



VIRAL TEMPLATE: Hero Story Through The Years

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!

Faceless version for this template: You can use clips that are not from you OR from you but without showing your face.

If you're not using a personal brand but a more "general" brand use a fictitious character or someone known in your niche - there's an example below ;)

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If your story is compelling / unique enough this is a great video to go viral. Worst case scenario it will serve perfectly to nurture and warm your existing audience up to your brand. Even if you use a fictitious character or famous person this will be a very powerful addition to your account!

Have a look at this example:

<https://drive.google.com/file/d/1WxkHRxKTIWWj2uF4ZIEIA48dUPudFI5E/view?usp=sharing>



- Here's your fill-in-the-blanks template:
 - *(Age x: bad situation)*
 - *(OPTIONAL: Age y, bad situation #2)*
 - *(Decision point)*
 - *(Taking action + seeing first results)*
 - *(Taking action + seeing first results 2)*
 - *(OPTIONAL: Taking action + seeing first results 3)*
 - *(Turning point)*
 - *(Age x: better situation)*
 - *(Age y: better situation)*
 - *(OPTIONAL: age z: better situation)*
 - *(What life looks like now)*
 - *(Humility + reminder of where you come from)*
 - *(Take Away for your audience)*

- Here's an example script for you - Videography Business Niche:
 - *Age 22: Graduated from University. No plan for my life.*
 - *Age 23: Taking on part time jobs to stay afloat. No passion whatsoever.*
 - *I decided to try something new. Bought a second hand camera and started taking videos.*
 - *First video I shot made me feel good, people said I have a talent for it.*
 - *Start shooting videos for my friends and some local businesses.*
 - *Until one day a local business owner offered to pay me \$1,000 to film a commercial for his store.*
 - *I couldn't believe it. I felt passion, purpose and I was getting paid!*
 - *Age 25: I regularly film commercials for businesses.*
 - *Age 26: I have a team of 2, together we travel the country working hard to deliver the best quality videos for our clients.*
 - *Now I'm running a video marketing agency helping local businesses reach more clients.*
 - *Just a small town boy who felt lost in life. I'll be forever grateful for the life I get to live.*
 - *Remember: When you love what you do, you never work a single day in your life.*



- Here's another example script that doesn't evolve a personal brand - Horse Enthusiasts Niche:
 - *2019: Sally (the horse) is traumatized from her previous owners who kept her locked up 23h a day.*
 - *2020: Sally is about to be put down after a life full of misery.*
 - *This courageous rancher decides to step in and purchases Sally - relocating her to her farm.*
 - *First Sally has to learn how to socialize with other horses.*
 - *Over time the other horses accept her and Sally starts looking healthier.*
 - *Sally starts to go on trips with other riders.*
 - *2022: Sally is a full-fledged member of her stable.*
 - *2023: Sally is healthy, strong and full of life.*
 - *Now Sally is one of the most beautiful horses one could ever see.*
 - *Remember that every life is precious and every horse deserves our love and care!*