



10 Viral Video Elements



- Creator Hooks -

Add Rocket Fuel To Your YouTube Videos

In this guide, you'll see the 10 most common elements of viral videos. You'll also learn how to use them and see some examples. They're ranked in order of most common to least common.

As you read Creator Hooks each Monday, you'll see how other creators leveraged these to make their videos better.

And when you're coming up with video ideas or crafting the perfect title, keep this book as a cheat sheet to guide you.

Let's dive in!

- Jake Thomas, founder of Creator Hooks

Curiosity

How to use it:

There are several ways to build curiosity.
Here are a few:

- Open a loop
- Talk about the future
- Challenge assumptions
- Unveil a secret
- Use contrast

Examples:

- The Secret Money Saving Rule I Learned In Japan
- Do THIS to Get Him Hooked in the EARLY STAGES of Dating
- These AIs Are About to Revolutionize Biology

Negativity

How to use it:

You can use negativity to get people to click by talking about:

- Drama
- Fear
- Loss aversion
- Moving away from pain

Examples:

- Why THIS Was One Of The Most Terrifying Scenes In Film History.
- The Most Powerful Exercise You Are Probably Not Doing
- 8 Hunting Rifles I Regret Buying

List

How to use it:

This one is simple — just make a list!

Examples:

- I QUIT My \$120,000 Job After Learning 3 Things
- Top 10 Most HARMFUL Foods People Keep EATING
- 5 Biggest Tornadoes In All History.

Timeliness

How to use it:

Make a video about what's on everyone's mind right now. (This is also called newsjacking or trendjacking.)

Examples:

- 20 Halloween Candies You Should Never Eat
- The 6 TOP Stocks To Buy in June 2021 (High Growth)
- Housing Market... A Correction or Crash? (& WHEN?!)

Authority

How to use it:

Reference people with influence (like Elon Musk) or people in positions of influence (like doctors).

Examples:

- 5 Ways Rich People Make Money With Debt
- Why Alton Brown Is Warning People About San Marzano Tomatoes
- Firearms Expert Reacts To Call Of Duty: Vanguard's Guns

Deep Desire

How to use it:

Talk about people's biggest goals (not something they just kinda want to achieve).

Examples:

- How to Change Your Life in 3 Weeks [by 2022]
- How To Lose Stubborn Belly Fat NOW!
- START Doing This and Never Be POOR or BROKE Again

Time Frame

How to use it:

Tell the audience how long it will take them to reach their goals.

Examples:

- How to Relieve Lower Back Pain IN SECONDS
- The Fastest Possible Way To Retire Off Dividends - Live Off Dividends
- 1 CARB Keto Nutella in 10 Minutes | Low Carb, Sugar free, & Healthy.

Beginner Tips

How to use it:

Call out beginners specifically and tell them how to reach their goals, or make a guide to help beginners get started. This works because beginners are eager to learn and they're the largest part of any market.

Examples:

- How To Get Your First Push Up - Beginner Calisthenics and Motivation
- Amazon FBA Tutorial For Beginners In 2021 (Step by Step)
- How to Buy Your First Apartment Complex (Step-By-Step)

Epic or Extreme

How to use it:

Do something epic or extreme, or talk about an epic topic.

Examples:

- Scientists Have Found Most Horrible Planet In Known Universe
- I Made A Giant 30-Pound Kit Kat
- INSIDE the SMALLEST Apartment in NEW YORK CITY | 60 ft.² Micro Studio

New Opportunity

How to use it:

Show your audience a new way of achieving their goals.

Examples:

- 10K Followers in 10 Days (MY NEW STRATEGY!)
- A Minimalist Approach to Online Business - How we DOUBLED our revenue!
- Prefab Casitas are the Next Affordable Housing Solution