



VIRAL TEMPLATE: The Bold Statement

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

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

If you don't want to show your face this template works perfectly. Instead of speaking into the camera you can just voice over while showing footage that fits to the points you're giving.

VIRAL TEMPLATE: The Bold Statement

- 1) Start the video by giving a bold/crazy statement - for example:
 - *Lose weight by eating cake!*
 - *Making a million dollars is easier than milking a cow!*
 - *Best impression on a first date without saying a single word!*
 - *This (object) is going viral right now!*
 - (OPTIONAL) If you're talking about an object, hold it into the camera or point at it.
- 2) Continue with 1-2 points that elaborate on your bold statement - for example:
 - *The way I can still lose weight even though I love eating cake is I take a 5,000 step morning walk. This works so well because...*
 - *Step 1 to making a million dollars is to create a product that practically sells itself. The way you can ensure that is...*
 - *90% of women will judge your attractiveness within the first 3 seconds. Therefore make sure you wear something that complements your physique...*
 - *Have you ever struggled with cable management? This neat little invention has conquered the IT world by storm, let me show you*



- 3) Once you've made 1-2 points add a 3rd point, but let that 3rd point be a twist. This can be a "joke" point or a sarcastic remark - for example:
 - *After my morning walk I make a deal with the devil to forgive my crazy cake eating - haha no, just kidding!*
 - *Step 2: ask your rich dad to pay you out from his trust fund... no, obviously that won't work *laughs**
 - *Women love it when men look like they just came out of their car repair shop, so make sure you have oil smeared all over your face - oh wait, no that won't work...*
 - *DISCLAIMER: don't use the cable management clamps for your spaghetti, trust me, I've tried it, they test horrible!*
- 4) Continue with 1-2 more points about the topic.
- 5) Abrupt ending: Make sure you don't "ramble" towards the end. Refrain from saying "thank you for watching". With this template we want to aim at a maximum 35 seconds in length, so every word counts!

Tips: The more unique the content points are the better the video will perform. The viewer should not say "ah, I know that already" or "someone else said that before".