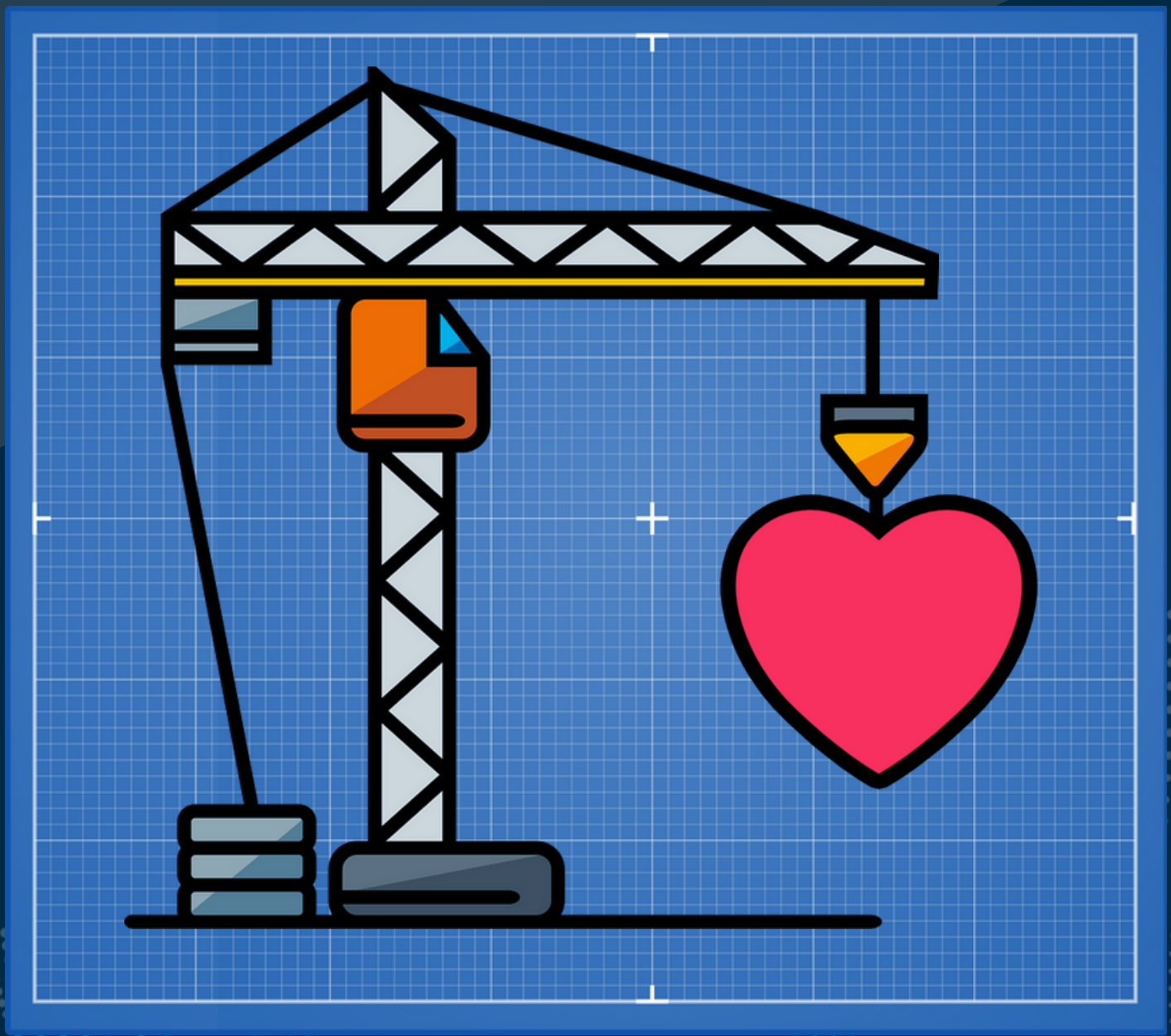
THE VIRAL VIDEO STRUCTURE HANDBOOK

LEARN THE VIDEO STRUCTURE THAT IS GUARANTEED TO MAKE YOUR VIDEO GO VIRAL



By: TMS Media

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INTRODUCTION

Creating a viral video can be **hard**. I get it. Constantly thinking you have to reinvent the wheel to make something that people will like enough to not only watch, but also comment on and share seems like an impossible task. It seems like all you can do is hope and pray your videos get picked up by the algorithm and shown to millions of people.

But what if I told you there is a video structure you can follow that removes all of the guesswork. You'd think I'm full of shit, wouldn't you? Well... I'm not. Over the last 8 years of making content for the internet, I have made hundreds, if not thousands of videos and every video has slowly honed my skills into what they are today. Slowly, over time I have begun to notice a pattern in my top-performing videos that when I replicated it, also replicated the outstanding performance.



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When I first set out to experiment if this was as good as I thought it was, I thought it was a fluke. I thought to myself **“There is no way that just worked”** It seemed too easy. But in fact it was just that easy. I began to apply the same structure to a bunch more videos and in return I had some of the top-performing videos of my career. Now are you ready for me to tell you the structure?

It’s dead simple.

Hook, Substance, Payoff.

And you’re thinking right now “Is that it?”

Yes... that’s it. And if you are still calling BS and thinking I’m trying to pull one over on you, you obviously haven’t given it a try because almost without fail it gives me videos that hit the algorithm, encourage engagement and get a ton of views.

This structure alone is the backbone to me gaining **170,000 followers in 90 days** on my main Instagram account all while working on a billion other projects in the background. This has allowed me to optimize my content, spend as little as 3 hours a week making content and still be able to post a video every single day.

Now enough of me babbling on about it, let me break it down.

Like I said before this structure has 3 parts.

HOOK

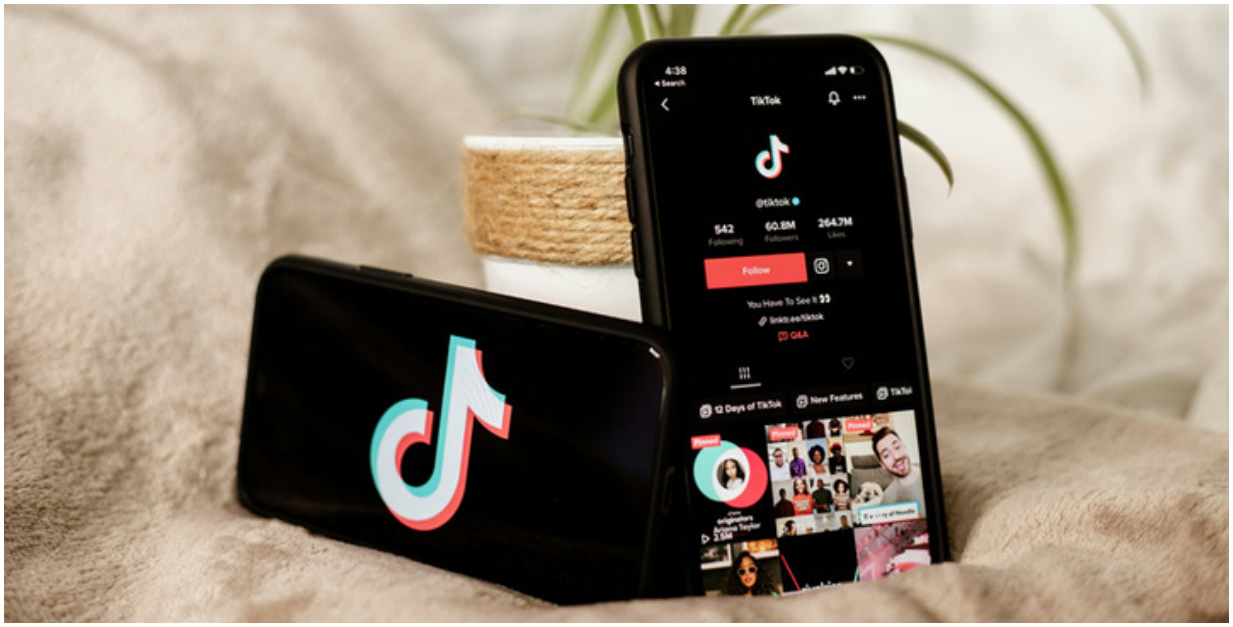
- **Purpose:** Grabs the viewer's attention in the first 5-7 seconds.
- **Goal:** Persuade viewers to watch the entire video by sparking curiosity.
- **Implementation:** Utilize either an auditory hook (voice-over, direct speech) or a visual hook (unexpected visuals, transformations) to pose a question or intrigue.
- **Incorporate Questions:** Make viewers curious to find out the answer to what you just said (open the curiosity loop).
- Keep it Short and Concise: Use simple and direct language. Should take less than 5 seconds to say.

Example: Here's something I learned that feels illegal to know!

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SUBSTANCE

- Constitutes 75-80% of the video, offering valuable content.
- **Purpose:** Engage viewers by providing educational content or entertainment.
- **Strategy:** Use the "Laugh or Learn Framework" to either educate or entertain, ideally blending both (edutainment).
- **Tips for to keep engagement high:** Enhance engagement through editing techniques, overlays, and sound effects.
- This is where most viewers will stop watching. Keep the story moving efficiently.
- Use techniques such as callouts and new information to keep the audience engaged and watching to the end.



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PAYOFF

- **Purpose:** Delivers on the promise made by the hook, satisfying viewer curiosity.
- **Importance:** Essential for closing the curiosity loop opened by the hook, encouraging shares and saves.
- **Tips for Success:**
- Ensure the payoff is compelling and answers the questions raised by the hook.
- Keep the payoff concise and end the video promptly after delivering it.
- Call to action at the end. Ask for a follow, share or comment. This may seem insignificant but it makes a huge difference.

So that's a breakdown of the different parts of the **Hook, Substance, Payoff framework.** This framework can be applied to all different formats of videos such as social experiment videos, challenge videos, Showcase, News, etc.

Here's an example of a video outline and script and where the Hook, Substance, and Payoff of the video take place.

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EXAMPLE

Video Idea: Beat me in a 100m dash and I'll buy you a new pair of shoes.

Video concept: Go around town asking people to race you in a 100m sprint. If they beat you, you will buy them a new pair of shoes. This video plays into a few of the key Viral Video Idea points by provoking a reaction, Seeming unrealistic and gives the viewer questions (More about this Ideas Framework in the course). This is a video that will keep people watching because viewers want to see if you lose a race and need to buy someone a pair of shoes.

Hook: The hook will be pretty much the exact same as the video idea: Beat me in a 100m dash and I'll buy you a new pair of shoes.

It's short, concise and communicates the concept of the video as efficiently as possible.

Substance: This will be the races you do in the video. I estimate that you should try to do 3-4 races to not make it seem like you are just cherry-picking the ones where you win. Ideally, in these races leading up you will win in all of them.

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Payoff: You will have to lose. I know it sucks. But in the last race, you should lose and close out the video at the shoe store buying a new pair of shoes and giving them to the winner. End the video right after.

For best results I'd recommend finding people to race around an athletic field or something so they are in workout attire and you are not racing people in jeans and skate shoes.

And that is an example of how the structure of Hook, Substance, and Payoff would be applied to a video.

We go into way more depth into this and a lot more other useful frameworks such as the Viral Video Ideas, Steal Like an Artist and the Laugh or Learn Framework in the **Part-Time Creator Academy.** Hope to see you there!!

Check us out! **www.parttimecreator.io**

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