

FACTS

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
402K views, 17K likes



Monetization:
Creator Fund



Earning potential:
\$54.45*

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



FACELESS EXAMPLE



Results achieved with
this template:
313K views, 19K likes



Monetization:
Creator Fund



Earning potential:
\$46.95*

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



FACELESS EXAMPLE



Results achieved with
this template:

6.8M views, 12K likes



Monetization:
Creator Fund



Earning potential:
\$1,005.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "5 cute facts about Charles and Diana"
- "3 romantic facts about Ryan Reynolds and Blake Lively"
- "7 sweet facts about Barack and Michelle Obama"
- "4 heartwarming facts about John Krasinski and Emily Blunt"

Entertainment/Celebrity Gossip:

- "6 shocking facts about Britney Spears' conservatorship"
- "3 wild facts about Johnny Depp's early career"
- "5 controversial facts about Kanye West"
- "8 iconic facts about Marilyn Monroe"

Music/Artists:

- "4 sad facts about Kurt Cobain"
- "5 genius facts about Beyoncé's work ethic"
- "3 crazy facts about Freddie Mercury"
- "6 inspiring facts about Dolly Parton"

Sports:

- "5 legendary facts about Michael Jordan"
- "3 humble facts about LeBron James"
- "7 insane facts about Tom Brady"
- "4 badass facts about Serena Williams"

Business/Entrepreneurs:

- "6 surprising facts about Elon Musk"
- "3 genius facts about Steve Jobs"
- "5 inspiring facts about Oprah Winfrey"
- "4 savage facts about Jeff Bezos"

Historical Figures:

- "5 shocking facts about Cleopatra"
- "3 genius facts about Albert Einstein"
- "7 badass facts about Joan of Arc"
- "4 dark facts about Edgar Allan Poe"

Influencer/Creator Content:

- "5 unknown facts about MrBeast"
- "3 wild facts about Logan Paul's early days"
- "6 inspiring facts about Michelle Obama"
- "4 chaotic facts about Gordon Ramsay"

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

"[NUMBER] [ADJECTIVE] facts about [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]"

" _____ facts about _____ "

Adjective Categories:

Positive/Wholesome:

- cute, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble

Emotional:

- sad, tragic, romantic, bittersweet, powerful, moving, deep, emotional, painful, uplifting

Discovery/Knowledge:

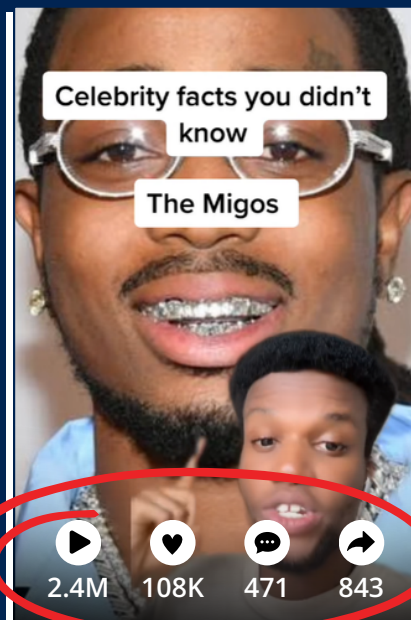
- hidden, secret, unknown, surprising, rare, untold, forgotten, exclusive, revealing, mysterious

BONUS TIPS:

- Match the adjective to your actual content
- Choose celebrities relevant to your target audience
- Research lesser-known, verifiable facts
- Create emotional hooks that make people want to watch
- Use trending or currently relevant celebrities
- Balance entertainment with authenticity
- Consider seasonal or anniversary tie-ins
- Make sure facts are actually surprising or interesting
- Keep videos under 60 seconds for optimal engagement
- Use compelling visuals to accompany each fact

Authority Hack Template #31

FACTS YOU DIDN'T KNOW ABOUT _____



PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.4M views, 108K likes



Monetization:
Sells website/app: Offers subscription
Price average: **\$1,594.88**



Earning potential:
\$3,180*

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



FACELESS EXAMPLE



Results achieved with
this template:
2.5M views, 78K likes



Monetization:
Creator Fund



Earning potential:
\$375.00*

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

FACELESS EXAMPLE



Results achieved with
this template:
2M views, 37K likes



Monetization:
Creator Fund



Earning potential:
\$300.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "5 Facts You Didn't Know About Ryan Reynolds and Blake Lively"
- "4 Sweet Facts You Didn't Know About John Krasinski and Emily Blunt"
- "6 Romantic Facts You Didn't Know About David and Victoria Beckham"
- "3 Heartwarming Facts You Didn't Know About Barack and Michelle Obama"

Entertainment/Celebrity Content:

- "7 Shocking Facts You Didn't Know About Leonardo DiCaprio"
- "5 Wild Facts You Didn't Know About Johnny Depp's Early Career"
- "6 Crazy Facts You Didn't Know About Jim Carrey"
- "8 Dark Facts You Didn't Know About Heath Ledger"

Music/Artists Content:

- "4 Genius Facts You Didn't Know About Beyoncé's Work Ethic"
- "6 Sad Facts You Didn't Know About Kurt Cobain"
- "5 Inspiring Facts You Didn't Know About Dolly Parton"
- "7 Insane Facts You Didn't Know About Freddie Mercury"

Sports Content:

- "5 Legendary Facts You Didn't Know About Michael Jordan"
- "6 Humble Facts You Didn't Know About LeBron James"
- "4 Badass Facts You Didn't Know About Serena Williams"
- "7 Crazy Facts You Didn't Know About Tom Brady"

Gaming/Streaming Content:

- "5 Weird Facts You Didn't Know About PewDiePie"
- "6 Genius Facts You Didn't Know About MrBeast"
- "4 Iconic Facts You Didn't Know About Ninja"
- "7 Random Facts You Didn't Know About Pokimane"

Business/Tech Content:

- "5 Shocking Facts You Didn't Know About Elon Musk"
- "6 Genius Facts You Didn't Know About Steve Jobs"
- "4 Crazy Facts You Didn't Know About Jeff Bezos"
- "7 Wild Facts You Didn't Know About Mark Zuckerberg"

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

"[NUMBER] Facts You Didn't Know About [FAMOUS PERSON IN YOUR NICHE]"

"_____ Facts You Didn't Know About _____"

Adjective Categories:

Positive/Wholesome:

- amazing, incredible, inspiring, heartwarming, beautiful, touching, lovely, sweet, wholesome, wonderful, fascinating, extraordinary

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, jaw-dropping, unbelievable, mind-blowing

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, surprising, unexpected, hidden, secret

Discovery/Knowledge-Based:

- unknown, rare, exclusive, behind-the-scenes, private, personal, untold, mysterious, classified, insider, forgotten, overlooked

BONUS TIPS:

- Numbers that perform well: 3, 5, 7, 10, 13, 15
- Use power words: "Shocking," "Secret," "Hidden," "Never," "Always"
- Visual pacing: Change image/clip every 2-3 seconds
- Text overlay: Include fact number and key words on screen
- Music: Use trending audio or upbeat background music
- Timing: Keep total video 15-30 seconds for TikTok, 30-60 seconds for Reels/Shorts

FACTS ABOUT _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
475K views, 15.5K likes



Monetization:
Creator Fund



Earning potential:
\$70.95*

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



FACELESS EXAMPLE



Results achieved with
this template:
1M views, 47.7K likes

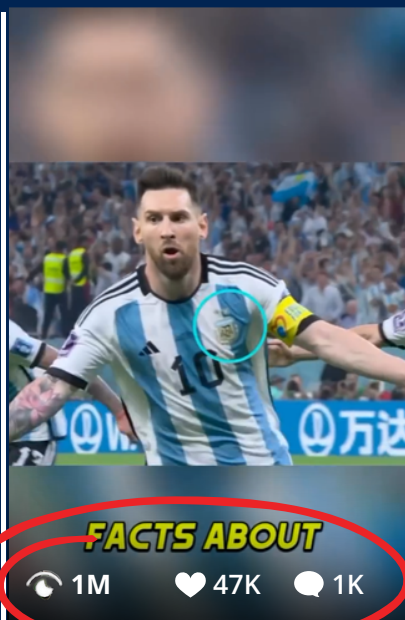


Monetization:
Creator Fund



Earning potential:
\$150.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Trending/Popular:

- "5 shocking facts about Taylor Swift"
- "7 wholesome facts about Keanu Reeves"
- "4 crazy facts about Elon Musk"
- "6 heartwarming facts about Dolly Parton"

Sports Focused:

- "5 legendary facts about Michael Jordan"
- "8 insane facts about Cristiano Ronaldo"
- "3 inspiring facts about Serena Williams"

Entertainment:

- "6 wild facts about Johnny Depp"
- "4 sweet facts about Ryan Reynolds and Blake Lively"
- "7 iconic facts about Marilyn Monroe"

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

"[NUMBER] [ADJECTIVE] facts about [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]"

" _____ facts about _____ "

Adjective Categories:

Positive/Wholesome:

- cute, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely, uplifting, wonderful, fascinating, remarkable

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, jaw-dropping, unbelievable, mind-blowing, outrageous

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, hilarious, awkward, relatable, unexpected, surprising

Emotional/Sad:

- heartbreaking, devastating, tragic, emotional, tear-jerking, soul-crushing, painful, gut-wrenching, sorrowful, melancholic, touching, moving

Funny/Humorous:

- hilarious, ridiculous, absurd, comedic, laugh-out-loud, amusing, entertaining, witty, clever, silly, goofy, funny, comical, hysterical

Mystery/Intrigue:

- mysterious, hidden, secret, unknown, buried, classified, forbidden, confidential, exclusive, rare, never-before-seen, behind-the-scenes, private

Achievement/Success:

- legendary, record-breaking, groundbreaking, game-changing, career-defining, history-making, revolutionary, pioneering, trailblazing

Relatable/Human:

- relatable, normal, everyday, human, down-to-earth, genuine, authentic, real, honest, vulnerable, candid, personal, intimate, raw, unfiltered, natural

BONUS TIPS:

- Optimal length: 15-30 seconds total
- Pacing: Spend 3-5 seconds on each fact
- Visuals: Use different photos/clips for each fact
- Text overlay: Display key numbers or words on screen
- Voice delivery: Keep energy high and conversational
- Background music: Use trending sounds or upbeat instrumentals
- Transitions: Quick cuts between facts to maintain attention

TIMES

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.7M views, 310K likes



Monetization:
Selling physical product: merchandise
Price average: **£49.00**



Earning potential:
\$30,000*

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



FACELESS EXAMPLE



Results achieved with
this template:
4M views, 225K likes



Monetization:
Creator Fund



Earning potential:
\$555.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- Cute/Sweet moments: "5 times when Ryan Reynolds was the perfect husband to Blake Lively"
- Heartwarming stories: "4 times when Barack and Michelle Obama gave us relationship goals"
- Romantic gestures: "6 times when John Krasinski proved his love for Emily Blunt"
- Power couples: "3 times when Beyoncé and Jay-Z showed ultimate couple energy"

Entertainment/Celebrity Gossip:

- Shocking moments: "7 times when Britney Spears broke free from her conservatorship constraints"
- Wild behavior: "5 times when Johnny Depp's eccentricity went too far"
- Controversial acts: "6 times when Kanye West shocked everyone with his statements"
- Iconic moments: "8 times when Marilyn Monroe proved she was ahead of her time"

Music/Artists:

- Emotional stories: "4 times when Kurt Cobain showed his vulnerable side"
- Genius moments: "5 times when Beyoncé's work ethic inspired everyone"
- Wild behavior: "6 times when Freddie Mercury was absolutely legendary"
- Inspiring acts: "7 times when Dolly Parton proved she's an angel on earth"

Sports:

- Legendary performances: "8 times when Michael Jordan destroyed his opponents"
- Inspiring comebacks: "5 times when Serena Williams silenced her critics"

- Dominant displays: "6 times when Cristiano Ronaldo proved he's superhuman"
- Humble moments: "4 times when LeBron James showed pure class"

Royal/Celebrity Protocol:

- "6 times when Princess Diana broke royal protocol and we loved her for it"
- "5 times when Meghan Markle shocked the monarchy"
- "4 times when Prince Harry chose love over duty"

Music Industry Drama:

- "7 times when Taylor Swift proved she's a marketing genius"
- "5 times when Britney Spears fought back against the system"
- "8 times when Madonna caused controversy and changed culture"

Sports Dominance:

- "6 times when Michael Jordan's trash talk became legendary"
- "5 times when Serena Williams shut down her critics"
- "7 times when Cristiano Ronaldo proved he's not human"

Hollywood Moments:

- "5 times when Jennifer Lawrence had embarrassing public moments"
- "6 times when Ryan Reynolds roasted other celebrities"
- "4 times when Keanu Reeves restored our faith in humanity"

Tech/Business Icons:

- "5 times when Steve Jobs predicted the future perfectly"
- "7 times when Elon Musk's tweets moved markets"
- "6 times when Oprah's generosity made us cry"

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

"[NUMBER] times when [FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ACTION/BEHAVIOR]"

" _____ times when _____ "

Adjective Categories:

Positive/Wholesome:

- cute, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely, uplifting, wonderful, fascinating, remarkable

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, jaw-dropping, unbelievable, mind-blowing, outrageous

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, hilarious, awkward, relatable, unexpected, surprising

BONUS TIPS:

- Optimal numbers: 3, 5, 7, 10 perform best
- Pacing: 2-4 seconds per instance
- Countdown format: Start with #1 and build anticipation
- Visual variety: Use different photos/clips for each instance
- Text overlay: Display the number and key action words
- Dramatic music: Use suspenseful or inspirational background tracks
- Cliffhanger: Save the most shocking/impressive instance for last
- Specificity: Include years, events, or specific details when possible

Authority Hack Template #34

DID YOU KNOW THAT _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
8.6M views, 1.1M likes

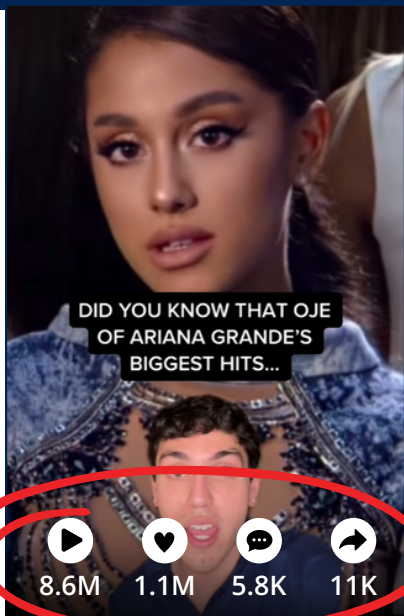


Monetization:
Creator Fund



Earning potential:
\$1,290.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
2M views, 24K likes



Monetization:
Creator Fund



Earning potential:
\$300.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "Did You Know That adorable proposal story about Ryan Reynolds and Blake Lively"
- "Did You Know That heartwarming love letter from Johnny Cash to June Carter"
- "Did You Know That romantic gesture Barack Obama made for Michelle"
- "Did You Know That sweet anniversary tradition of John Krasinski and Emily Blunt"

Entertainment/Celebrity Gossip:

- "Did You Know That shocking career change of Britney Spears' sister"
- "Did You Know That wild early audition of Johnny Depp"
- "Did You Know That controversial statement from Kanye West"
- "Did You Know That iconic wardrobe malfunction of Marilyn Monroe"

Music/Artists:

- "Did You Know That sad backstory behind Kurt Cobain's biggest hit"
- "Did You Know That genius creative process of Beyoncé's latest album"
- "Did You Know That crazy collaboration between Freddie Mercury and David Bowie"
- "Did You Know That inspiring comeback story of Dolly Parton"

Sports:

- "Did You Know That legendary training routine of Michael Jordan"
- "Did You Know That unbelievable record set by Serena Williams"
- "Did You Know That humble beginnings of Tom Brady"
- "Did You Know That badass moment from Ronda Rousey's career"

Business/Entrepreneur Content:

- "Did You Know That humble beginnings of Elon Musk's first company"
- "Did You Know That genius strategy behind Oprah's media empire"

Fitness/Health Content:

- "Did You Know That extreme workout routine of Dwayne Johnson"
- "Did You Know That surprising diet secret of Jennifer Lopez"

Tech/Innovation Content:

- "Did You Know That crazy invention story behind Steve Jobs' iPhone"
- "Did You Know That weird coding habit of Mark Zuckerberg"

Fashion/Beauty Content:

- "Did You Know That iconic fashion moment that changed Rihanna's career"
- "Did You Know That surprising beauty routine of Zendaya"

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

"Did You Know That [ADJECTIVE] [FACT/STORY] About [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]"

"Did You Know That _____ About _____"

Adjective Categories:

Positive/Wholesome:

- adorable, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely, uplifting, magical, charming, delightful

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, jaw-dropping, unbelievable, disturbing, mind-blowing

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, hilarious, awkward, mysterious, unexpected

BONUS TIPS:

- Hook timing: Create suspense by pausing after "Did you know that..."
- Visual storytelling: Show before/after images or related clips
- Emotional impact: Choose facts that evoke surprise, inspiration, or shock
- Credible sources: Use facts that can be easily verified
- Personal connection: Relate the fact to something viewers can understand
- Cliffhanger setup: End with a question that leads to your next video
- Text overlay: Display key words like "SHOCKING" or "TRUE STORY"
- Music choice: Use suspenseful build-up music for maximum impact

Authority Hack Template #35

WHY DOES _____



PERSONAL BRAND EXAMPLE



Results achieved with
this template:
375K views, 9K likes



Monetization:
Creator Fund



Earning potential:
\$52.65*

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



FACELESS EXAMPLE



Results achieved with
this template:
9.7M views, 688K likes



Monetization:
Creator Fund



Earning potential:
\$1,455.00*

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

FACELESS EXAMPLE



Results achieved with
this template:
9.4M views, 511K likes



Monetization:
Creator Fund



Earning potential:
\$1,395.00*



9.4M



511K



2.5K



12K

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

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "Why Does Everyone Love Ryan Reynolds and Blake Lively"
- "Why Does Nobody Talk About Healthy Celebrity Marriages"
- "Why Does Social Media Ruin Celebrity Relationships"
- "Why Does Everyone Compare Their Love Life to Celebrities"

Entertainment/Celebrity Gossip:

- "Why Does Everyone Hate James Corden Now"
- "Why Does Nobody Remember Brendan Fraser's Comeback"
- "Why Does Hollywood Always Cancel Good Actors"
- "Why Does Social Media Destroy Celebrity Reputations"

Music/Artists:

- "Why Does Everyone Hate Nickelback So Much"
- "Why Does Nobody Appreciate One Hit Wonders"
- "Why Does Spotify Always Recommend Bad Music?"
- "Why Does Auto-Tune Ruin Every Song Now"

Sports:

- "Why Does Everyone Think LeBron Is The GOAT"
- "Why Does Nobody Watch Baseball Anymore"
- "Why Does Everyone Hate Tom Brady"
- "Why Does The Media Always Criticize Athletes"

Business/Tech Content:

- "Why Does Everyone Hate Elon Musk Now"
- "Why Does Nobody Trust Mark Zuckerberg"
- "Why Does Big Tech Control Everything"

Fashion/Beauty Content:

- "Why Does Everyone Copy Kim Kardashian's Style"
- "Why Does Fast Fashion Ruin Everything"
- "Why Does Nobody Wear Real Brands Anymore"

Gaming Content:

- "Why Does Everyone Hate Mobile Gamers"
- "Why Does Nobody Play Single Player Games"
- "Why Does Gaming Culture Gatekeep So Much"

Food Content:

- "Why Does Everyone Hate Pineapple On Pizza"
- "Why Does Nobody Cook At Home Anymore"
- "Why Does Social Media Ruin Food Trends"

Fitness Content:

- "Why Does Everyone Think Cardio Is Boring"
- "Why Does Social Media Create Unrealistic Body Standards"
- "Why Does Everyone Want Quick Fitness Results"

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

"Why Does [SUBJECT] [ACTION/FEELING] [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]"

"Why Does _____"

Adjective Categories:

Positive/Wholesome:

- cute, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely, talented, successful, charming, perfect

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, problematic, toxic, fake, overrated

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, boring, annoying, cringe, awkward

BONUS TIPS:

- Controversial topics: Drive more engagement but stay factual
- Multiple perspectives: Show you've researched different viewpoints
- Recent examples: Use current events or recent incidents as evidence
- Avoid speculation: Stick to documented facts and credible sources
- Empathetic tone: Even when explaining criticism, maintain respect
- Visual evidence: Show clips, photos, or screenshots that support your points
- Trending personalities: Choose people currently in the news
- Balance: Present fair explanations rather than one-sided attacks

Authority Hack Template #36

YOU KNOW

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
10.4M views, 1.1M likes

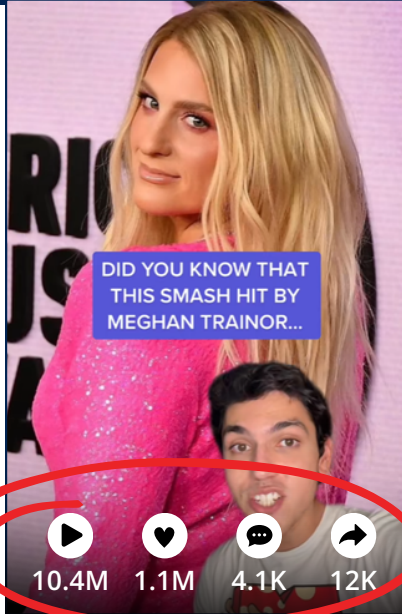


Monetization:
Creator Fund



Earning potential:
\$1,560.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
2.4M views, 209K likes

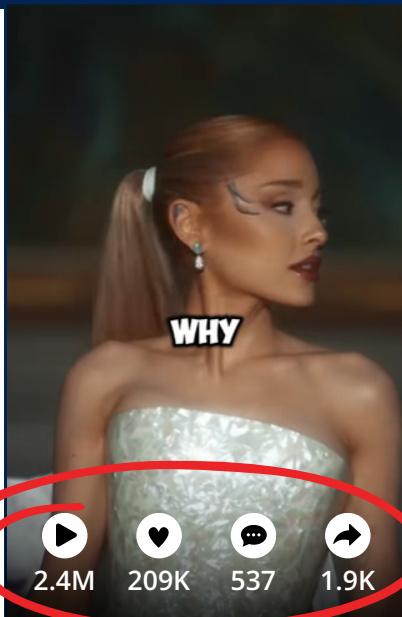


Monetization:
Creator Fund



Earning potential:
\$360.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "Did You Know This Sweet Love Story About Ryan Reynolds and Blake Lively"
- "Bet You Know This Romantic Gesture From John Krasinski to Emily Blunt"
- "I Bet You Know This Heartwarming Proposal Story About Barack and Michelle Obama"
- "Wait Until You Know This Adorable Anniversary Tradition of Celebrity Couples"

Entertainment/Celebrity Gossip:

- "Did You Know This Shocking Career Change From Britney Spears"
- "Bet You Know This Wild Early Audition Story About Johnny Depp"
- "I Bet You Know This Controversial Statement From Kanye West"
- "Wait Until You Know This Iconic Wardrobe Malfunction Story About Marilyn Monroe"

Music/Artists:

- "Did You Know This Sad Backstory Behind Kurt Cobain's Biggest Hit"
- "Bet You Know This Genius Creative Process Behind Beyoncé's Latest Album"
- "I Bet You Know This Crazy Collaboration Between Freddie Mercury and David Bowie"
- "Wait Until You Know This Inspiring Comeback Story About Dolly Parton"

Sports:

- "Did You Know This Legendary Training Routine of Michael Jordan"
- "Bet You Know This Unbelievable Record Set by Serena Williams"
- "I Bet You Know This Humble Beginning Story of Tom Brady"
- "Wait Until You Know This Badass Moment From Ronda Rousey's Career"

Business/Tech Content:

- "Did You Know This Genius Strategy Behind Elon Musk's Success"
- "Bet You Know This Crazy Origin Story of Mark Zuckerberg's Facebook"
- "Wait Until You Know This Shocking Business Decision by Steve Jobs"

Fashion/Beauty Content:

- "Did You Know This Iconic Fashion Moment That Made Rihanna Famous"
- "Bet You Know This Surprising Beauty Routine of Jennifer Lopez"
- "Wait Until You Know This Wild Style Evolution of Lady Gaga"

Gaming Content:

- "Did You Know This Legendary Gaming Moment from Ninja's Career"
- "Bet You Know This Crazy Gaming Setup of Popular Streamers"
- "Wait Until You Know This Shocking Gaming Industry Secret"

Food Content:

- "Did You Know This Amazing Cooking Secret from Gordon Ramsay"
- "Bet You Know This Surprising Food Fact About Celebrity Chefs"
- "Wait Until You Know This Crazy Restaurant Story from Anthony Bourdain"

Fitness Content:

- "Did You Know This Insane Workout Routine of Dwayne Johnson"
- "Bet You Know This Surprising Fitness Journey of Adele"
- "Wait Until You Know This Legendary Training Method of Arnold Schwarzenegger"

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

"[OPENING HOOK] You Know [SUBJECT/THING] [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]"

" _____ You Know _____ "

Adjective Categories:

Positive/Wholesome:

- cute, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely, talented, successful, charming, perfect

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, problematic, toxic, fake, overrated

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, boring, annoying, cringe, awkward

BONUS TIPS:

- Visual proof: Always show the actual work/achievement being discussed
- Credible sources: Use verifiable facts from interviews, documentaries, or official sources
- Emotional connection: Choose stories that inspire, shock, or surprise
- Timing: Build suspense with strategic pauses after "Did you know that this..."
- Specificity: Include exact numbers, timeframes, or details when possible
- Relatable angle: Connect to something viewers can understand or relate to
- Current relevance: Choose works that are still popular or recently trending
- Before/after visuals: Show contrast between the humble beginnings and massive success

Authority Hack Template #37

DID

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
11.6M views, 644K likes



Monetization:
Creator Fund



Earning potential:
\$1,740.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
77K views, 1.1K likes

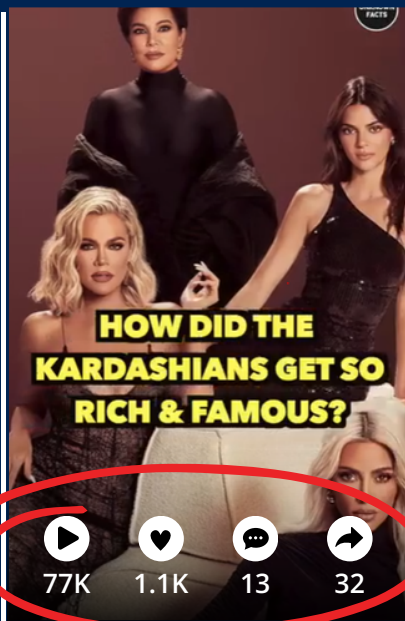


Monetization:
Creator Fund



Earning potential:
\$11.40*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "What Did Ryan Reynolds Really Mean About Blake Lively"
- "How Did Barack Obama Show His Love for Michelle"
- "Why Did John Krasinski's Proposal to Emily Blunt Go Viral"
- "When Did Celebrity Couples Start Being So Open About Love"

Entertainment/Celebrity Gossip:

- "What Did Britney Spears Really Say About Her Conservatorship"
- "How Did Johnny Depp's Career Change Everything"
- "Why Did Kanye West's Statement Shock Everyone"
- "When Did Marilyn Monroe Become This Iconic Figure"

Music/Artists:

- "What Did Kurt Cobain Really Mean in His Final Song"
- "How Did Beyoncé's Work Ethic Inspire a Generation"
- "Why Did Freddie Mercury's Performance Change Music Forever"
- "When Did Dolly Parton Become America's Sweetheart"

Sports:

- "What Did Michael Jordan Really Do for Basketball"
- "How Did Serena Williams Break Every Barrier"
- "Why Did Tom Brady's Career Define Greatness"
- "When Did Ronda Rousey Change Combat Sports Forever"

Business/Tech Content:

- "What Did Elon Musk Really Mean About Innovation"
- "How Did Steve Jobs Change the Tech Industry Forever"
- "Why Did Mark Zuckerberg's Vision Transform Communication"

Fashion/Beauty Content:

- "What Did Rihanna Really Do for Beauty Standards"
- "How Did Lady Gaga's Style Influence Fashion"
- "Why Did Kim Kardashian's Looks Define a Decade"

Gaming Content:

- "What Did Ninja Really Do for Gaming Culture"
- "How Did Streamers Change Entertainment Forever"
- "Why Did Gaming Become This Mainstream"

Food Content:

- "What Did Gordon Ramsay Really Mean to Cooking"
- "How Did Celebrity Chefs Change Food Culture"
- "Why Did Food Shows Become So Popular"

Fitness Content:

- "What Did Arnold Schwarzenegger Really Do for Bodybuilding"
- "How Did Fitness Influencers Change Workout Culture"
- "Why Did Home Workouts Become This Popular"

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

"[QUESTION WORD] Did [FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ACTION/IMPACT/MEANING]"

" _____ Did _____ "

Adjective Categories:

Positive/Wholesome:

- cute, sweet, wholesome, heartwarming, inspiring, amazing, incredible, beautiful, touching, lovely, talented, successful, charming, perfect

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, problematic, toxic, fake, overrated

Personality-Based:

- weird, quirky, random, chaotic, unhinged, iconic, legendary, badass, genius, humble, boring, annoying, cringe, awkward

BONUS TIPS:

- Emotional resonance: Focus on feelings and personal connections, not just facts
- Universal themes: Address impacts that many viewers can relate to
- Specific examples: Use concrete moments/achievements as evidence
- Balanced perspective: Acknowledge both positive impact and any complexities
- Current relevance: Connect past impact to present-day significance
- Visual storytelling: Use powerful images that represent their impact
- Respectful tone: Maintain dignity even when discussing controversial figures
- Call for reflection: Encourage viewers to think about personal meaning
- Avoid polarization: Focus on widely acknowledged positive contributions

HATES



PERSONAL BRAND EXAMPLE



Results achieved with
this template:
6.6M views, 940K likes



Monetization:
Selling physical product: merchandise
Price average: **£49.00**



Earning potential:
\$30,000*

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



FACELESS EXAMPLE



Results achieved with
this template:
344K views, 8.6K likes



Monetization:
Creator Fund



Earning potential:
\$50.40*

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

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "5 brutal reasons why everyone hates Kanye West"
- "3 shocking reasons why people can't stand Amber Heard"
- "7 real reasons why everyone turned on Ellen DeGeneres"
- "4 exposed reasons why fans hate James Charles"

Entertainment/Celebrity Gossip:

- "6 savage reasons why Hollywood hates Gwyneth Paltrow"
- "3 dark reasons why everyone dislikes Jake Paul"
- "5 disturbing reasons why people hate Logan Paul"
- "4 brutal reasons why fans turned on Shane Dawson"

Music/Artists:

- "5 harsh reasons why everyone hates Chris Brown"
- "3 real reasons why people can't stand Machine Gun Kelly"
- "6 exposed reasons why fans hate Iggy Azalea"
- "4 savage reasons why everyone dislikes 6ix9ine"

Sports:

- "5 brutal reasons why fans hate LeBron James"
- "3 shocking reasons why people dislike Cristiano Ronaldo"
- "4 real reasons why everyone turned on Antonio Brown"

Business/Tech:

- "6 devastating reasons why people hate Elon Musk"
- "3 exposed reasons why everyone dislikes Jeff Bezos"
- "5 harsh reasons why fans turned on Mark Zuckerberg"

Reality TV/Influencers:

- "4 savage reasons why everyone hates the Kardashians"
- "5 brutal reasons why people can't stand Tana Mongeau"
- "3 shocking reasons why fans hate Nikocado Avocado"

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

"[NUMBER] [ADJECTIVE] reasons why everyone hates [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]"

" _____ reasons why everyone hates _____ "

Adjective Categories:

Intensity/Impact:

- shocking, brutal, savage, explosive, devastating, damaging, harsh, ruthless

Truth/Reality:

- honest, real, raw, exposed, revealed, hidden, dark, ugly

Emotional Response:

- disturbing, heartbreaking, infuriating, disgusting, cringe, uncomfortable, painful

Judgment/Opinion:

- controversial, problematic, questionable, unforgivable, inexcusable, terrible, awful

Surprise/Discovery:

- surprising, unexpected, unknown, secret, buried, forgotten, overlooked

BONUS TIPS:

- Trending timing: Create when the person is currently controversial
- Shocking thumbnail: Use dramatic expressions and bold text
- Pacing: Spend 3-4 seconds on each reason
- Evidence: Always show proof of your claims
- Hook strength: Start with your most compelling reason in the preview
- Comments: Engage with viewers who add more information
- Updates: Be prepared to address new developments
- Platform optimization: Adjust length for each platform (15s TikTok, 30s Reels, 60s Shorts)

X REASONS WHY _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
5M views, 654K likes



Monetization:
Selling physical product: merchandise
Price average: **£49.00**



Earning potential:
\$30,000*

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



5M



654K

FACELESS EXAMPLE



Results achieved with
this template:
630K views, 2K likes

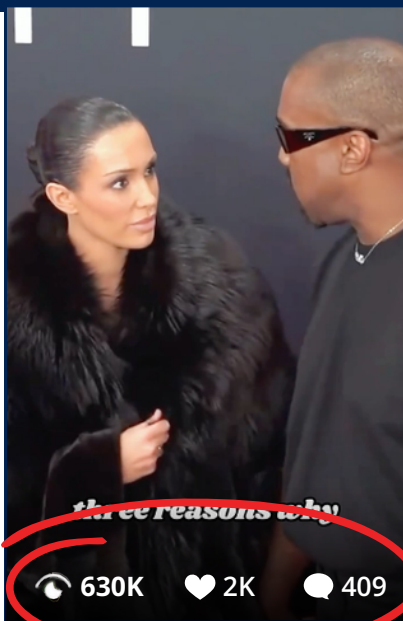


Monetization:
Creator Fund



Earning potential:
\$94.50*

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



630K



2K



409

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "5 real reasons why Kanye asked his wife to do this"
- "3 psychological reasons why Taylor Swift keeps dating musicians"
- "7 hidden reasons why Kim divorced Pete Davidson"
- "4 shocking reasons why Jennifer Lopez keeps getting married"

Entertainment/Celebrity Gossip:

- "6 strategic reasons why Britney Spears shaved her head"
- "3 genius reasons why The Rock left wrestling"
- "5 dark reasons why Amanda Bynes disappeared"
- "4 calculated reasons why Tom Cruise jumped on Oprah's couch"

Music/Artists:

- "4 real reasons why Adele disappeared for 6 years"
- "5 genius reasons why Beyoncé's work ethic is unmatched"
- "3 heartbreaking reasons why Kurt Cobain struggled"
- "6 surprising reasons why Dolly Parton inspires everyone"

Sports:

- "5 strategic reasons why Michael Jordan is legendary"
- "3 shocking reasons why Mike Tyson became unstoppable"
- "4 psychological reasons why Serena Williams dominated tennis"
- "6 hidden reasons why LeBron James switched teams"

Business/Tech:

- "5 brilliant reasons why Elon Musk bought Twitter"
- "3 calculated reasons why Steve Jobs wore the same outfit"
- "4 genius reasons why Mark Zuckerberg dropped out of Harvard"
- "7 strategic reasons why Jeff Bezos started Amazon"

Reality TV/Influencers:

- "4 savage reasons why Gordon Ramsay yells at chefs"
- "5 smart reasons why MrBeast gives away millions"
- "3 psychological reasons why the Kardashians stay relevant"
- "6 calculated reasons why Logan Paul pivots his content"

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

"[NUMBER] [ADJECTIVE] reasons why [FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ACTION/DECISION/BEHAVIOR]"

" _____ reasons why _____ "

Adjective Categories:

Analytical/Investigative:

- real, true, hidden, secret, actual, exposed, revealed, honest, deep, psychological

Dramatic/Emotional:

- shocking, crazy, wild, insane, mind-blowing, heartbreaking, devastating, stunning, jaw-dropping

Expert/Authoritative:

- genius, brilliant, strategic, calculated, smart, masterful, clever, tactical, savvy

Controversial/Edgy:

- controversial, savage, brutal, ruthless, dark, twisted, scandalous, forbidden, explosive

Surprising/Mysterious:

- surprising, unexpected, bizarre, weird, strange, mysterious, puzzling, confusing, unbelievable

BONUS TIPS:

- Intriguing action: Choose decisions that genuinely puzzle people
- Mix reason types: Combine obvious and surprising explanations
- Visual storytelling: Show evidence and examples for each reason
- Psychological depth: Go beyond surface-level explanations
- Current relevance: Focus on recent or trending decisions
- Empathy angle: Help viewers understand rather than just judge
- Discussion starter: End with questions that encourage comments
- Follow-up potential: Create content that can spawn related videos

_____ IS THE HIGHEST _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.5M views, 549K likes

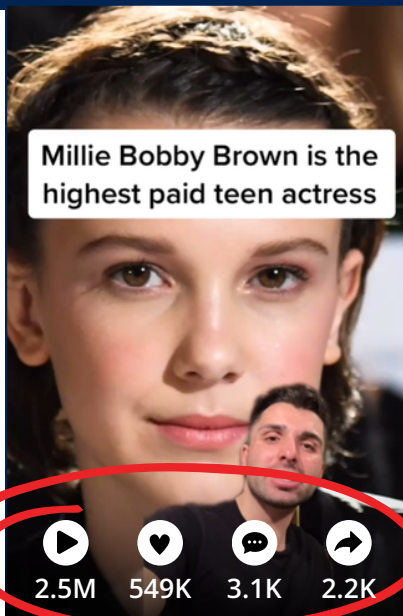


Monetization:
Creator Fund



Earning potential:
\$375.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
832K views, 143K likes



Monetization:
Creator Fund



Earning potential:
\$121.35*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Entertainment/Celebrity:

- "Taylor Swift is the highest earning female musician under 35"
- "Tom Cruise is the highest paid action movie star over 50"
- "Zendaya is the highest rated young actress in Hollywood"
- "The Rock is the highest grossing wrestler-turned-actor"

Sports:

- "Lionel Messi is the highest paid soccer player in history"
- "Serena Williams is the highest earning female tennis player ever"
- "LeBron James is the highest valued NBA player off the court"
- "Cristiano Ronaldo is the highest followed athlete on social media"

Business/Tech:

- "Elon Musk is the highest valued entrepreneur under 60"
- "Mark Zuckerberg is the highest earning tech CEO under 40"
- "Jeff Bezos is the highest grossing e-commerce founder"
- "Bill Gates is the highest charitable billionaire philanthropist"

Music/Artists:

- "Drake is the highest streaming hip-hop artist worldwide"
- "Billie Eilish is the highest awarded Gen Z musician"
- "Ed Sheeran is the highest earning singer-songwriter currently"
- "Beyoncé is the highest celebrated female performer alive"

Personal Brand Examples:

Lifestyle/Motivation:

- "Oprah Winfrey is the highest inspiring media personality ever"
- "Tony Robbins is the highest paid motivational speaker alive"
- "Marie Kondo is the highest rated organization expert worldwide"
- "Gary Vaynerchuk is the highest followed entrepreneur on TikTok"

Fitness/Health:

- "The Rock is the highest dedicated fitness influencer in Hollywood"
- "Joe Rogan is the highest listened health podcaster currently"
- "David Goggins is the highest rated mental toughness coach"
- "Jillian Michaels is the highest earning female fitness trainer"

Fashion/Beauty:

- "Rihanna is the highest earning beauty entrepreneur under 40"
- "Kim Kardashian is the highest followed fashion influencer ever"
- "Kylie Jenner is the highest valued young beauty mogul"
- "Gigi Hadid is the highest paid supermodel currently"

Education/Knowledge:

- "Neil deGrasse Tyson is the highest rated science communicator alive"
- "Malcolm Gladwell is the highest selling psychology author currently"
- "Tim Ferriss is the highest followed productivity expert online"
- "Brené Brown is the highest watched vulnerability researcher ever"

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

"[FAMOUS PERSON IN YOUR NICHE/CELEBRITY] is the highest [ADJECTIVE] [CATEGORY/ACHIEVEMENT] [RELEVANT CONTEXT]"

"_____ is the highest _____"

Adjective Categories:

Achievement/Success-Based:

- paid, earning, grossing, selling, rated, ranked, awarded, celebrated, accomplished, successful, performing, valued, breaking, achieving

Dramatic/Attention-Grabbing:

- shocking, controversial, surprising, unexpected, wild, crazy, explosive, dramatic, scandalous, unbelievable, jaw-dropping, insane

Positive/Aspirational:

- inspiring, amazing, incredible, legendary, iconic, groundbreaking, revolutionary, brilliant, talented, gifted, phenomenal, outstanding

Personality/Character-Based:

- humble, generous, charitable, dedicated, hardworking, focused, ambitious, fearless, bold, authentic, genuine, influential

BONUS TIPS:

- Use current, verifiable facts
- Choose trending personalities in your niche
- Include surprising or lesser-known statistics
- Add visual elements (numbers, comparisons)
- Use trending audio/music
- Post during peak hours for your audience
- Engage with comments quickly after posting

Authority Hack Template #41

DID _____ SECRET

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.7M views, 298K likes

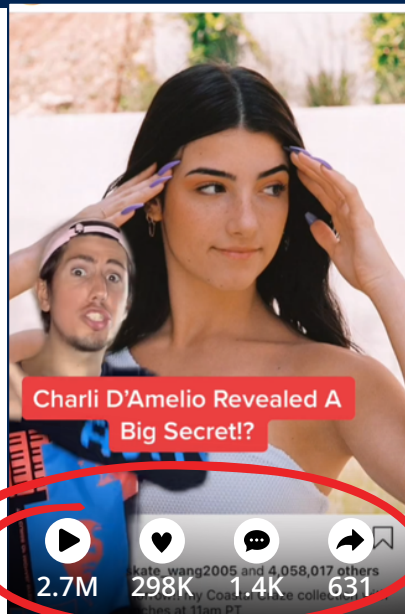


Monetization:
Creator Fund



Earning potential:
\$405.00*

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



2.7M

298K

1.4K

631

FACELESS EXAMPLE



Results achieved with
this template:
2M views, 214K likes



Monetization:
Creator Fund



Earning potential:
\$300.00*

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



2M

214K

869

6.9K

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Entertainment/Celebrity Gossip:

- "Did Taylor Swift reveal her biggest secret?"
- "Did The Rock confess his wildest confession?"
- "Did Ryan Reynolds leak his Marvel secret?"
- "Did Jennifer Lawrence drop a shocking bombshell?"
- "Did Zendaya expose her hidden truth?"
- "Did Leonardo DiCaprio spill his darkest secret?"

Music/Artists:

- "Did Drake admit his controversial truth?"
- "Did Billie Eilish reveal her personal struggle?"
- "Did Ed Sheeran confess his biggest regret?"
- "Did Ariana Grande leak her private drama?"
- "Did The Weeknd expose his wild past?"
- "Did Doja Cat drop her explosive secret?"

Sports:

- "Did LeBron James reveal his retirement secret?"
- "Did Tom Brady confess his biggest fear?"
- "Did Serena Williams admit her hidden struggle?"
- "Did Cristiano Ronaldo leak his transfer secret?"
- "Did Michael Jordan expose his gambling truth?"
- "Did Kobe Bryant share his final secret?"

Tech/Business:

- "Did Elon Musk reveal his Mars secret?"
- "Did Mark Zuckerberg confess his biggest mistake?"
- "Did Jeff Bezos leak his space plans?"
- "Did Bill Gates admit his controversial opinion?"
- "Did Steve Jobs expose his hidden genius?"
- "Did Warren Buffett drop his investment secret?"

Personal Brand Examples:

Lifestyle/Motivation:

- "Did Oprah Winfrey reveal her success secret?"
- "Did Tony Robbins confess his personal struggle?"

- "Did Gary Vaynerchuk leak his business strategy?"
- "Did Marie Kondo admit her organizing truth?"
- "Did Tim Ferriss expose his productivity hack?"
- "Did Brené Brown share her vulnerability secret?"

Fitness/Health:

- "Did Joe Rogan reveal his supplement secret?"
- "Did David Goggins confess his mental trick?"
- "Did Jillian Michaels leak her diet truth?"
- "Did The Rock admit his cheat meal secret?"
- "Did Shaun T expose his workout routine?"
- "Did Kayla Itsines drop her fitness bombshell?"

Fashion/Beauty:

- "Did Rihanna reveal her beauty secret?"
- "Did Kim Kardashian confess her skincare truth?"
- "Did Kylie Jenner leak her makeup routine?"
- "Did Gigi Hadid admit her modeling secret?"
- "Did James Charles expose his technique?"
- "Did Jeffree Star drop his brand bombshell?"

Food/Cooking:

- "Did Gordon Ramsay reveal his cooking secret?"
- "Did Jamie Oliver confess his ingredient truth?"
- "Did Anthony Bourdain leak his travel secret?"
- "Did Martha Stewart admit her hosting trick?"
- "Did Guy Fieri expose his restaurant pick?"
- "Did Julia Child share her technique secret?"

Finance/Investment:

- "Did Dave Ramsey reveal his debt secret?"
- "Did Robert Kiyosaki confess his investment truth?"
- "Did Suze Orman leak her saving strategy?"
- "Did Kevin O'Leary admit his business secret?"
- "Did Grant Cardone expose his sales trick?"
- "Did Barbara Corcoran drop her real estate bombshell?"

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

"Did [FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ADJECTIVE] [SECRET/REVEAL TYPE]?"

"Did _____?"

Adjective Categories:

Positive/Wholesome:

- reveal, share, expose, admit, confess, disclose, unveil, announce, confirm, discover, uncover, spill

Dramatic/Controversial:

- leak, drop, expose, scandal, bombshell, shocking, wild, crazy, explosive, brutal, savage, dark, controversial

Personality-Based:

- secret, hidden, private, personal, mysterious, surprising, unexpected, behind-the-scenes, exclusive, intimate, classified

BONUS TIPS:

- Use current, trending personalities
- Base content on real interviews/posts
- Create compelling thumbnails with surprised faces
- Use dramatic text overlays and effects
- Time reveals for maximum suspense
- Encourage comments with controversial takes
- Follow up with related "secret" content
- Cross-reference multiple sources for accuracy

CAN'T BELIEVE

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
3.4M views, 123K likes



Monetization:
Cosmetologist & Formulator
Price average: **\$4**



Earning potential:
\$1,360*

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



FACELESS EXAMPLE



Results achieved with
this template:
13.7M views, 1.3M likes



Monetization:
Creator Fund



Earning potential:
\$2,040.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Entertainment/Celebrity Gossip:

- "I can't believe Taylor Swift actually did this"
- "Nobody can believe The Rock really said this"
- "Fans can't believe Zendaya secretly tried this"
- "Hollywood can't believe Leonardo DiCaprio boldly made this move"
- "Everyone can't believe Ryan Reynolds casually posted this"
- "The internet can't believe Jennifer Lawrence surprisingly admitted this"

Music/Artists:

- "Music lovers can't believe Drake literally pulled this off"
- "I can't believe Billie Eilish quietly shared this"
- "Fans can't believe Ed Sheeran actually revealed this"
- "Nobody can't believe Ariana Grande smoothly handled this"
- "The world can't believe The Weeknd unexpectedly did this"
- "Everyone can't believe Doja Cat brilliantly responded this way"

Sports:

- "Sports fans can't believe LeBron James really attempted this"
- "I can't believe Tom Brady actually said this"
- "Nobody can't believe Serena Williams boldly tried this"
- "Everyone can't believe Cristiano Ronaldo casually accomplished this"
- "Fans can't believe Michael Jordan secretly did this"
- "The world can't believe Kobe Bryant surprisingly managed this"

Tech/Business:

- "I can't believe Elon Musk actually posted this"
- "Nobody can't believe Mark Zuckerberg really admitted this"
- "Everyone can't believe Jeff Bezos quietly revealed this"
- "The internet can't believe Bill Gates surprisingly said this"
- "People can't believe Steve Jobs actually did this"
- "Critics can't believe Warren Buffett boldly made this move"

Personal Brand Examples:

Lifestyle/Motivation:

- "I can't believe Oprah Winfrey actually shared this wisdom"
- "Everyone can't believe Tony Robbins really tried this technique"
- "People can't believe Gary Vaynerchuk quietly revealed this strategy"
- "Fans can't believe Marie Kondo surprisingly did this"
- "Nobody can't believe Tim Ferriss actually tested this"
- "I can't believe Brené Brown boldly admitted this truth"

Fitness/Health:

- "Fitness fans can't believe Joe Rogan actually tried this"
- "I can't believe David Goggins really pushed through this"
- "Everyone can't believe Jillian Michaels secretly does this"
- "Nobody can't believe The Rock actually eats this"
- "People can't believe Shaun T surprisingly revealed this"
- "Fans can't believe Kayla Itsines quietly shared this tip"

Fashion/Beauty:

- "I can't believe Rihanna actually wore this"
- "Beauty lovers can't believe Kim Kardashian really uses this"
- "Everyone can't believe Kylie Jenner secretly tried this"
- "Fans can't believe Gigi Hadid surprisingly did this"
- "Nobody can't believe James Charles actually attempted this"
- "The internet can't believe Jeffree Star boldly said this"

Food/Cooking:

- "I can't believe Gordon Ramsay actually cooked this"
- "Food lovers can't believe Jamie Oliver really tried this"
- "Everyone can't believe Anthony Bourdain secretly loved this"
- "Nobody can't believe Martha Stewart surprisingly made this"
- "Fans can't believe Guy Fieri actually ate this"
- "People can't believe Julia Child boldly attempted this"

Finance/Investment:

- "I can't believe Dave Ramsey actually said this about debt"
- "Investors can't believe Robert Kiyosaki really revealed this"
- "Everyone can't believe Suze Orman surprisingly admitted this"
- "Nobody can't believe Kevin O'Leary boldly tried this"
- "People can't believe Grant Cardone actually does this"
- "Fans can't believe Barbara Corcoran quietly shared this secret"

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

"[PRONOUN/NAME] can't believe [FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ADJECTIVE] [ACTION/SITUATION]"

" _____ can't believe _____ _____ "

Adjective Categories:

Positive/Wholesome:

- actually, really, truly, genuinely, seriously, honestly, literally, absolutely, completely, totally

Dramatic/Controversial:

- shocking, wild, crazy, insane, savage, brutal, explosive, scandalous, controversial, unbelievable, outrageous

Personality-Based:

- secretly, quietly, boldly, surprisingly, unexpectedly, randomly, casually, smoothly, cleverly, brilliantly

BONUS TIPS:

- Use genuine reactions for authenticity
- Create compelling thumbnails with shocked expressions
- Time the reveal perfectly for maximum impact
- Use trending audio that matches the shock value
- Include before/after comparisons when possible
- Engage with comments to boost algorithm performance
- Follow trending hashtags in your niche
- Post when your audience is most active
- Create series around "unbelievable" moments
- Always fact-check before posting controversial content

Authority Hack Template #43

DID YOU KNOW _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
10.2M view, 840K likes

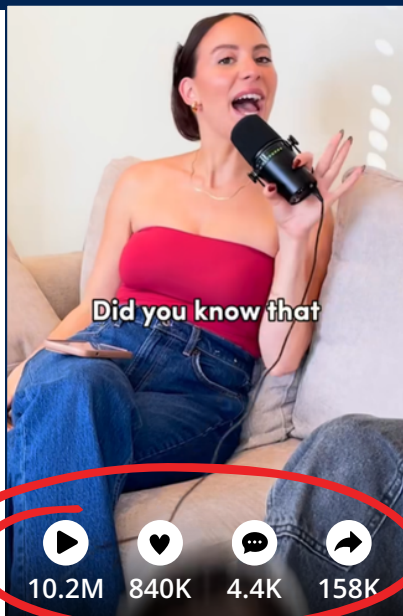


Monetization:
Creator Fund



Earning potential:
\$1,515.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
333K views, 4K likes



Monetization:
Creator Fund



Earning potential:
\$49.80*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "Did you know Ryan Gosling actually dated Rachel McAdams in real life?"
- "Did you know John Krasinski originally auditioned to be Captain America?"
- "Did you know Barack Obama once worked at a Baskin-Robbins?"
- "Did you know David Beckham can actually speak four languages?"

Gaming/Streaming:

- "Did you know PewDiePie originally studied industrial economics?"
- "Did you know Ninja actually started as a professional Halo player?"
- "Did you know Markiplier was originally studying to be a biomedical engineer?"
- "Did you know Pokimane actually has a chemical engineering degree?"

Comedy/Entertainment:

- "Did you know Kevin Hart was actually discovered at a comedy club in Boston?"
- "Did you know Ricky Gervais originally worked in radio for 8 years?"
- "Did you know Dave Chappelle walked away from a \$50 million contract?"
- "Did you know Amy Schumer actually comes from a wealthy family?"

Science/Education:

- "Did you know Neil deGrasse Tyson originally wanted to be a dancer?"
- "Did you know Bill Nye actually worked as an engineer at Boeing?"
- "Did you know Jane Goodall had no formal scientific training when she started?"
- "Did you know Stephen Hawking was actually told he had 2 years to live?"

Entertainment/Celebrity Gossip:

- "Did you know Taylor Swift actually started as a country singer?"
- "Did you know The Rock originally wanted to be a professional football player?"
- "Did you know Zendaya secretly trained as a professional dancer?"
- "Did you know Leonardo DiCaprio almost became a marine biologist?"
- "Did you know Ryan Reynolds was nearly cast as Deadpool 10 years earlier?"
- "Did you know Jennifer Lawrence originally auditioned for Twilight?"

Music/Artists:

- "Did you know Drake actually started as an actor on Degrassi?"
- "Did you know Billie Eilish originally wrote songs for other artists?"
- "Did you know Ed Sheeran once busked on the streets for money?"
- "Did you know Ariana Grande began as a Broadway performer?"
- "Did you know The Weeknd initially released music anonymously?"
- "Did you know Doja Cat started by making beats in her bedroom?"

Sports:

- "Did you know LeBron James nearly chose football over basketball?"
- "Did you know Tom Brady was drafted by the Montreal Expos for baseball?"
- "Did you know Serena Williams once considered quitting tennis at 16?"
- "Did you know Cristiano Ronaldo almost joined Arsenal instead of Manchester United?"
- "Did you know Michael Jordan was initially cut from his high school basketball team?"
- "Did you know Kobe Bryant originally spoke fluent Italian from living in Italy?"

Tech/Business:

- "Did you know Elon Musk actually wanted to work at Netscape?"

- "Did you know Mark Zuckerberg originally created Facebook for Harvard only?"
- "Did you know Jeff Bezos nearly called Amazon 'Relentless.com'?"
- "Did you know Bill Gates was once arrested for a traffic violation?"
- "Did you know Steve Jobs was actually adopted as a baby?"
- "Did you know Warren Buffett once owned a Sinclair gas station?"

Personal Brand Examples:

Lifestyle/Motivation:

- "Did you know Oprah Winfrey actually grew up in extreme poverty?"
- "Did you know Tony Robbins overcame a severe stuttering problem as a child?"
- "Did you know Gary Vaynerchuk originally worked at his family's wine shop?"
- "Did you know Marie Kondo started organizing at age 5?"
- "Did you know Tim Ferriss once struggled with severe depression?"
- "Did you know Brené Brown originally trained as a social worker?"

Fitness/Health:

- "Did you know Joe Rogan actually started as a stand-up comedian?"
- "Did you know David Goggins was once 300 pounds overweight?"
- "Did you know Jillian Michaels struggled with weight issues as a child?"
- "Did you know Arnold Schwarzenegger originally wanted to be a businessman?"
- "Did you know Shaun T once weighed 50 pounds more than he does now?"
- "Did you know Kayla Itsines started training clients in a park?"

Fashion/Beauty:

- "Did you know Rihanna actually turned down multiple record deals before signing?"
- "Did you know Kim Kardashian originally worked as Paris Hilton's assistant?"

- "Did you know Kylie Jenner was actually the shy one in the family?"
- "Did you know Gigi Hadid originally wanted to be a professional volleyball player?"
- "Did you know James Charles was discovered through a tweet?"
- "Did you know Jeffree Star started as a MySpace musician?"

Food/Cooking:

- "Did you know Gordon Ramsay originally trained to be a professional soccer player?"
- "Did you know Jamie Oliver started cooking at his parents' pub at age 8?"
- "Did you know Anthony Bourdain actually hated vegetables as a child?"
- "Did you know Martha Stewart was originally a stockbroker on Wall Street?"
- "Did you know Guy Fieri's real last name is actually Ferry?"
- "Did you know Julia Child didn't start cooking until she was 36?"

Finance/Investment:

- "Did you know Dave Ramsey actually filed for bankruptcy in his 20s?"
- "Did you know Robert Kiyosaki once lived in his car?"
- "Did you know Suze Orman worked as a waitress until age 30?"
- "Did you know Kevin O'Leary started by selling ice cream from a truck?"
- "Did you know Grant Cardone was once addicted to drugs?"
- "Did you know Barbara Corcoran got straight D's in school?"

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

**"Did you know [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]
[ADJECTIVE] [ACTION/SITUATION/FACT]?"**

"Did you know _____?"

Adjective Categories:

Positive/Wholesome:

- actually, secretly, surprisingly, genuinely, originally, once, nearly, almost, previously, initially, quietly, humbly, gracefully

Dramatic/Controversial:

- shockingly, wildly, crazily, brutally, savagely, controversially, scandalously, explosively, devastatingly, dramatically, dangerously

Personality-Based:

- weirdly, randomly, hilariously, ironically, awkwardly, cleverly, boldly, brilliantly, mysteriously, unexpectedly, strangely, uniquely

Career/Achievement-Based:

- originally, initially, first, previously, once, nearly, almost, supposedly, reportedly, allegedly, officially, professionally

Time-Based:

- never, always, once, before, after, during, while, when, until, since, eventually, finally, immediately, instantly

BONUS TIPS:

- Always fact-check your information thoroughly
- Use surprising but positive facts when possible
- Include visual elements (photos, documents, clips)
- Create series around similar themes
- Time posts with trending topics about the celebrity
- Use engaging thumbnails with question marks or shocked faces
- Respond to comments with additional facts
- Cross-promote related "Did You Know" content
- Keep facts recent and relevant to current events
- Build credibility by citing sources in comments

MOST ICONIC

PERSONAL BRAND EXAMPLE



Results achieved with
this template:

4.7M views, 503K likes



Monetization:

Sells physical product

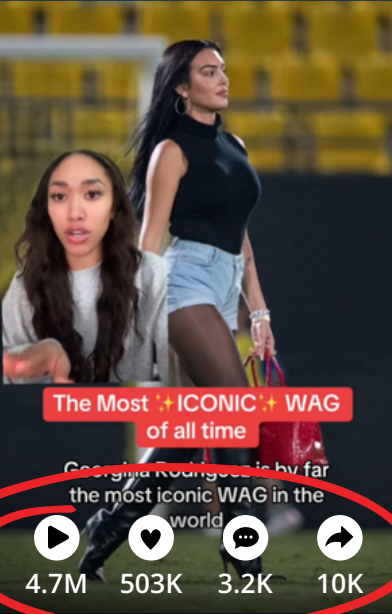
Price average: **\$51**



Earning potential:

\$22,950*

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



FACELESS EXAMPLE



Results achieved with
this template:

20.1M views, 2.1M likes



Monetization:

Creator Fund



Earning potential:

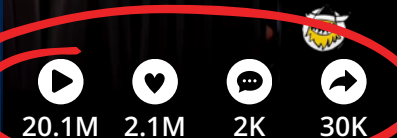
\$3,015.00*

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

Jennifer Lawrence's most
iconic moments

- 1.
- 2.
- 3.
- 4.

5. What do u mean?



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "The most romantic celebrity couple of all time"
- "5 most iconic love stories in Hollywood"
- "The most inspiring marriage right now"
- "3 most legendary power couples ever"
- "The most stunning wedding of all time"

Gaming/Streaming:

- "The most legendary gamer of all time"
- "5 most influential streamers right now"
- "The most iconic gaming moment ever"
- "7 most successful esports players today"
- "The most revolutionary gaming content creator right now"

Comedy/Entertainment:

- "The most hilarious comedian of all time"
- "6 most influential entertainers right now"
- "The most legendary comedy performance ever"
- "5 most successful comedic actors today"
- "The most viral comedy moment right now"

Science/Education:

- "The most influential scientist of all time"
- "5 most inspiring educators right now"
- "The most groundbreaking discovery ever"
- "7 most successful science communicators today"
- "The most revolutionary researcher right now"

Entertainment/Celebrity Gossip:

- "The most iconic actress of all time"
- "5 most legendary actors in Hollywood"
- "The most shocking celebrity couple ever"
- "7 most influential stars right now"
- "The most stunning red carpet look this year"
- "4 most controversial celebrities in history"

Music/Artists:

- "The most iconic musician of all time"
- "6 most legendary singers ever"
- "The most groundbreaking artist right now"
- "5 most influential rappers in history"
- "The most stunning music video this decade"
- "3 most revolutionary bands ever"

Sports:

- "The most legendary athlete of all time"
- "5 most dominant players ever"
- "The most iconic sports moment in history"
- "7 most successful teams right now"
- "The most inspiring comeback ever"
- "4 most controversial athletes today"

Tech/Business:

- "The most influential entrepreneur of all time"
- "6 most successful CEOs right now"
- "The most innovative founder ever"
- "5 most powerful business leaders today"
- "The most revolutionary company right now"
- "3 most inspiring success stories ever"

Personal Brand Examples:

Lifestyle/Motivation:

- "The most inspiring life coach of all time"
- "5 most influential motivational speakers ever"
- "The most transformative guru right now"
- "7 most powerful personal development leaders today"
- "The most authentic influencer right now"
- "4 most successful lifestyle entrepreneurs ever"

Fitness/Health:

- "The most legendary fitness trainer of all time"
- "6 most influential health experts right now"
- "The most inspiring transformation coach ever"

- "5 most successful fitness entrepreneurs today"
- "The most motivational athlete right now"
- "3 most revolutionary fitness programs ever"

Fashion/Beauty:

- "The most iconic fashion designer of all time"
- "5 most influential beauty gurus right now"
- "The most stunning supermodel ever"
- "7 most successful fashion entrepreneurs today"
- "The most revolutionary makeup artist right now"
- "4 most legendary fashion moments ever"

Food/Cooking:

- "The most legendary chef of all time"
- "6 most influential food personalities right now"
- "The most inspiring culinary journey ever"
- "5 most successful restaurant owners today"
- "The most revolutionary cooking technique right now"
- "3 most iconic food shows ever"

Finance/Investment:

- "The most successful investor of all time"
- "5 most influential financial advisors right now"
- "The most inspiring rags-to-riches story ever"
- "7 most powerful financial educators today"
- "The most revolutionary investment strategy right now"
- "4 most legendary business deals ever"

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

"[NUMBER/THE] most [ADJECTIVE] [FAMOUS PERSON IN YOUR NICHE/CELEBRITY/CATEGORY] [TIME PERIOD/CONTEXT]"

" _____ most _____ "

Adjective Categories:

Positive/Wholesome:

- iconic, inspiring, amazing, incredible, beautiful, touching, lovely, sweet, wholesome, heartwarming, uplifting, motivational, legendary

Dramatic/Controversial:

- shocking, wild, crazy, insane, savage, brutal, explosive, scandalous, controversial, jaw-dropping, unbelievable, mind-blowing, outrageous

Personality-Based:

- iconic, legendary, badass, genius, humble, weird, quirky, random, chaotic, unhinged, fearless, bold, brilliant, mysterious

Achievement/Status-Based:

- successful, powerful, influential, groundbreaking, revolutionary, dominant, record-breaking, award-winning, celebrated, acclaimed

Physical/Aesthetic:

- stunning, gorgeous, stylish, fashionable, elegant, glamorous, striking, breathtaking, captivating, mesmerizing, flawless

BONUS TIPS:

- Choose genuinely iconic moments that are widely recognized
- Use high-quality footage/images of the iconic moment
- Include context for younger audiences who might not know
- Create compelling thumbnails with the iconic imagery
- Use nostalgic or epic background music
- Encourage debate in comments with controversial picks
- Create series around similar themes for consistency
- Time posts with anniversaries or relevant events
- Cross-reference with trending hashtags
- Collaborate with others for "ranking" style content
- Always credit original creators/sources
- Use split screens to compare different iconic moments

EXPOSE/EXPOSED

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.4M views, 227K likes



Monetization:
Creator Fund



Earning potential:
\$360.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
7.7M views, 744K likes

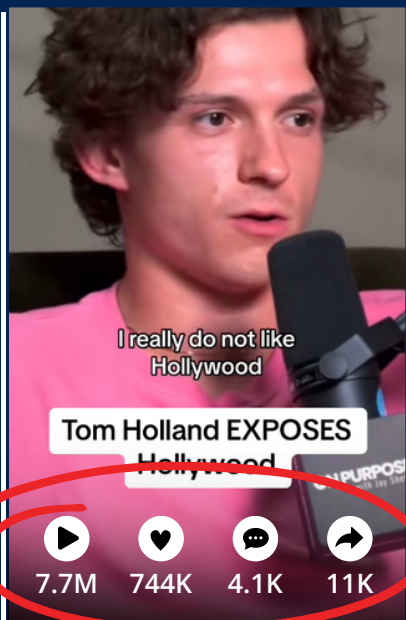


Monetization:
Creator Fund



Earning potential:
\$1,140.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "5 shocking facts about [Celebrity] exposing their ex"
- "4 brutal truths [Celebrity] revealed about toxic love"
- "6 secrets [Celebrity] exposed about dating in Hollywood"
- "3 ways [Celebrity] exposed fake relationships"

Entertainment/Celebrity Gossip:

- "7 times [Celebrity] exposed industry secrets"
- "5 shocking moments [Celebrity] revealed the truth"
- "4 brutal ways [Celebrity] called out fake friends"
- "6 controversial truths [Celebrity] exposed about fame"

Music Industry Examples:

- "Drake Just Exposed The Music Industry"
- "Taylor Swift Secretly Exposed Ghost Writers"
- "Kanye West Brutally Exposed Award Shows"

Hollywood Examples:

- "Ryan Reynolds Finally Exposed Marvel Studios"
- "Margot Robbie Accidentally Exposed Hollywood"
- "Dwayne Johnson Officially Exposed Fake Friends"

Tech/Business Examples:

- "Elon Musk Straight-Up Exposed Social Media"
- "Mark Zuckerberg Recently Exposed Big Tech"
- "Jeff Bezos Seriously Exposed The Algorithm"

Sports Examples:

- "LeBron James Completely Exposed Professional Sports"
- "Tom Brady Publicly Exposed Sports Media"
- "Serena Williams Honestly Exposed Tennis Politics"

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

"[FAMOUS PERSON IN YOUR NICHE] [ADVERB] [ADJECTIVE]
[EXPOSED/REVEAL ACTION] [TARGET/TOPIC]"

" _____ exposed _____ "

Adjective Categories:

Positive/Wholesome:

- honest, brave, real, genuine, smart, legendary, iconic, brilliant, fearless, righteous

Dramatic/Controversial:

- shocking, wild, crazy, insane, dark, scandalous, controversial, savage, brutal, explosive, devastating, ruthless

Industry-Specific:

- corrupt, fake, toxic, broken, rigged, dirty, twisted, hidden, underground, secret

BONUS TIPS:

- Always fact-check information before posting
- Use credible sources and direct quotes
- Create compelling thumbnails with shocked expressions
- Time posts with trending industry discussions
- Encourage respectful debate in comments
- Follow up with updates or clarifications
- Use trending hashtags related to the exposure
- Collaborate with others covering similar topics
- Maintain journalistic integrity while being engaging
- Be prepared to defend your sources in comments
- Avoid sensationalizing beyond what evidence supports
- Consider creating follow-up content on reactions and responses

HOW DID _____

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
1.2M views, 183K likes

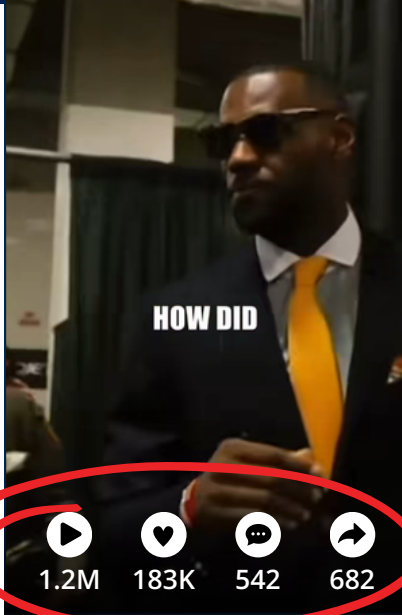


Monetization:
Creator Fund



Earning potential:
\$180.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
11.3M views, 68K likes

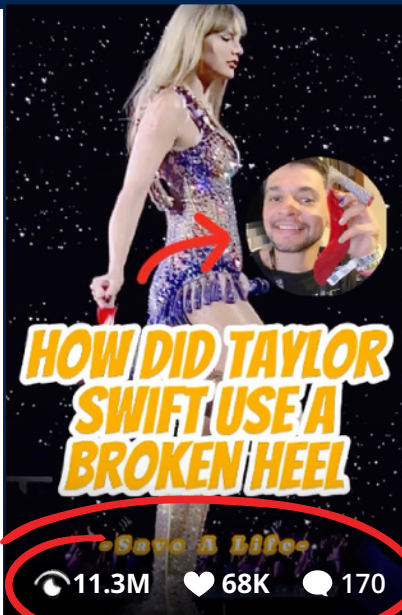


Monetization:
Creator Fund



Earning potential:
\$1,695.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content Examples:

- "How Did Ryan Reynolds Being So Funny Win Blake Lively's Heart?"
- "How Did David Beckham Staying Loyal Keep Victoria Forever?"
- "How Did Jay-Z Being Confident Attract Beyoncé's Love?"
- "How Did John Krasinski Being Sweet Make Emily Blunt Fall?"
- "How Did Barack Obama Being Charming Win Michelle's Heart?"

Sports Examples:

- "How Did LeBron James Masterfully Dominate Basketball and Become a Legend?"
- "How Did Tom Brady Consistently Perform Under Pressure and Break Records?"
- "How Did Serena Williams Fearlessly Overcome Adversity and Inspire Millions?"

Music Examples:

- "How Did Taylor Swift Cleverly Reinvent Her Image and Change Everything?"
- "How Did Drake Secretly Build His Empire and Influence a Generation?"
- "How Did Beyoncé Flawlessly Master Her Craft and Set New Standards?"

Entertainment Examples:

- "How Did Ryan Gosling Quietly Perfect His Technique and Win Over Fans?"
- "How Did Margot Robbie Rapidly Rise to Fame and Prove Doubters Wrong?"
- "How Did Dwayne Johnson Successfully Transform His Career Against All Odds?"

Tech/Business Examples:

- "How Did Elon Musk Boldly Revolutionize Multiple Industries and Make History?"
- "How Did MrBeast Strategically Build His Brand and Inspire Millions?"
- "How Did Oprah Humbly Overcome Poverty and Create a Movement?"

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

"How Did [FAMOUS PERSON IN YOUR NICHE/CELEBRITY]
[ADJECTIVE] [ACTION/ACHIEVEMENT/TRAIT] [RESULT/IMPACT]?"

"How Did _____? "

Adjective Categories:

Positive/Achievement-Based:

- successfully, masterfully, brilliantly, flawlessly, effortlessly, perfectly, strategically, cleverly, skillfully, expertly

Dramatic/Controversial:

- secretly, shockingly, controversially, unexpectedly, surprisingly, dramatically, boldly, ruthlessly, brutally, savagely

Speed/Time-Based:

- quickly, rapidly, instantly, suddenly, immediately, overnight, eventually, gradually, consistently, constantly

Personality-Driven:

- confidently, fearlessly, humbly, arrogantly, quietly, loudly, publicly, privately, honestly, genuinely

BONUS TIPS:

- Focus on lesser-known parts of their journey
- Include specific numbers, dates, and milestones
- Show before/after visuals when possible
- Highlight actionable strategies viewers can use
- Create compelling thumbnails with transformation imagery
- Use inspiring or motivational background music
- Include direct quotes from the person when available
- Connect their success to broader principles
- Time posts with relevant events or anniversaries
- Create series around similar success stories
- Encourage viewers to share their own journey progress
- Follow up with "lessons learned" or "key takeaways" content

Authority Hack Template #47

REVEALS

PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.1M views, 253K likes



Monetization:
Creator Fund



Earning potential:
\$315.00*

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



FACELESS EXAMPLE



Results achieved with
this template:
2.5M views, 260K likes



Monetization:
Creator Fund



Earning potential:
\$375.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "Celebrity Couple Reveals Their Wedding Plans"
- "Star Emotionally Reveals Their Heartbreak Story"
- "Actor Secretly Reveals Their Dating App Profile"

Entertainment/Celebrity Gossip:

- "A-Lister Shockingly Reveals Their Industry Feud"
- "Singer Accidentally Reveals Their Collaboration"
- "Movie Star Finally Reveals Their Stunt Secrets"

Music/Artists:

- "Rapper Honestly Reveals Their Ghost Writer"
- "Pop Star Exclusively Reveals Their Studio Process"
- "Musician Surprisingly Reveals Their Inspiration"

Sports:

- "Athlete Proudly Reveals Their Training Routine"
- "Champion Boldly Reveals Their Pre-Game Ritual"
- "Legend Candidly Reveals Their Career Regrets"

Entertainment Examples:

- "Ryan Reynolds Finally Reveals His \$50 Million Movie Deal"
- "Margot Robbie Secretly Reveals Her Hidden Talent"
- "Leonardo DiCaprio Shockingly Reveals His Dating Rules"
- "Will Smith Emotionally Reveals His Biggest Regret"

Music Examples:

- "Taylor Swift Officially Reveals Her Next Album"
- "Drake Accidentally Reveals His Real Net Worth"
- "Kanye West Controversially Reveals Industry Secrets"
- "Beyoncé Proudly Reveals Her Beauty Routine"

Sports Examples:

- "LeBron James Surprisingly Reveals His Retirement Plans"
- "Tom Brady Honestly Reveals His Diet Secrets"
- "Serena Williams Candidly Reveals Her Biggest Fear"
- "Michael Jordan Brutally Reveals His Competitive Nature"

Tech/Business Examples:

- "Elon Musk Boldly Reveals His Mars Timeline"
- "Mark Zuckerberg Nervously Reveals Facebook's Future"
- "Jeff Bezos Exclusively Reveals His Space Plans"
- "Bill Gates Humbly Reveals His Philanthropy Goals"

Social Media Examples:

- "MrBeast Genuinely Reveals His Content Strategy"
- "Logan Paul Reluctantly Reveals His Business Empire"
- "Emma Chamberlain Openly Reveals Her Mental Health Journey"

Political/Controversial Examples:

- "Donald Trump Dramatically Reveals His 2028 Plans"
- "Celebrity X Courageously Reveals Their Political Views"
- "Influencer Y Tearfully Reveals Their Scandal Truth"

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

"[FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ADJECTIVE] REVEALS [THEIR/HIS/HER] [OBJECT/SECRET/INFORMATION]"

" _____ REVEALS _____ "

Adjective Categories:

Timing/Exclusivity:

- finally, secretly, unexpectedly, officially, publicly, accidentally, suddenly, exclusively, privately, recently

Dramatic/Shocking:

- shockingly, controversially, surprisingly, brutally, honestly, boldly, dramatically, outrageously, savagely, explosively

Emotional/Personal:

- emotionally, tearfully, proudly, humbly, confidently, nervously, angrily, joyfully, reluctantly, openly

Authority/Credibility:

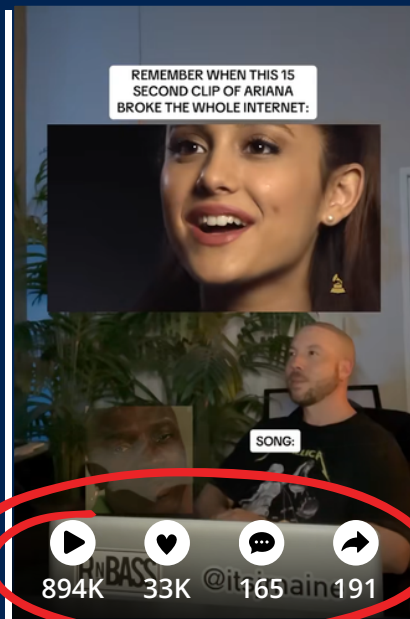
- officially, legitimately, professionally, authentically, genuinely, directly, personally, candidly, truthfully

BONUS TIPS:

- Match the adjective to the emotional tone of the actual reveal
- Choose celebrities with recent news or trending topics
- Research actual interviews, social media posts, or public statements
- Create genuine curiosity about exclusive or rare information
- Use celebrities relevant to your target audience and niche
- Focus on reveals that provide value or entertainment
- Consider timing with current events or celebrity news cycles
- Keep titles under 60 characters for optimal mobile display
- Ensure your content delivers on the specific reveal promised
- Use compelling visuals showing the person or object being revealed

Authority Hack Template #48

REMEMBER WHEN _____



PERSONAL BRAND EXAMPLE



Results achieved with
this template:
894K views, 33K likes

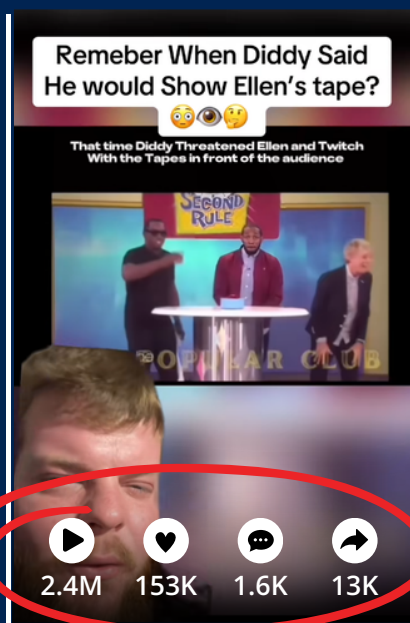


Monetization:
Creator Fund



Earning potential:
\$133.95*

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



PERSONAL BRAND EXAMPLE



Results achieved with
this template:
2.4M views, 153K likes



Monetization:
Creator Fund



Earning potential:
\$360.00*

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

FACELESS EXAMPLE



Results achieved with
this template:
4M views, 723K likes

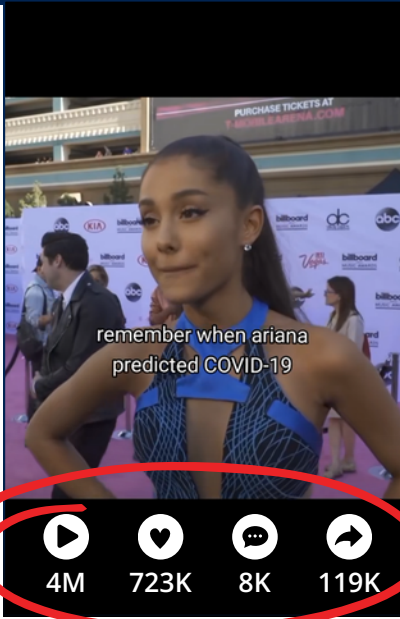


Monetization:
Creator Fund



Earning potential:
\$600.00*

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



HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "Remember When [Celebrity Couple] Secretly Got Married and Made Everyone Cry?"
- "Remember When [Star] Publicly Proposed and Started a Trend?"
- "Remember When [Celebrity] Tearfully Announced Their Divorce and Shocked Fans?"

Entertainment/Celebrity Gossip:

- "Remember When [A-Lister] Accidentally Started That Feud and Caused Drama?"
- "Remember When [Singer] Surprisingly Collaborated With [Artist] and Changed Music?"
- "Remember When [Actor] Hilariously Roasted [Celebrity] and It Became Iconic?"

Music/Artists:

- "Remember When [Rapper] Instantly Responded to That Diss Track and Won?"
- "Remember When [Pop Star] Emotionally Performed Through Tears and Inspired Millions?"
- "Remember When [Artist] Quietly Dropped That Feature and Broke the Charts?"

Sports:

- "Remember When [Athlete] Perfectly Executed That Play in the Final Second?"
- "Remember When [Champion] Humbly Retired and Left Everyone in Tears?"
- "Remember When [Player] Confidently Trash-Talked and Then Delivered?"

Viral Internet Moments:

- "Remember When Ariana Grande Accidentally Broke the Whole Internet?"
- "Remember When Will Smith Dramatically Slapped Chris Rock and Shocked Everyone?"
- "Remember When Taylor Swift Secretly Dropped That Album and Made Headlines?"
- "Remember When Elon Musk Casually Bought Twitter and Changed Social Media Forever?"

Career/Achievement Moments:

- "Remember When LeBron James Perfectly Executed That Dunk and Influenced a Generation?"
- "Remember When Beyoncé Flawlessly Performed at Coachella and Set New Standards?"
- "Remember When MrBeast Single-handedly Revolutionized YouTube and Started a Movement?"
- "Remember When Leonardo DiCaprio Finally Won That Oscar and Everyone Lost Their Minds?"

Controversial/Drama Moments:

- "Remember When Kanye West Boldly Interrupted Taylor Swift and Started That Feud?"
- "Remember When Kim Kardashian Strategically Posted That Photo and Broke the Internet?"
- "Remember When Logan Paul Controversially Filmed That Video and Caused Chaos?"
- "Remember When Ellen DeGeneres Surprisingly Ended Her Show and Divided the Internet?"

Transformation/Comeback Moments:

- "Remember When Justin Bieber Completely Reinvented Himself and Won Everyone's Hearts?"
- "Remember When Britney Spears Emotionally Made Her Comeback and Inspired Millions?"
- "Remember When Robert Downey Jr. Brilliantly Became Iron Man and Changed Hollywood?"
- "Remember When Tiger Woods Masterfully Won That Tournament Against All Odds?"

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

"Remember When [FAMOUS PERSON IN YOUR NICHE/CELEBRITY] [ADJECTIVE] [ACTION/EVENT] [IMPACT/RESULT]?"

"Remember When _____?"

Adjective Categories:

Timing/Speed:

- instantly, suddenly, accidentally, unexpectedly, quickly, immediately, overnight, gradually, slowly, eventually

Dramatic/Shocking:

- shockingly, controversially, surprisingly, dramatically, boldly, savagely, brutally, outrageously, explosively, wildly

Emotional/Personal:

- tearfully, emotionally, proudly, humbly, confidently, angrily, joyfully, nervously, sadly, hilariously

Scale/Impact:

- completely, totally, absolutely, perfectly, flawlessly, brilliantly, masterfully, effortlessly, single-handedly, literally

Secretive/Exclusive:

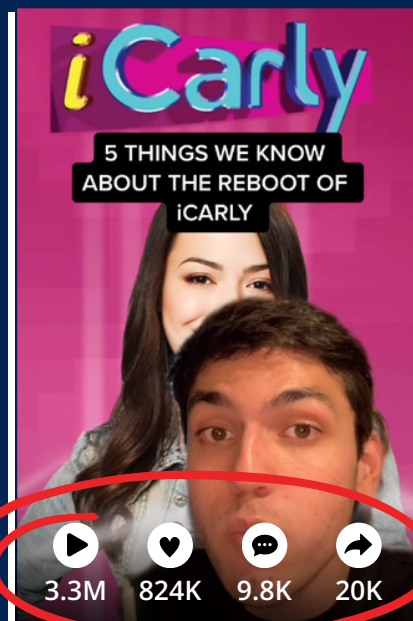
- secretly, privately, quietly, publicly, openly, accidentally, intentionally, mysteriously, casually, obviously

BONUS TIPS:

- Focus on moments that actually happened and can be verified
- Choose events that your target audience would remember or find interesting
- Use recent viral moments or classic throwback moments
- Match the adjective to the actual tone/manner of how the event unfolded
- Create nostalgia by referencing moments that defined internet culture
- Use celebrities and moments relevant to your niche and audience age
- Consider seasonal throwbacks (anniversaries of famous moments)
- Keep titles under 60 characters for optimal mobile display
- Use compelling visuals from the actual moment being referenced
- Make sure your content provides context and details about the moment

Authority Hack Template #49

X THINGS YOU KNOW / DON'T KNOW ABOUT _____



PERSONAL BRAND EXAMPLE



Results achieved with this template:
3.3M views, 824K likes

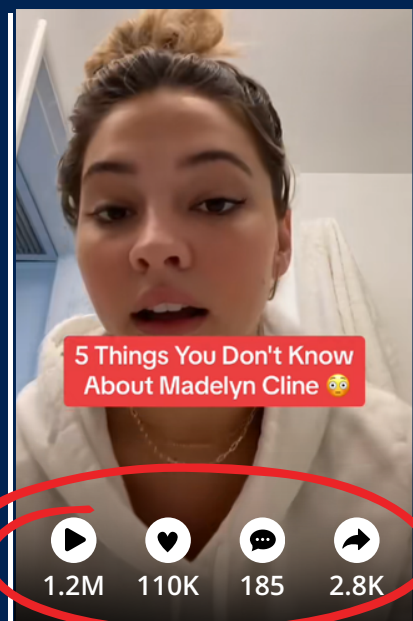


Monetization:
Creator Fund



Earning potential:
\$495.00*

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



FACELESS EXAMPLE



Results achieved with this template:
1.2M views, 110K likes



Monetization:
Creator Fund



Earning potential:
\$180.00*

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

HERE ARE EXAMPLES FOR BOTH FACELESS AND PERSONAL BRANDS:

Relationship/Romance Content:

- "5 Sweet Things You Don't Know About Celebrity Couples"
- "4 Romantic Things You Should Know About Love Languages"
- "6 Hidden Things You Didn't Know About Dating Apps"

Entertainment/Celebrity Gossip:

- "7 Scandalous Things You Don't Know About Hollywood"
- "5 Behind-the-Scenes Things You Didn't Know About [Movie]"
- "3 Controversial Things You Should Know About Award Shows"

Lifestyle/Beauty:

- "6 Secret Things You Don't Know About Skincare"
- "4 Amazing Things You Should Know About Self-Care"
- "5 Hidden Things You Didn't Know About Fashion Week"

Educational/Informative:

- "8 Important Things You Don't Know About Climate Change"
- "5 Essential Things You Should Know About Finance"
- "7 Surprising Things You Didn't Know About History"

Celebrity-Focused Examples:

- "5 Shocking Things You Don't Know About Taylor Swift"
- "7 Secret Things You Didn't Know About Ryan Reynolds"
- "4 Dark Things You Should Know About Hollywood"
- "6 Amazing Things You Know About LeBron James"
- "3 Weird Things You Don't Know About Elon Musk"

Entertainment/Media Examples:

- "5 Hidden Things You Don't Know About the iCarly Reboot"
- "8 Surprising Things You Didn't Know About Marvel Phase 5"
- "4 Secret Things You Don't Know About Netflix Originals"
- "6 Controversial Things You Should Know About Disney+"
- "7 Behind-the-Scenes Things You Don't Know About Stranger Things"

Music Industry Examples:

- "5 Insane Things You Don't Know About Drake's Success"
- "3 Dark Things You Didn't Know About the Music Industry"
- "6 Amazing Things You Know About Beyoncé's Work Ethic"
- "4 Secret Things You Don't Know About Concert Tours"
- "7 Shocking Things You Should Know About Streaming"

Sports Examples:

- "5 Incredible Things You Don't Know About Michael Jordan"
- "8 Secret Things You Didn't Know About the NBA"
- "4 Controversial Things You Should Know About FIFA"
- "6 Amazing Things You Know About Serena Williams"
- "3 Wild Things You Don't Know About Super Bowl"

Tech/Business Examples:

- "5 Hidden Things You Don't Know About Apple"
- "7 Shocking Things You Didn't Know About Social Media"
- "4 Secret Things You Don't Know About Tesla"
- "6 Important Things You Should Know About AI"
- "3 Crazy Things You Don't Know About Amazon"

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

"[NUMBER] [ADJECTIVE] Things You [KNOW/DON'T KNOW] About [FAMOUS PERSON IN YOUR NICHE/CELEBRITY/TOPIC]"

" _____ Things You _____ About _____ "

Adjective Categories:

Shocking/Surprising:

- shocking, surprising, unbelievable, mind-blowing, jaw-dropping, insane, wild, crazy, stunning, incredible

Secret/Hidden:

- secret, hidden, unknown, mysterious, private, confidential, exclusive, classified, behind-the-scenes, untold

Dark/Controversial:

- dark, disturbing, controversial, scandalous, twisted, forbidden, banned, censored, explosive, brutal

Positive/Inspiring:

- amazing, inspiring, heartwarming, incredible, beautiful, wholesome, uplifting, motivational, touching, sweet

Weird/Unusual:

- weird, strange, bizarre, random, quirky, odd, unusual, funny, hilarious, ridiculous

Essential/Important:

- important, essential, crucial, vital, necessary, key, fundamental, critical, must-know, life-changing

Recent/Trending:

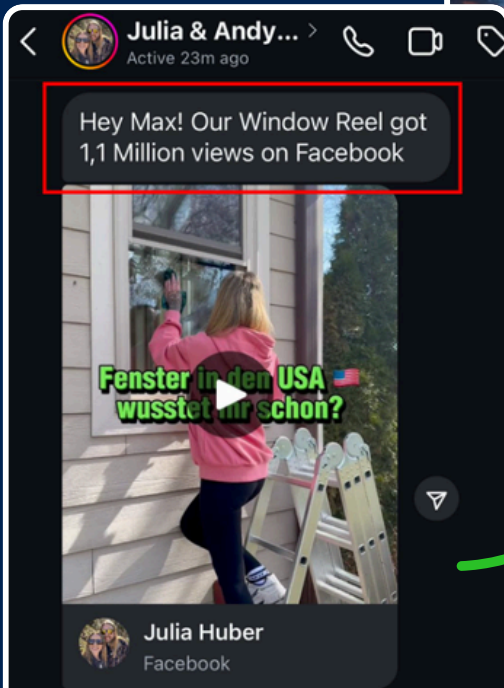
- recent, latest, new, fresh, current, trending, breaking, updated, modern, today's

BONUS TIPS:

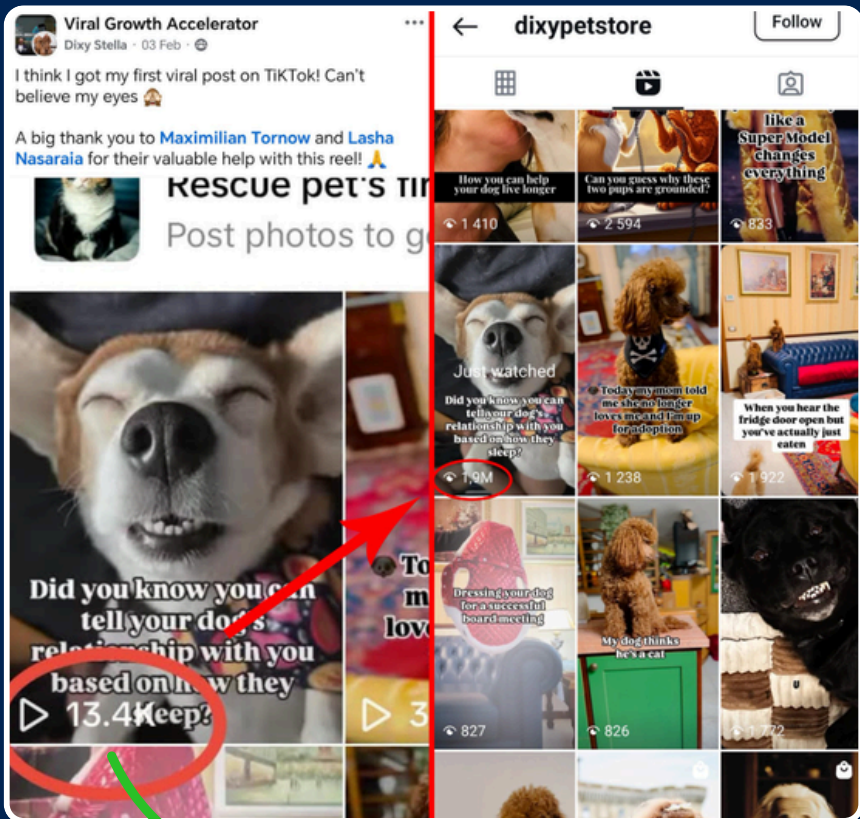
- Match the adjective to the actual content's tone and revelations
- Choose between "know" vs "don't know" based on your audience's likely familiarity
- Use "don't know" for more clickable, curiosity-driven content
- Use "know" for community-building and confirmation content
- Research actual lesser-known facts when using "don't know" format
- Keep the number of items digestible for short-form content (3-8 max)
- Use trending celebrities or topics for maximum reach
- Ensure each "thing" is genuinely interesting or surprising
- Structure content with clear transitions between each point
- Use compelling visuals for each fact or point mentioned

SUCCESS STORIES

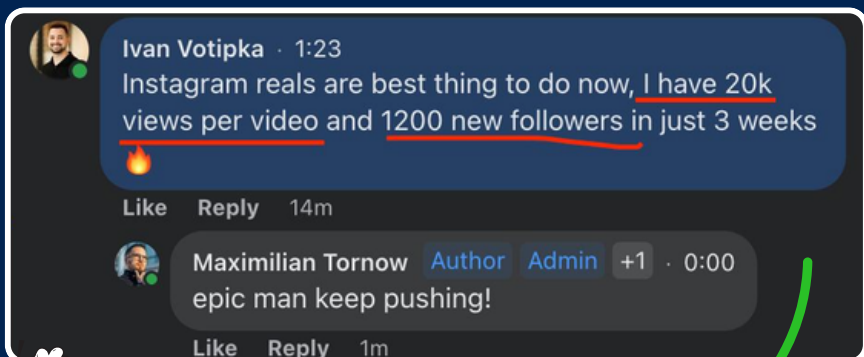
Going **VIRAL!**
94K Views on a
single Reel,
with only 423
followers! EPIC!



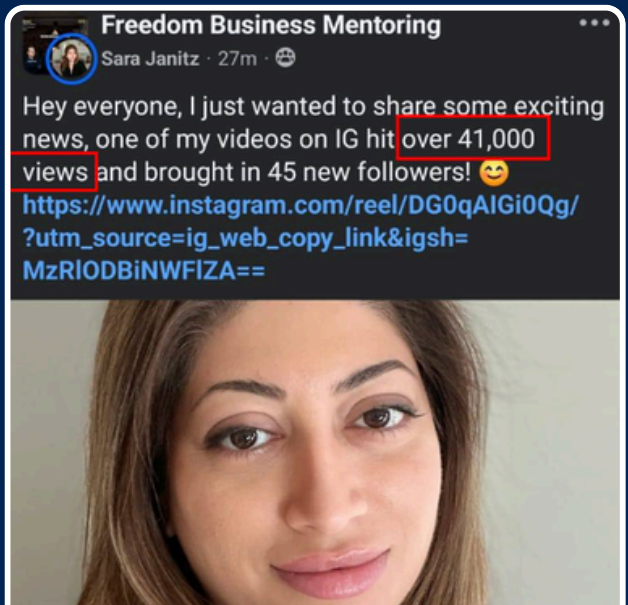
Simple content.
Massive reach.
1.1 Million Views.



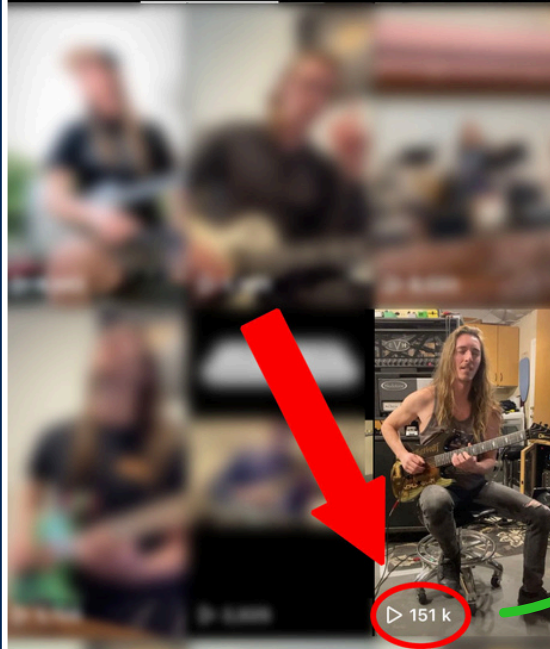
Insane growth! From 13K views to nearly 2 MILLION!



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:

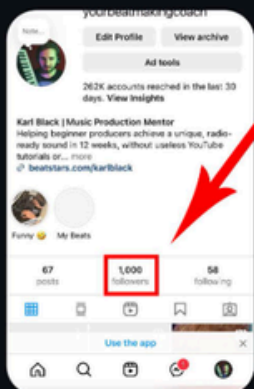
<https://www.instagram.com/p/DFk-vzYO2Px/>

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



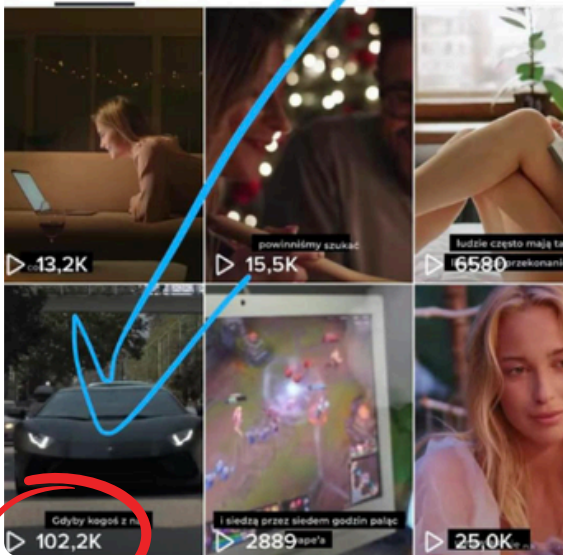
Maciej z socialflow...

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



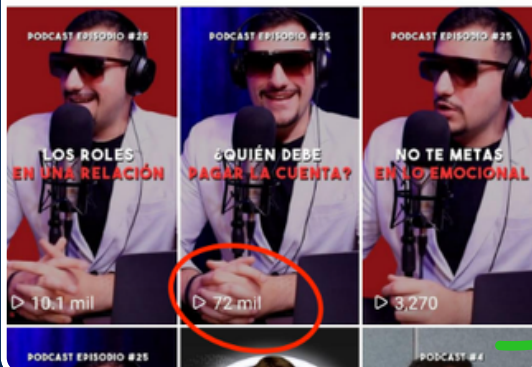
Ebook



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 😂

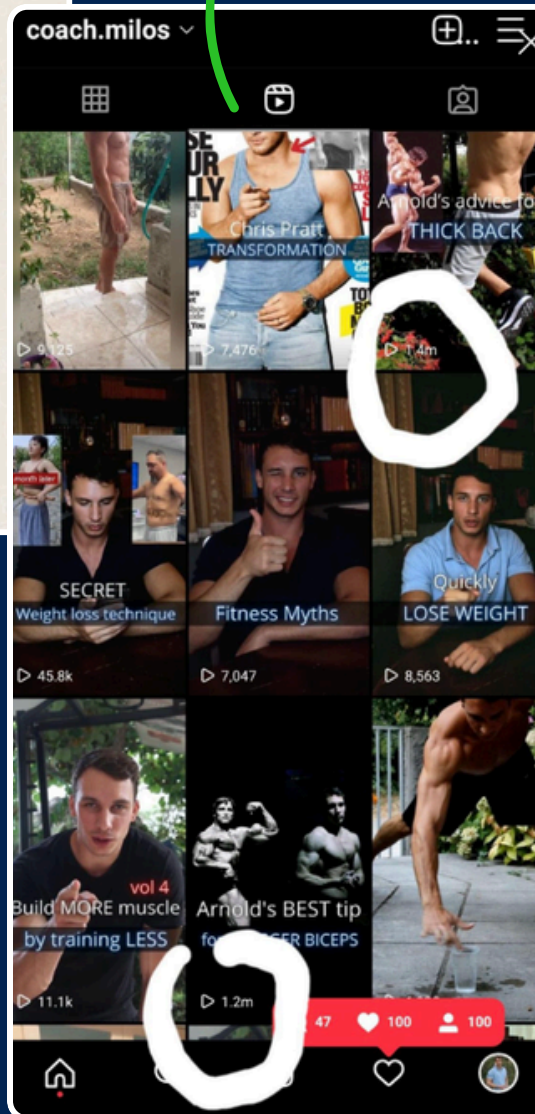
18:28

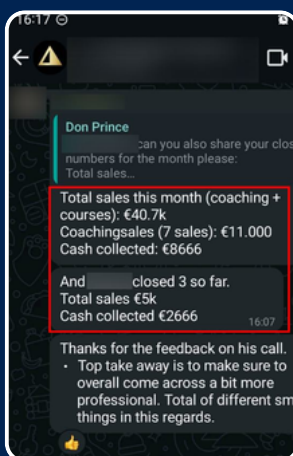
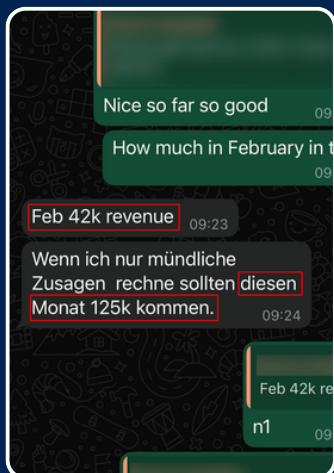
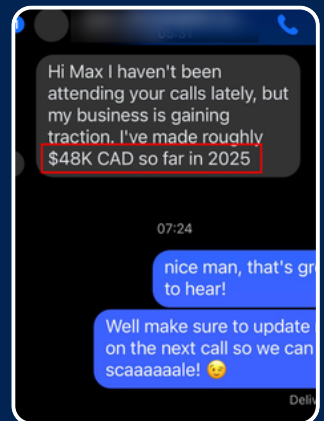
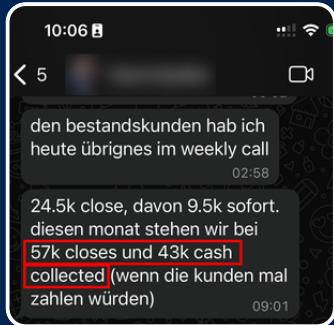
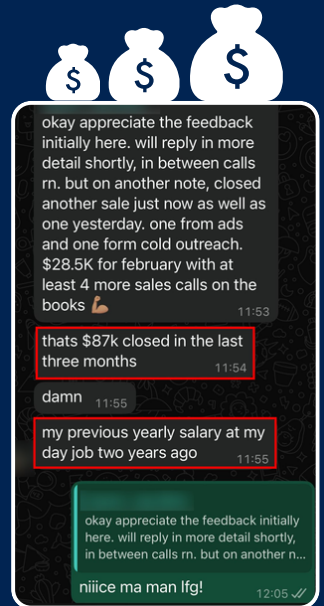
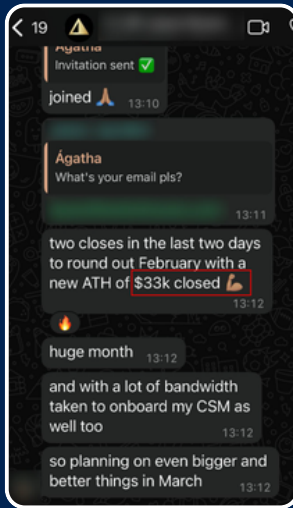
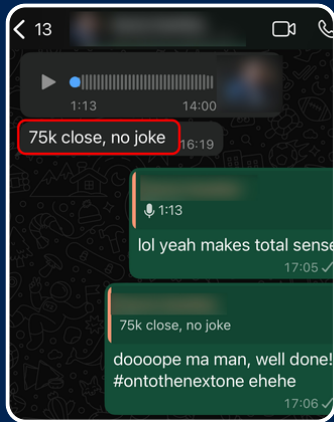
👍👍 2

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 #30

- **Personal brand example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.

TEMPLATE #31

- **Personal brand example:** Based on the industry standard of 0.01% of viewers subscribing via the website at an average price, with a 20% affiliate commission at subscription average: **\$1,594.88/month**
- **Faceless example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.

TEMPLATE #32

- **Personal brand example:** Based on the TikTok standard industry payout for Creator Fund, posting 15 videos with similar view numbers per month.
- **Faceless brand example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.

TEMPLATE #33

- **Personal brand example:** Based on the industry standard of 0.001% of viewers buying a merchandise piece, with a 20% affiliate commission at an average price: **£49.00**
- **Faceless brand example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.

TEMPLATE #34

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #35

- **Personal brand example:** Based on the average payout numbers of the TikTok creator fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #36

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

TEMPLATE #37

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #38

- **Personal brand example:** Based on the industry standard of 0.001% of viewers buying a merchandise piece, with a 20% affiliate commission at an average price: **£49.00**
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #39

- **Personal brand example:** Based on the industry standard of 0.001% of viewers buying a merchandise piece, with a 20% affiliate commission at an average price: **£49.00**
- **Faceless example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.

TEMPLATE #40

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #41

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #42

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price, with a 20% affiliate commission: **\$4**
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #43

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #44

- **Personal brand example:** Based on the industry standard of 0.01% of viewers buying a merchandise piece at an average price: **\$51**
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund (short-form) and/or TikTok Creativity Program (if videos are +1 min)

TEMPLATE #45

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #46

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the average payout numbers of the Instagram creator fund for posting 15 videos with similar view numbers per month.

TEMPLATE #47

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #48

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

TEMPLATE #49

- **Personal brand example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.
- **Faceless example:** Based on the TikTok standard industry payout for the Creator Fund for posting 15 videos with similar view numbers per month.

