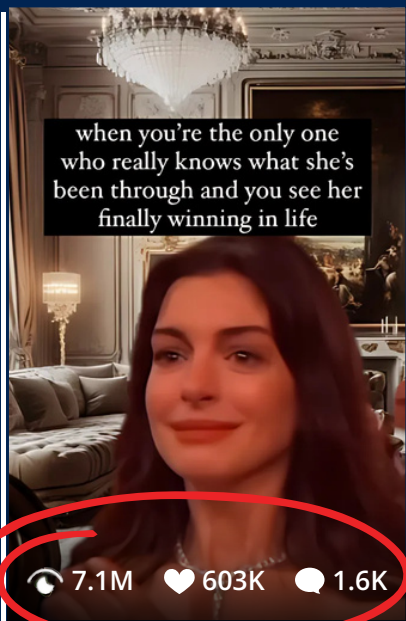


Monetization:
Selling physical products



Earning potential:
\$113,400*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Social Dynamics:

- "When you're the group mom but nobody appreciates how much you do"
- "When you're loyal to people who wouldn't do the same for you"
- "When you're always the one who reaches out first in friendships"
- "When you're funny but people only come to you when they need to laugh"
- "When you're reliable but people take your consistency for granted"

Career/Ambition:

- "When you're talented but don't know how to sell yourself"
- "When you're ambitious but people call you selfish for prioritizing your goals"
- "When you're successful but people attribute it to luck instead of hard work"
- "When you're creative but everyone expects you to work for free"
- "When you're the youngest person in professional spaces but have the most sense"

Mental Health/Self-Awareness:

- "When you're self-aware but it makes you hyper-critical of yourself"
- "When you're in therapy working on yourself but your family thinks you're being dramatic"
- "When you're healing but people want the old version of you that wasn't healthy"
- "When you're setting boundaries but people call you mean"
- "When you're growing but people prefer you small and manageable"

Financial/Lifestyle:

- "When you're financially responsible but your friends think you're cheap"

- "When you're saving for your future but everyone thinks you're missing out on life"
- "When you're broke but still trying to maintain your dignity"
- "When you're doing well but can't enjoy it because of imposter syndrome"
- "When you're budgeting but society tells you to treat yourself constantly"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"When you're _____"

"When you're [PERSONALITY TRAIT/SITUATION] [SPECIFIC CONSEQUENCE/CONTEXT]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Start with a personality trait or current situation
2. Add the consequence or context that others don't understand
3. Focus on the gap between who you are and how you're perceived
4. Can highlight struggles, contradictions, or misunderstandings

BONUS TIPS:

- Make it relatable to people with similar experiences
- Can be empowering, validating, or just honest
- Perfect for people who feel misunderstood
- Balance vulnerability with strength
- Great for building community around shared experiences

FEELING WHEN

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
6.7M views, 999K likes



Monetization:
Creator Fund



Earning potential:
Monthly Earnings range from
\$782 - \$1,563 per month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with
this template:
3.7M views, 352K likes

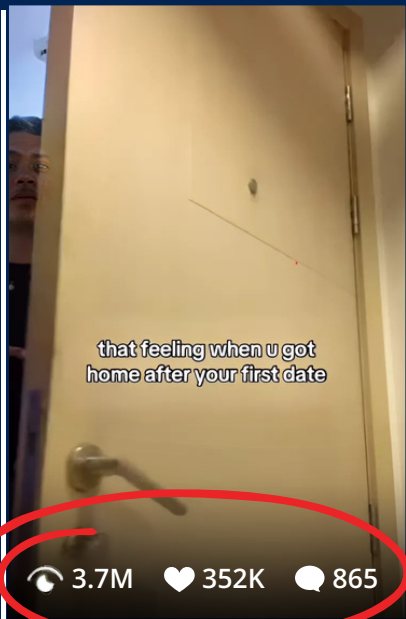


Monetization:
Selling books



Earning potential:
\$9,360*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Romantic/Love:

- "That feeling when you're laughing with your gf but halfway through you realize how much you enjoy her and her existence"
- "That feeling when you got home after your first date"
- "That warm feeling when they text you good morning without you texting first"
- "That overwhelming feeling when you realize you're actually in love"
- "That secure feeling when your person chooses you over their phone during dinner"

Achievement/Success:

- "That proud feeling when you accomplish something you thought was impossible"
- "That relieved feeling when you finally pay off a debt"
- "That confident feeling when you nail a presentation you were nervous about"
- "That satisfying feeling when your hard work finally pays off"
- "That accomplished feeling when you finish something you've been procrastinating"

Personal Growth/Healing:

- "That powerful feeling when you set a boundary and don't feel guilty"
- "That freeing feeling when you finally let go of something that was holding you back"
- "That healing feeling when you forgive yourself for past mistakes"
- "That empowering feeling when you choose yourself for the first time"
- "That peaceful feeling when you stop caring what people think"

Joy/Pure Happiness:

- "That euphoric feeling when your favorite song comes on at the perfect moment"
- "That childlike feeling when you're genuinely excited about something simple"

- "That blissful feeling when you're laughing so hard you can't breathe"
- "That content feeling when you're exactly where you want to be"
- "That magical feeling when everything aligns perfectly"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"That _____ feeling when _____"

"That/The [ADJECTIVE] feeling when [SPECIFIC SITUATION/MOMENT]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Choose a specific, universally relatable emotion
2. Pair it with a very specific moment or situation
3. Make it detailed enough to trigger the exact feeling
4. Can be positive, negative, or complex emotions

BONUS TIPS:

- Focus on moments that are hard to describe but everyone recognizes
- Perfect for emotional storytelling and connection
- Great for making people feel seen and understood
- Can be nostalgic, current, or anticipatory
- Works well with visual storytelling or music

Lazy Viral Template #28

ME IF _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
15.1M views, 2.3M likes

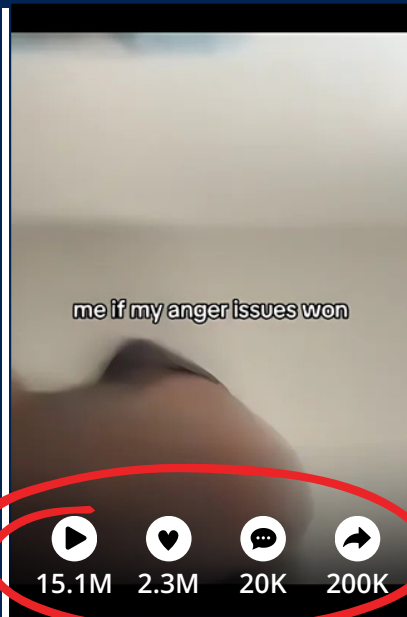


Monetization:
Creator Fund



Earning potential:
Monthly Earnings range from
\$752 - \$1,504 per month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with
this template:
9M views, 1.7M likes

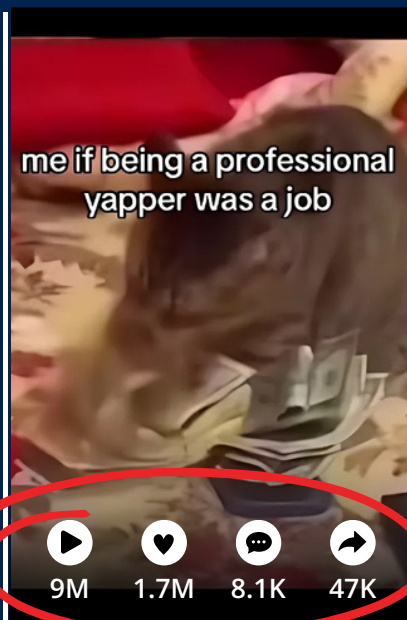


Monetization:
Creator Fund



Earning potential:
Monthly Earnings range from
\$2,482 - \$4,964/month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Personality Extremes:

- "Me if my anger issues won"
- "Me if being a professional yapper was a job"
- "Me if my overthinking was an Olympic sport"
- "Me if my procrastination was a superpower"
- "Me if my anxiety ran my entire life"

Career/Skills as Jobs:

- "Me if stalking people on social media was a career"
- "Me if giving unsolicited advice paid the bills"
- "Me if remembering embarrassing moments from 10 years ago was profitable"
- "Me if being chronically online was a legitimate profession"
- "Me if analyzing people's behavior was my full-time job"

Relationship Fantasies:

- "Me if I found someone who matched my energy"
- "Me if I never had to explain myself to anyone"
- "Me if someone actually understood my love language"
- "Me if I didn't have trust issues"
- "Me if toxic people couldn't find me"

Work/Professional:

- "Me if I could work from bed all day"
- "Me if meetings didn't exist"
- "Me if I got paid for all my good ideas that other people take credit for"
- "Me if I could be honest in performance reviews"
- "Me if networking felt natural instead of like selling my soul"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"Me if _____"

"Me if [HYPOTHETICAL SCENARIO/ALTERNATIVE REALITY]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

1. Choose a personality trait, struggle, or hypothetical scenario
2. Imagine the extreme version or opposite of your current reality
3. Can be aspirational, cautionary, or just funny
4. Make it relatable to your audience's experiences

BONUS TIPS:

- Can be positive (dreams) or negative (fears/struggles)
- Perfect for showing range or different sides of personality
- Great for wish fulfillment or nightmare scenarios
- Balance humor with relatability
- Can be empowering or self-deprecating

WHEN SOMEONE _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
11.4M views, 2.2M likes



Monetization:
Selling sneakers



Earning potential:
\$20,453*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



FACELESS EXAMPLE



Results achieved with
this template:
2.7M views, 579K likes

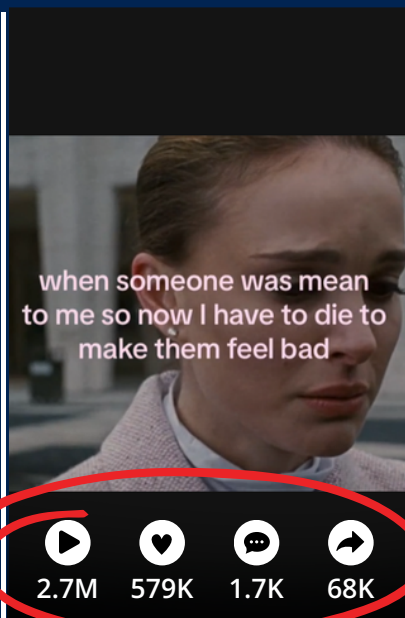


Monetization:
Creator Fund



Earning potential:
Monthly Earnings range from
\$98 - \$197 per month*

[CLICK HERE TO WATCH THE EXAMPLE VIDEO >>](#)



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Romantic/Dating:

- "When someone you like is talking to other people and you have to act like you don't care"
- "When someone flirts with you but you're emotionally unavailable"
- "When someone shows interest in you and you immediately find something wrong with them"
- "When someone treats you well and you don't know how to handle it"
- "When someone tries to play games with you but you're too old for that energy"

Work/Professional:

- "When someone takes credit for your work and you have to smile and nod"
- "When someone micromanages you and you lose all motivation"
- "When someone interrupts you in a meeting and you forget what you were saying"
- "When someone asks you to work overtime but doesn't offer extra pay"
- "When someone gives you feedback that's actually just criticism disguised as help"

Family/Personal:

- "When someone brings up your past mistakes during an argument"
- "When someone compares you to other people and expects you to be motivated"
- "When someone gives you unsolicited advice about your life choices"
- "When someone says 'no offense' right before saying something offensive"
- "When someone tells you to 'calm down' when you're already calm"

Mental Health/Emotional:

- "When someone minimizes your struggles because others have it worse"
- "When someone tells you to 'just think positive' about your depression"
- "When someone says you're 'too sensitive' for having feelings"
- "When someone uses your vulnerabilities against you"
- "When someone expects you to be their free therapist"

HERE'S YOUR FILL-IN-THE-BLANKS TEMPLATE:

"When someone _____"

"When someone [ACTION/BEHAVIOR] [YOUR REACTION/CONSEQUENCE]"

HOW TO FILL IN THE BLANKS OF YOUR TEMPLATE:

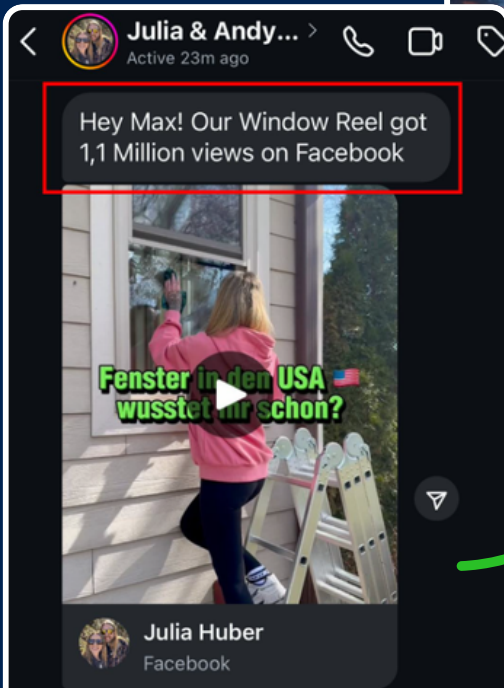
1. Start with a specific behavior or action from others
2. Add your internal reaction or the consequence
3. Focus on relatable social situations
4. Can be emotional, funny, petty, or dramatic

BONUS TIPS:

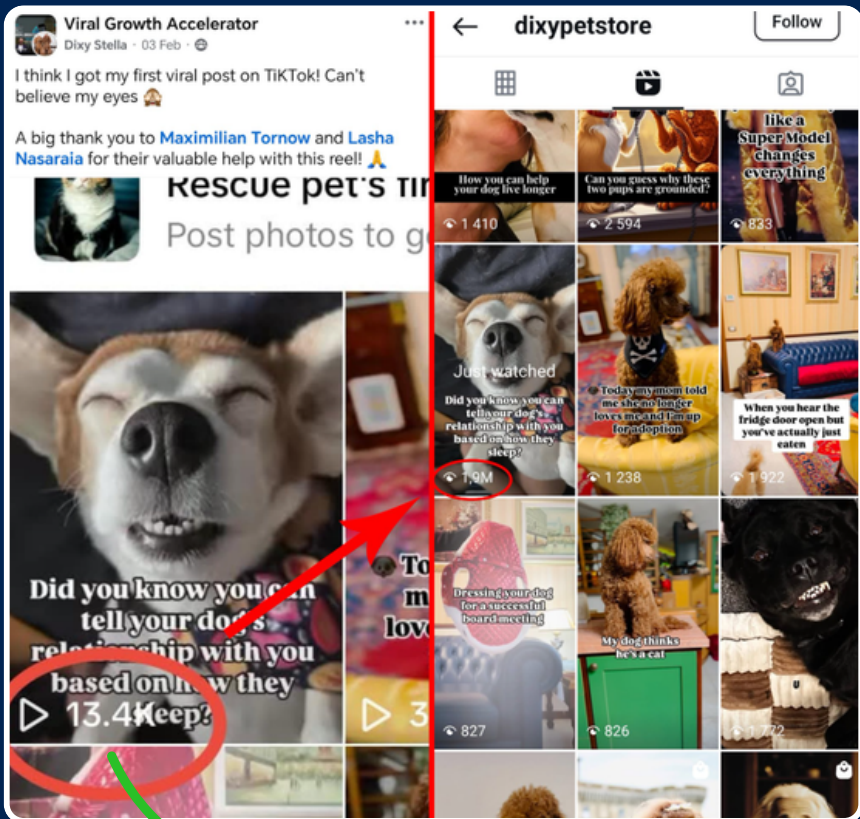
- Highlight the gap between how you want to react vs. how you actually react
- Perfect for showing personality traits and coping mechanisms
- Great for revealing social anxiety, people-pleasing, or conflict styles
- Balance vulnerability with humor
- Make people think "I thought I was the only one who reacted this way"

SUCCESS STORIES

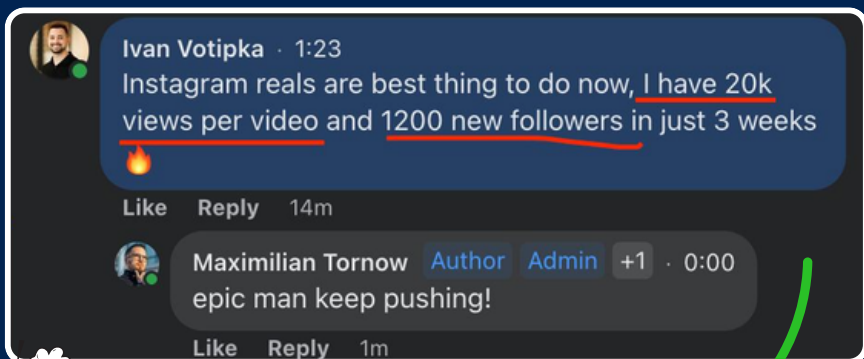
Going **VIRAL!**
94K Views on a
single Reel,
with only 423
followers! EPIC!



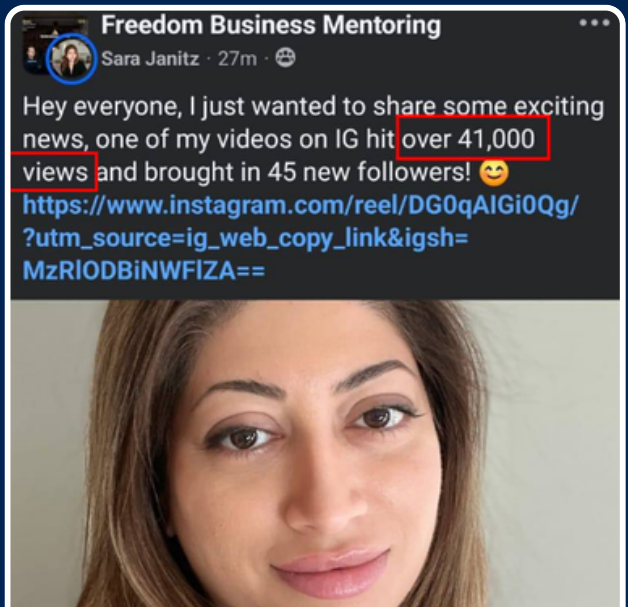
Simple content.
Massive reach.
1.1 Million Views.



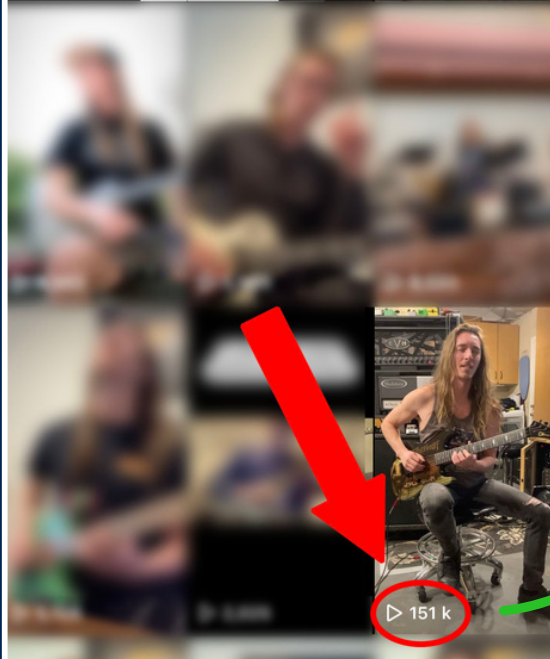
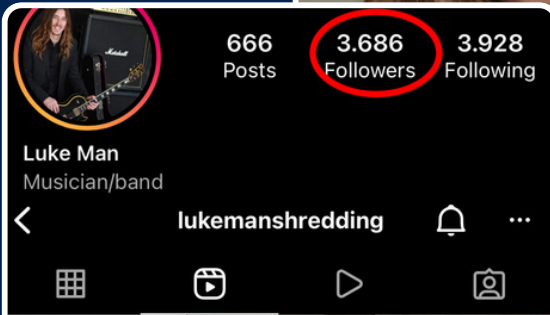
Insane growth! From 13K views to nearly **2 MILLION!**



20K views per video & 1,200 new followers in just 3 weeks!



Exciting news!
👑 One of Sara's
Reels hit **over
41K views!**



Luke got
151K views on
a Reel with only
3K followers! 🙌

[Watch video here](#)



Aiste makes **10k monthly** through Instagram, while travelling the world!!!

From 50K to
4 MILLION views
in just days! 🕶️



Luis Dorado is 🥳 feeling fantastic.

Top contributor · February 10 at 4:15 PM · 🌐



I was happy because I had a 50k views reel and got a couple new clients from there, but now another reel totally sky rocketed and got 4 million views, went in a few days from 3k followers to 15k and growing, this is madness lol 🤪

If you want to see it:

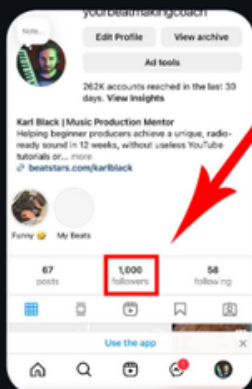
<https://www.instagram.com/p/DFk-vzYO2Px/>

Translation: "Use this tantra position to reconnect with your partner"

Thanks to all the coaches!! 🙏🙏

Hi Max, it's Karl from the lead gen calls. I have some great news! I started using Instagram 2 weeks ago and since then I've **gained 1000 new followers** on my page. Thanks for all the help. Cheers to many more blessings 🙏

1,000 new followers in just 2 weeks!!



Dope man man, c
start! Keep execu

WOW!
Alia earned
her ***first 20k***
with the help
of our posts!

09:51

Alia Ghosheh
Active now

experience that will never yield results

SAT 07:50

heyhey, as promised here's the link to the anti-ad, pro-awesomeness video you requested: <https://www.facebook.com/groups/theroadto6figures/posts/650836346075562/>

how's the coaching program going btw? Since january - you're probably way beyond the \$20k a month mark by now!

Great

Clients are everywhere

SAT 12:23

Your posts helped me earn my first 20k

Boom!
102K views
on a single
video!

Maciej Rak · 2 h · 📹

5 days on TikTok 🤔

Thanks [Maximilian Tornow](#) 🙏

Now we go for a million 🔥

12:19

LTE



Maciej z socialflow...

99

Edit profile



🏆 Trener rozwoju osobistego
Napisz po bezpłatny coaching

elite.russo

Creator digital

Te ayudo a atraer a la mujer correcta, sin perder el tiempo con mujeres que solo se interesan por tu físico o no conectas emocionalmente.

tumetamorfosis.com/registro-seleccion/

Panel para profesionales

130 mil cuentas alcanzadas en los últimos 30 días.

Editar perfil

Compartir p...

Conta



YouTube



CAMBIO

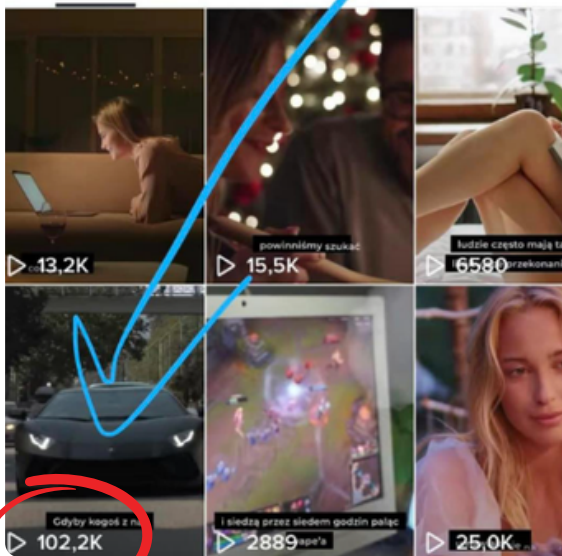
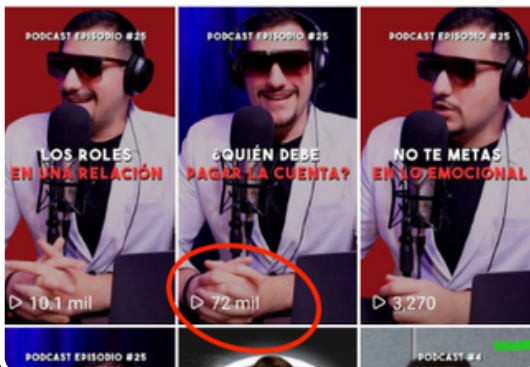


Ebook



Nueva

Serie



Going viral! 72M views
after our course! 😱



@Max Tornow - Shall I too create a free giveaway or a free Infield like coach Kyle used to give in the past?..... And his LG guy actually DMed you after that for some qualification questions before sending the video to you....is this sth I should also have right now or for the near future?

09:16

🔥 10.300 followers.... Oh shit... It is real now 😂

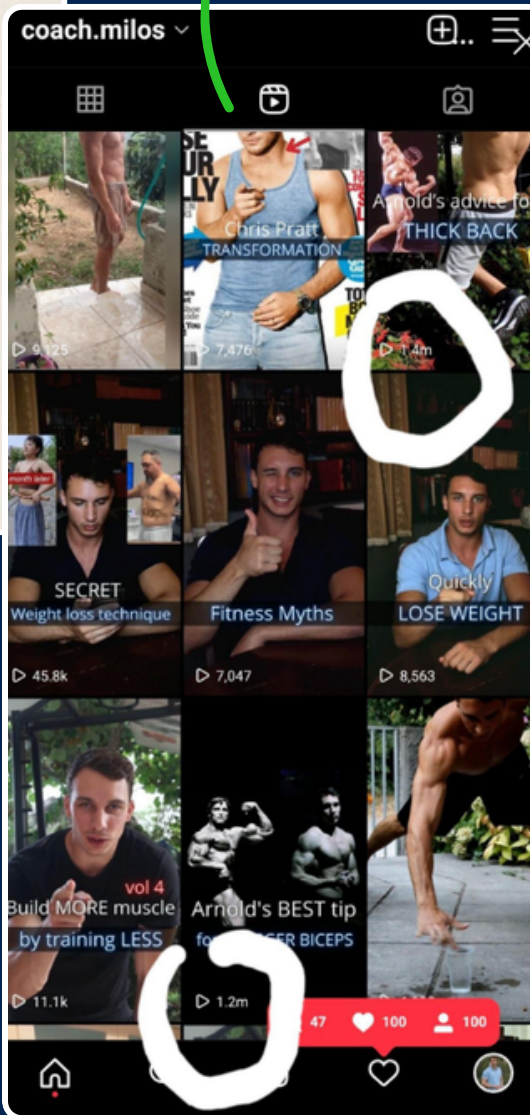
18:28

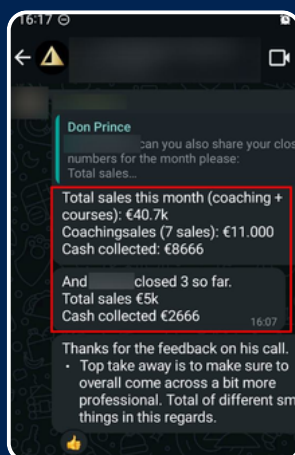
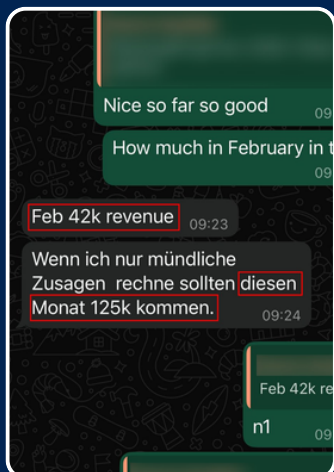
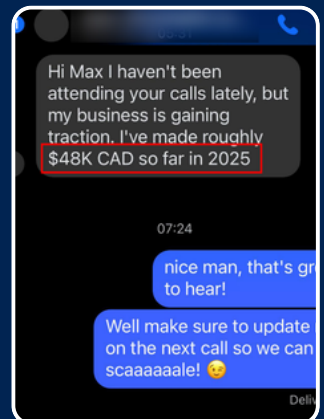
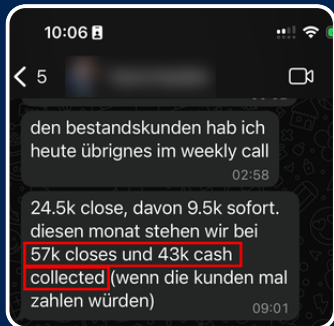
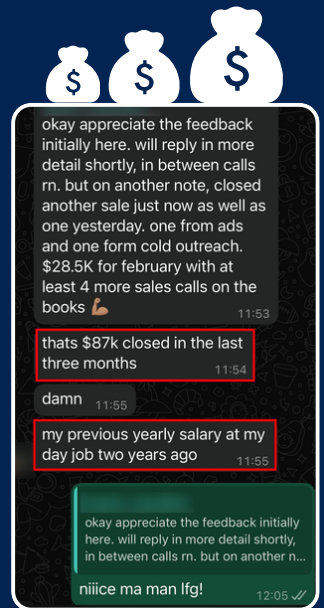
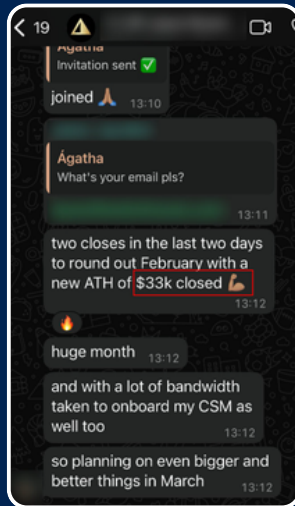
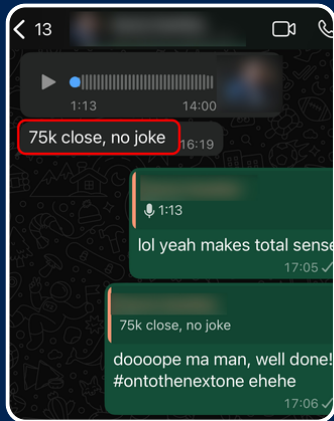


Yesterday

On fire! 🔥
10,300 new followers
just joined
the journey!

Crushing it!
2 viral videos,
both over
1M views!





*EARNING POTENTIAL SOURCE CALCULATIONS

TEMPLATE #15

- **Personal brand example:** Based on the average payout numbers of Instagram Creator Fund.
- **Faceless example:** Based on the average payout numbers of TikTok Creator Fund.

TEMPLATE #16

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$34.95**
- **Faceless example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$25**

TEMPLATE #17

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a 1:1 coaching service at an average price: **\$100.00**
- **Faceless example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$25**

TEMPLATE #18

- **Personal brand example:** Based on the average payout numbers of Instagram Creator Fund.
- **Faceless example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$27**

TEMPLATE #19

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$39**
- **Faceless example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)
- **Faceless example:** Based on the average payout numbers of Instagram Creator Fund.

TEMPLATE #20

- **Personal brand example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)
- **Faceless example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)
- **Faceless example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)

TEMPLATE #21

- **Personal brand example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)
- **Faceless example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)

TEMPLATE #22

- **Personal brand example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)
- **Faceless example:** Based on the average payout numbers of Instagram Creator Fund.

TEMPLATE #23

- **Personal brand example:** Based on TikTok standard industry payout for Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)
- **Faceless example:** Based on the average payout numbers of Instagram Creator Fund.

TEMPLATE #24

- **Personal brand example:** Based on the average payout numbers of TikTok Creator Fund.
- **Faceless example:** Based on the average payout numbers of Instagram Creator Fund.

TEMPLATE #25

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$16.42**
- **Faceless example:** Based on the average payout numbers of TikTok Creator Fund.

TEMPLATE #26

- **Personal brand example:** Based on the average payout numbers of TikTok Creator Fund.
- **Faceless example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$162**

TEMPLATE #27

- **Personal brand example:** Based on the average payout numbers of TikTok Creator Fund.
- **Faceless example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$26**

TEMPLATE #28

- **Personal brand example:** Based on the average payout numbers of TikTok Creator Fund.
- **Faceless example:** Based on the average payout numbers of TikTok Creator Fund.

TEMPLATE #29

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece, with a 10% affiliate commission at an average price: **\$181.00**
- **Faceless example:** Based on the average payout numbers of TikTok Creator Fund.

