

THE VIRAL VIDEO

EBOOK

2000 VIRAL VIDEO IDEAS

IDEA
CAPTURE
CREATE
POST
ANALYZE
REPEAT

IDEAS
HOOKS
FORMATS
TRENDS
GROWTH



TURN
IDEAS
INTO
FOLLOWERS,
CUSTOMERS,
AND SALES.

BY

MIKLOS CLARKE

CREATE
CONSISTENTLY
GROW
FREELY



VINTA CREATIVE AGENCY PRESENTS

2000 Viral Video Ideas

Virality is not a gamble. It is an engineered outcome.

2000 Viral Video Ideas: The Entrepreneur's Guide

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Five parts. One machine.

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The Viral Equation

Virality is not a gamble. It is an engineered outcome.

In the landscape of short-form video, almost everyone treats virality like weather — something that happens to you. You post, you refresh, you hope. That's not a strategy, that's gambling with better lighting.

Here at Vinta Creative Agency, we don't gamble with client ad budgets, and we're not going to gamble with your next two years of content. Virality is engineered. It has a formula, and once you understand the formula, "going viral" stops being luck and starts being a repeatable production system — the same kind of system we build for the seven-figure brands that hire our content pods.

THE FORMULA

$$V = (R \times S) + T$$

Where **R** is Retention — how long a stranger keeps watching instead of scrolling past you. **S** is Shareability — how likely that stranger is to send your video to someone else, turning one view into a chain reaction. And **T** is the Algorithmic Trigger — the specific, measurable signal (a comment, a save, a re-watch, a

share) that tells the platform's recommendation engine to push your video to the next tier of strangers.

Notice the shape of the equation. Retention and Shareability are *multiplied* together, not added — a video with excellent shareability but zero retention (nobody makes it past second two to find out what's shareable) produces almost nothing. But the Algorithmic Trigger is *added* on top, separately, because it's not about how good your video is in isolation. It's about whether the platform notices.

This book exists to make all three of those variables controllable. Not vibes. Controllable.

WHY 2,000, AND WHY NOT A FLAT LIST

The version of this book you don't want is 2,000 hand-typed video ideas that all sound like they came out of the same tired content calendar — "5 tips for [industry]," forever, until you want to throw your phone in a lake. We didn't build that.

Instead, this book gives you a *system*: 60 proven short-form formats, 12 categories of psychologically-engineered hooks, and 40 of the highest-opportunity business niches in the country — each one cross-referenced against the other. Sixty formats times forty niches is 2,400 concrete, produceable video concepts before you've even touched a hook. Add the hook library and the combinations run into the tens of thousands.

We've done the cross-referencing for you across every one of the forty niches in Part Four, so you're holding hundreds

of fully-written, ready-to-film concepts right now. But the real asset isn't the list — it's the machine that generates the list. Once you understand how a format, a hook, and a niche snap together (Part One walks you through it in five minutes), you will never run out of ideas again. Not this year, not in five years.

Virality is not a gamble; it is an engineered outcome.”

THE VIRAL EQUATION

IN SHORT

$R \times S$ is the ceiling on how good a video can perform. T is whether the platform ever finds out. Engineer all three on purpose, every time.

How to Use This System

This is a reference you return to, not a book you read once and shelve.

This isn't a novel. You are not meant to read it cover to cover in one sitting and then never open it again. Treat it the way our production pods treat it internally: as a standing reference you keep on the desk next to the camera.

THE FOUR PARTS, AND WHEN TO USE EACH ONE

Part One — The System. Read this once, carefully. It's short on purpose. It teaches you the Hook, the Bridge, the Retention Edit and the math behind the whole book. Everything after this part assumes you've read it.

Part Two — The Format Library. Sixty repeatable structures, grouped into eight families. Flip here when you know roughly what *kind* of video you want to make (a transformation? a confession? a teardown?) but haven't picked the specific angle yet.

Part Three — The Hook Library. Twelve categories of proven opening lines. Flip here when you already have a video shot, but the first three seconds are flat. Swap in a hook from the matching psychological category and re-cut the top.

Part Four — The Niche Matrix. Find your business (or your client's) among the forty profiled niches and you'll find fifteen-plus fully-written, ready-to-film concepts specific to that industry, cross-referenced against the format library. This is where most people will start and keep coming back.

THE IDEA CARD PATTERN

Every concept in this book — in the Format Library, the Hook Library and the Niche Matrix — follows the same four-part pattern our editors use internally:

- **Category** — which psychological trigger is doing the work (Authority, Curiosity, Identity, Proof, and so on)
- **Concept** — the one-sentence idea, camera-ready
- **Viral Catalyst** — the specific reason a stranger stops scrolling
- **Bridge** — the exact line that carries the viewer from the hook into the value

Learn this pattern once and you can build your own idea cards forever, for any niche this book didn't cover.

ONE SMALL STRIDE

Before you go any further, pick one idea from Part Four for your own business and film it this week. Not "plan it." Film it. A

system you've only read is worth nothing. A system you've used once is a habit in progress.

BEFORE YOU TURN THE PAGE

Bookmark this page. Every time you come back to this book over the next year, start here — it takes thirty seconds to remember which part you need.

CHAPTER 01 — THE SYSTEM

01

The Anatomy of a Viral Video

Treat every frame as an asset, not a moment.

FROM THE SYSTEM

“A viral video is a micro-narrative that delivers immediate value or emotional resonance.”

THE VIRAL EQUATION

The Anatomy of a Viral Video

T*reat every frame as an asset, not a moment.*

Most people plan a video the way they'd tell a story at a dinner party — beginning, middle, end, whatever comes to mind. That works fine at dinner. It fails completely on a platform where the average viewer decides whether to keep watching within the length of time it takes to read this sentence.

A viral video is not a story. It's a **micro-narrative** — a complete emotional or informational transaction that resolves in fifteen to ninety seconds, engineered frame by frame to survive a stranger's thumb.

EVERY FRAME IS AN ASSET

In a traditional ad, you have thirty seconds and a captive audience who already chose to watch (or at least chose not to leave the room). In short-form, you have no captive audience. Every single frame is competing against an infinite feed of other people's best work. That means every frame has to either earn the next frame or get cut.

This is the single biggest gap between creators who post constantly and get nowhere, and creators who post the same number of times and compound.

The first group is making videos. The second group is making *assets* — frame-by-frame, deliberately, the way our agency's production pods approach every deliverable for a paying client, free content included.

THE FOUR JOBS A VIRAL VIDEO DOES

1. **It delivers immediate value or emotional resonance.** Within the first few seconds, the viewer needs to feel like they're about to learn, laugh, or feel something — not "get pitched to."
2. **It maintains velocity.** Nothing in the middle is allowed to slow down. If a section doesn't earn its place, it's cut, not trimmed.
3. **It resolves the open loop it created.** If you promised an answer at the hook, you deliver it — the payoff is what turns a viewer into a follower.
4. **It ends with a specific, low-friction next action.** Not "follow for more." A specific comment word, a specific save reason, a specific share prompt.

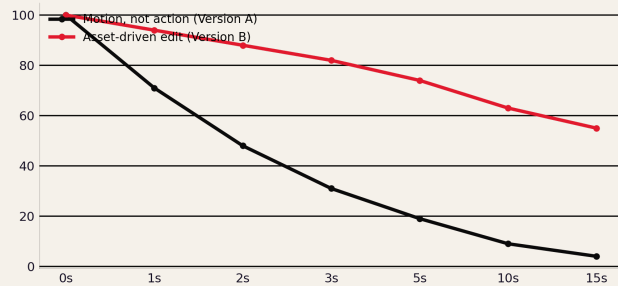
Every format, hook and idea in the rest of this book is a way of executing those four jobs faster and more reliably. Master

this chapter and the other fifty-nine formats in Part Two are just variations on a theme you already understand.

TRY THIS TODAY

Pick your last three posts. Find the first dead frame in each one — the moment you'd cut if you were re-editing right now. That single habit, repeated, is most of what separates the two versions of the same video.

Every frame is an asset — or it's an exit ramp.



Illustrative retention curve, not measured platform data.

- The drop-off is steepest in the first 3 seconds, whichever version you film.
- Every unplanned or idle frame in the first few seconds compounds the loss.
- A frame that isn't earning the next frame is a frame to cut.

The Same Six Seconds, Two Ways

A HVAC contractor films a furnace repair two different ways on the same job.

Version A (motion, not action): Wide shot of the van pulling up. The technician walks to the door. Knocks. Small talk with the homeowner. Walks to the basement. This is forty seconds before anything happens — an accurate record of the day, and a video almost nobody finishes.

Version B (asset, not moment): Cold open on the broken part in a gloved hand, filling the frame. Caption: "This \$40 part was about to cost them a \$6,000 furnace." Then the fix, compressed into six fast cuts. Then the homeowner's real reaction. Eighteen seconds, three million more chances to be seen than Version A, because every single frame is doing a job.

THE TAKEAWAY

Nothing about the underlying event changed between Version A and Version B — same job, same technician, same homeowner. Only the editing decisions changed. Virality lives in the edit far more often than it lives in the event.

Anatomy Audit — Your Last Three Posts

VIDEO 1 — WHERE DID THE FIRST "DEAD" FRAME HAPPEN (THE ONE YOU'D CUT IF RE-EDITING TODAY)?

VIDEO 2 — SAME QUESTION.

VIDEO 3 — SAME QUESTION.

WHAT'S THE ONE EDITING HABIT COSTING YOU THE MOST RETENTION RIGHT NOW?

CHAPTER 02 — THE SYSTEM

02

The Hook: The 3-Second Filter

The hook decides whether the algorithm ever shows your video to anyone else.

FROM THE SYSTEM

“The hook determines if the algorithm pushes your video to the next tier of viewers.”

THE VIRAL EQUATION

The Hook: The 3-Second Filter

The hook decides whether the algorithm ever shows your video to anyone else.

Here is the part almost nobody wants to hear: it doesn't matter how good the other fifty-eight seconds of your video are if the first three don't work. The hook isn't the introduction to your video. On most platforms, the hook *is* the video, as far as the algorithm's initial decision is concerned — it's the sample the recommendation engine uses to decide whether to show you to the next hundred people, then the next thousand.

THREE KINDS OF HOOKS, AND WHEN TO USE EACH

Visual hooks work through the eye before the brain has processed a single word: rapid motion, bold high-contrast text overlays, or a deliberate aesthetic shift — what we call a "Clinical Y2K" jump-cut, where the color grade or framing snaps abruptly into something unexpected. Use a visual hook when your product, process or transformation is inherently watchable.

Verbal hooks work through language, usually a contrarian or specific statement delivered in the first sentence: "Why your marketing

strategy is failing." Use a verbal hook when your authority or point of view is the product — coaches, consultants, service professionals with an opinion worth having.

The curiosity gap poses a question the video promises to answer only at the very end, and structurally *cannot* be skimmed — the viewer has to stay to get the payoff. Use it sparingly. Overused, it reads as manipulative and tanks trust; used once every few videos, it's one of the most reliable format engines in this book.

THE FILTER, NOT THE TRAILER

Think of your hook as a filter, not a trailer. A trailer tries to appeal to everyone. A filter is designed to repel the wrong viewer instantly, so the right viewer feels spoken to directly. "If you're a small business owner doing your own marketing, stop scrolling" isn't trying to be liked by everyone — it's trying to make exactly the right person feel seen in under two seconds.

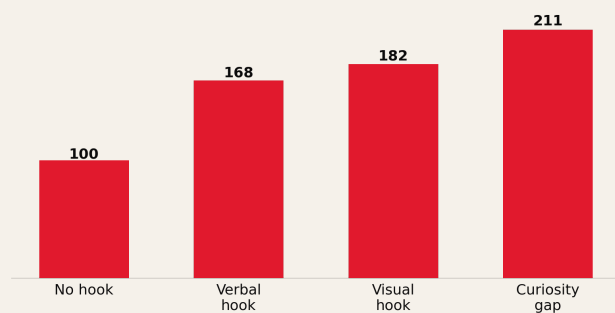
Part Three of this book is an entire library of pre-built hooks, organized by which psychological trigger they use. Treat that library as a toolbox, not a

script — swap the bracketed placeholder, keep the structure, and test relentlessly.

TRY THIS TODAY

Before your next shoot, write your hook as a filter, not a trailer: name the exact person it should stop, by situation, not demographic. If it could apply to everyone, it will move no one.

The hook decides who ever sees the rest of the video.



Illustrative relative reach index, indexed to a plain unhooked opener = 100.

- A hook is a filter, not a trailer — it should repel the wrong viewer instantly.
- The curiosity gap works because it's structurally unskimmable.
- Specificity consistently outperforms a broad, everyone-welcome opener.

Filtering On Purpose

A financial advisor tested two openers for the same video on retirement planning.

Opener A: "Hi everyone, today I want to talk about retirement planning and some things you should know." Safe, polite, and skipped by nearly every viewer in the first second — it filters no one in, because it promises nothing specific.

Opener B: "If you're 45 and have less than six figures saved, this is the only video you need to watch this week." It's narrower on purpose. It excludes almost everyone — and stops the exact right person cold, because it names their situation with a level of specificity that feels like it was made for them alone.

THE TAKEAWAY

Opener B will get fewer total views than a vague, everyone-welcome opener. It will also get dramatically more qualified leads, because specificity is a filter, and a good filter is worth more than a crowd that scrolls past anyway.

Hook Rewrite Drill

WRITE YOUR CURRENT GO-TO OPENING LINE, WORD FOR WORD.

WHICH CATEGORY IS IT – VISUAL, VERBAL, OR CURIOSITY GAP?

REWRITE IT AS A FILTER: NAME THE EXACT PERSON IT SHOULD STOP, BY SITUATION NOT DEMOGRAPHIC.

REWRITE IT AGAIN AS A CURIOSITY GAP THAT CAN ONLY BE RESOLVED AT THE END.

CHAPTER 03 — THE SYSTEM

03

The Video Bridge: Maintaining Velocity

The connective tissue between the hook and the payoff.

FROM THE SYSTEM

“A weak bridge causes viewers to scroll.”

THE VIRAL EQUATION

The Video Bridge: Maintaining Velocity

The connective tissue between the hook and the payoff.

You've got them for the first three seconds. Now what? This is where most otherwise-promising videos die — not at the hook, and not at the payoff, but in the slack, unplanned middle where the creator hasn't decided what the video is actually for.

We call that connective tissue the **Bridge**, and it follows a fixed three-part formula: **[Validate the Hook] + [State the Benefit] + [Tease the Result]**.

BREAKING DOWN THE FORMULA

Validate the Hook — confirm, in one line, that the promise of the opener is real and you're the right person to deliver it. This is where a specific credential, number or piece of proof goes: "I've done this for eleven years" or "I sent 3,247 of these emails myself."

State the Benefit — tell the viewer, plainly, what they get if they keep watching. Not the feature. The benefit. Not "here's my editing process," but "here's how to cut your editing time in half without losing quality."

Tease the Result — without giving it away, show or say just enough of what's coming that leaving now would mean missing something specific. This is the mechanism that keeps a viewer through the "boring" middle section of a tutorial or transformation.

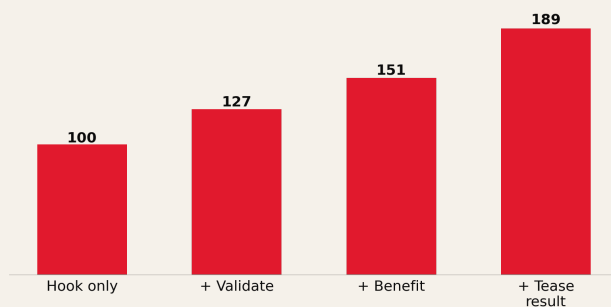
A WEAK BRIDGE CAUSES VIEWERS TO SCROLL

The single most common failure in the Bridge is skipping straight from hook to information dump — no validation, no stated benefit, just a wall of tips. The viewer's brain, deprived of a reason to keep investing attention, defaults to scrolling. The Bridge is the sentence (or two) that tells the viewer's brain: *this is worth staying for, and here's proof.*

TRY THIS TODAY

Watch your last video with the sound off. If you can't follow what's happening from captions and visuals alone, your Bridge isn't doing its job yet — fix that before you touch the hook.

A weak bridge is where good hooks go to die.



Illustrative average watch-through index
as each Bridge element is added.

- Validation converts a stranger's attention into borrowed trust.
- Stating the benefit in outcome language, not feature language, does the real work.
- Teasing the result is what survives the 'boring' middle of a tutorial.

The Bridge in the Wild

A personal injury lawyer's hook: "The insurance company is hoping you don't know this."

No bridge (what most creators do): Cuts straight to "Rule number one, always get medical treatment within 72 hours." Functional, but generic — could be any lawyer, in any city, on any day.

With the bridge: "I've settled these cases for fifteen years — the insurance company is *counting* on you not knowing the next three things. Here's exactly what they don't want you to do first." Then the tips land with weight, because the viewer now believes there's a reason this particular person, in this particular video, knows something worth protecting.

THE TAKEAWAY

The tips didn't change. The credibility and the stakes did — and that's almost entirely the Bridge's job, not the hook's and not the payoff's.

Build Your Bridge

VALIDATE THE HOOK — WHAT'S YOUR ONE-LINE PROOF OF AUTHORITY FOR YOUR NEXT VIDEO?

STATE THE BENEFIT — WHAT DOES THE VIEWER GET, IN OUTCOME LANGUAGE, NOT FEATURE LANGUAGE?

TEASE THE RESULT — WHAT'S THE ONE DETAIL YOU'LL WITHHOLD UNTIL THE PAYOFF?

CHAPTER 04 — THE SYSTEM

04

The Retention Edit Workflow

High-retention editing is the difference between a video that performs and one that thrives.

FROM THE SYSTEM

“High-retention editing is the difference between a video that performs and one that thrives.”

THE VIRAL EQUATION

The Retention Edit Workflow

High-retention editing is the difference between a video that performs and one that thrives.

Once the hook and bridge are locked, the edit is where retention is either protected or leaked away, second by second. This is a workflow, not a vibe — the same five moves, applied consistently, on every video, regardless of niche.

THE FIVE MOVES

1. Jump cuts every 2–3 seconds.

Not because fast editing is inherently better, but because a static shot gives the eye nothing new to track, and an idle eye is a scrolling thumb. Cut on the beat of a new word, a new idea, or a new visual, whichever comes first.

2. Text pop-ups on keywords.

Burn in the two or three words per sentence that carry the meaning — not the whole transcript, the *keywords*. Roughly eighty percent of short-form video is watched with the sound off, so silent-first design isn't optional anymore; it's the default.

3. Dynamic audio balance.

Music ducks under voice automatically, rises in the gaps, and never fights for the same frequency range as the dialogue. A muddy mix is one of the fastest, least-noticed ways to lose a viewer who can't quite make out what you're saying.

4. A restrained aesthetic.

Two poles are both alive right now, and you pick deliberately, not by accident: raw and unfiltered (handheld, minimal editing, reads as trustworthy) or elevated-casual (considered color grade, cohesive visual identity, still feels native to the platform). Over-editing — too many transitions, too many effects — reads as dated. Restraint reads as current.

5. A single, specific call to action.

Not "follow for more." A comment word, a save reason, a share prompt tied directly to the video's content.

RETENTION LIVES OR DIES IN THE FIRST HALF-SECOND

Repeated across nearly every platform and every source we reviewed: retention is won or lost

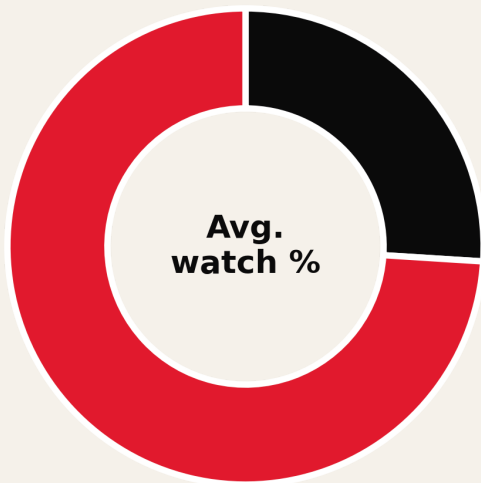
closer to the half-second mark than the three-second mark most creators plan around. That's not a reason to panic —

it's a reason to treat the very first frame, before a single word is spoken, as part of the hook.

TRY THIS TODAY

Count the cuts in the first ten seconds of your last video. If it's fewer than three, you're likely losing viewers to a static, idle frame before you've said anything worth staying for.

The same footage, cut two ways.



- Identical source footage, identical information, only the editing workflow changed.
- Jump cuts every 2–3 seconds keep the eye tracking something new.
- Sound-off design isn't optional — roughly 80% of short-form video is watched muted.

Illustrative average watch-time share from the med spa field example, Chapter 4.

The Same Footage, Re-Cut

A med spa filmed a single Botox consultation and cut it two ways for an internal test.

Cut One: Thirty-eight seconds, one continuous shot of the consultation with a voiceover added afterward. Comfortable to make. Retention fell off a cliff after roughly four seconds.

Cut Two: The same footage, re-cut using all five Retention Edit moves — nineteen jump cuts, burned-in keyword captions, ducked music under every line of dialogue, and a single closing prompt: "Comment GLOW for our numbing-cream trick." Average watch time nearly tripled on identical source material.

THE TAKEAWAY

The information in both cuts was identical. Only the workflow changed. This is the most controllable, most repeatable lever in the entire system — you don't need better footage, you need a better process for the footage you already have.

Retention Edit Checklist

PICK YOUR MOST RECENT VIDEO. COUNT THE CUTS IN THE FIRST 10 SECONDS — HOW MANY?

ARE YOUR CAPTIONS BURNED IN, WORD-HIGHLIGHTED, AND READABLE WITH SOUND OFF?

DOES YOUR MUSIC EVER FIGHT YOUR VOICE FOR THE SAME FREQUENCY RANGE?

WHAT IS YOUR EXACT CALL-TO-ACTION LINE, WORD FOR WORD — IS IT SPECIFIC?

CHAPTER 05 — THE SYSTEM

05

Scaling With Agentic AI

You cannot manually script 2,000 videos — you have to build a workflow that can.

FROM THE SYSTEM

“AI can shave hours off an edit, but it still takes a filmmaker's eye.”

THE VIRAL EQUATION

Scaling With Agentic AI

Y*ou cannot manually script 2,000 videos — you have to build a workflow that can.*

Every idea in this book is designed to be produced at volume, not admired one at a time. That means the bottleneck isn't inspiration — it's throughput. This chapter is about the production system that lets one person, or one small pod, publish at a rate that used to require a full department.

THE HUB-AND-SPOKE MODEL

Record one long-form piece — an interview, a podcast episode, a live consultation, a single day of client work — and extract fifteen to twenty short clips from it targeting different angles and different audiences. This single shift in workflow is reported to cut production time by as much as ninety percent, because you're capturing raw material once and mining it repeatedly instead of producing from scratch every single day.

WHERE AI ACTUALLY EARNS ITS PLACE IN THE WORKFLOW

Current tools are genuinely useful for a specific, bounded set of jobs: color correction, audio cleanup and leveling, auto-subtitling, first-draft

scripting and outline generation, thumbnail generation, and sourcing or generating B-roll. Used well, this layer lets a small team publish three to five times more often without a proportional increase in hours worked.

THE COUNTER-TREND, AND WHY IT MATTERS MORE

Here's the caveat every serious source repeats, and the one most people skip past because it's inconvenient: AI can shave hours off an edit, but it still takes a filmmaker's eye. A fully AI-assembled video, with no human judgment applied to pacing or story, reliably underperforms a human-edited one — because the algorithm isn't rewarding "content," it's rewarding retention, and retention is a *craft* decision, not a technical one.

The better frame isn't "AI replaces the editor." It's "AI removes the friction so the editor spends their limited hours on judgment instead of grunt work." Several sources make the same point from a different angle: publishing three to five genuinely strong videos a week now consistently outperforms daily low-effort posting, even in an

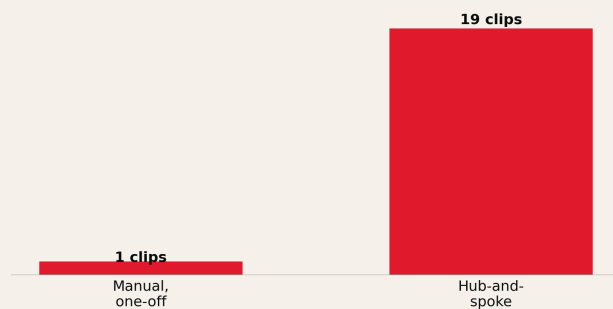
environment where AI makes daily posting trivially easy. Quality is the bottleneck now, not quantity — use the

time AI buys you to make things better, not just more.

TRY THIS TODAY

Pick one piece of long-form content sitting on your camera roll right now. List five different short clips you could pull from it before you film anything new this week.

One recording, mined many ways.



Illustrative output from a single 40-minute recording, Chapter 5 field example.

- The bottleneck isn't ideas — it's throughput from the raw material you already have.
- AI earns its place on color, audio, captions, scripting and thumbnails.
- A filmmaker's eye on pacing still outperforms a fully automated edit.

One Interview, Nineteen Videos

A wedding photographer sat down for a single forty-minute interview about her worst wedding-day disaster, shot once, on one afternoon.

From that single recording, her editor pulled nineteen separate clips: the disaster story itself (three-part cliffhanger series), five standalone "lessons learned" micro-clips, four client-question answers stitched from tangents in the conversation, three behind-the-scenes reaction clips of her watching the raw footage back, and four pure b-roll-and-caption pieces built entirely from moments where she'd said something quotable without meaning to.

THE TAKEAWAY

Nineteen videos, six weeks of a normal posting calendar, from forty minutes in front of a camera and roughly three hours of AI-assisted transcription, clipping and captioning. The interview was the raw material. The workflow was the multiplier.

Build Your Hub-and-Spoke Plan

WHAT'S ONE PIECE OF LONG-FORM CONTENT YOU COULD RECORD THIS MONTH (INTERVIEW, CONSULTATION, WALKTHROUGH)?

LIST 5 DIFFERENT ANGLES/AUDIENCES YOU COULD CLIP OUT OF THAT SINGLE RECORDING.

WHICH OF THE FIVE AI-ASSISTED JOBS (COLOR, AUDIO, CAPTIONS, SCRIPTING, THUMBNAILS) WOULD SAVE YOU THE MOST TIME RIGHT NOW?

CHAPTER 06 — THE SYSTEM

06

The 2,000-Idea Engine

How format, niche and hook snap together to generate more ideas than you can film in a decade.

FROM THE SYSTEM

*“Rather than providing a flat list, we
categorize ideas into psychological triggers.”*

THE 2,000 IDEATION SYSTEM

The 2,000-Idea Engine

How format, niche and hook snap together to generate more ideas than you can film in a decade.

Now that you understand the hook, the bridge, the edit and the production workflow, here's how the rest of this book actually works — the engine behind the title.

THE THREE INPUTS

Every producible video idea in this system is the product of three inputs, each documented in its own part of this book:

A Format (Part Two, 60 options) — the repeatable structural template. POV. Before/After. Myth-Busting. The format tells you the *shape* of the video before you've decided what it's about.

A Niche (Part Four, 40 options) — the business, industry or context that supplies the real specifics: the pain points, the objections, the proof, the language your actual audience uses. The niche tells you the *substance*.

A Hook (Part Three, 12 categories) — the psychological trigger and opening line that gets the first three seconds right. The hook tells you the *entry point*.

Snap any format onto any niche, wrapped in any matching hook, and you have a complete, camera-ready Idea Card:

- **Category** — the psychological trigger doing the work
- **Concept** — the one-sentence idea
- **Viral Catalyst** — why a stranger stops scrolling
- **Bridge** — the line that carries them into the value

THE MATH

Sixty formats. Forty niches. That's 2,400 base combinations before a single hook is applied — already more than this book's title promises. Layer in twelve hook categories, each with its own set of swap-in openers, and the realistic combination count runs well past ten thousand. You will run out of years in your career before you run out of Idea Cards this system can generate.

Part Four does this cross-referencing for you across all forty niches, with fully-written examples ready to film today. But the point of this chapter — the point of this entire book — is that you don't need

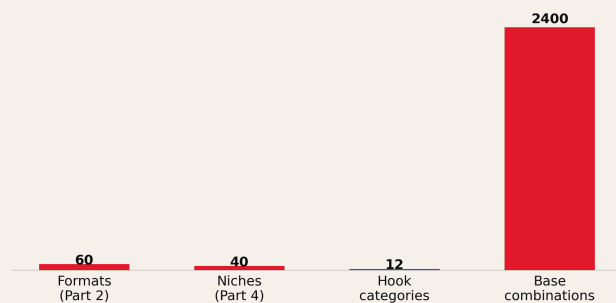
us to keep doing it for you. Once you can build an Idea Card from scratch, in any niche, using any format and any hook,

you have a permanent content engine, not a book you'll eventually finish and shelve.

TRY THIS TODAY

Build one full Idea Card — Category, Concept, Viral Catalyst, Bridge — for your own business before you turn the page. Part Four will hand you dozens more, but this first one should be yours.

Sixty formats. Forty niches. The math speaks for itself.



60 formats × 40 niches = 2,400 base combinations before a single hook is applied.

- Layer in 12 hook categories and realistic combinations run past ten thousand.
- Part Four pre-builds this cross-reference across all 40 niches for you.
- The system, not the list, is the actual asset — build your own once you know the pattern.

Building One Idea Card From Scratch

Let's build one, live, so the pattern is unmistakable before you hit Part Two.

Format: "The Mistake That Cost Me X" (Transformation & Proof cluster). **Niche:** Roofing contractors. **Hook category:** Confession / Vulnerability.

- **Category:** Authority, via vulnerability
- **Concept:** "The \$18,000 Roofing Mistake I Made in My First Year"
- **Viral Catalyst:** Homeowners are terrified of hiring the wrong contractor — watching a contractor admit his own costly mistake, on camera, reads as radical honesty in an industry famous for the opposite.
- **Bridge:** "I've been roofing for sixteen years, and the mistake that almost sank my business in year one is the exact thing I now check first on every single estimate — here's what it was, and what it taught me to look for on your roof."

THE TAKEAWAY

Notice that none of the four fields required a single fact this contractor didn't already know about his own business. The format supplied the shape. The niche supplied the substance. The hook category supplied the entry point. The Idea Card is just the container that holds all three.

Build Your Own Idea Card

PICK ANY FORMAT FROM PART TWO BY NAME.

PICK YOUR OWN NICHE, OR YOUR CLIENT'S.

PICK A HOOK CATEGORY FROM PART THREE.

CATEGORY:

CONCEPT:

VIRAL CATALYST:

BRIDGE:

PART TWO

The Format Library

Sixty repeatable structures, grouped into eight families.

The Format Library

S*ixty repeatable structures, grouped into eight families. Pick the shape before you pick the story.*

A format is not a topic. It's a container — a proven, repeatable structure that has already earned its keep across thousands of hours of short-form video, independent of what business fills it. "Before/After" works whether you're a roofer or a dentist. "POV" works whether you sell tacos or tax returns.

The sixty formats on the following pages are grouped into eight families, matching how our own production pods actually think about a content calendar: some weeks lean on Identity

& Relatability, some on Transformation & Proof, depending on what raw material the client has on hand that month.

Each format card gives you the structure, the psychological trigger it relies on, and one example so you can see the shape in action before you fill it with your own specifics. Part Four then does exactly that filling-in across forty real business niches — but once you've read this library once, you'll start doing it yourself without needing the book open at all.

HOW TO READ THE NEXT 8 SECTIONS

Each format card gives you the structure, the trigger, and one example. Read for the shape, not the words — you'll swap in your own specifics every time you use it.

FORMAT CLUSTER 01

Identity & Relatability

Formats that work by making one exact viewer feel personally addressed.

10 FORMATS

CLUSTER 01 SPOTLIGHT

POV: [Scenario], Built as an Idea Card

CATEGORY	Relatability
CONCEPT	POV: [Scenario] — First-person camera address dropping the viewer straight into a specific role or moment.
VIRAL CATALYST	relatability, immersion
BRIDGE	<i>“POV: you’re the client who ghosted for three months and just texted “still interested?””</i>

IDENTITY & RELATABILITY

Formats that work by making one exact viewer feel personally addressed.

RELATABILITY, IMMERSION

POV: [Scenario]

First-person camera address dropping the viewer straight into a specific role or moment.

| *"POV: you're the client who ghosted for three months and just texted "still interested?""*

IN-GROUP BELONGING

Identity Call

Opens by naming a hyper-specific audience segment before any payoff is offered.

| *"If you're a landlord who still collects rent checks by hand, this is for you."*

PERSONAL RELEVANCE, FOMO

Stop Scrolling If..

A direct qualifier line that filters for, and flatters, the exact target viewer.

| *"Stop scrolling if your invoices are still sitting unpaid past 30 days."*

SOCIAL COMPARISON, HUMOR

Two Best Friends

Split-screen or side-by-side contrast of two personalities, styles or approaches.

| *"The client who reads the contract vs. the client who signs and asks questions later."*

CURIOSITY GAP, TRUST

Things Nobody Tells You About X

Insider-knowledge reveal, framed as a warning or a confession.

| *"Things nobody tells you about buying your first rental property."*

ASPIRATION, REGRET-AVOIDANCE

3 Things I Wish I Knew Before X

A retrospective, numbered insight list delivered with hindsight.

| *"3 things I wish I knew before I signed my first commercial lease."*

AUTHENTICITY, CURIOSITY

What I Actually Do In a Day

The unstyled, realistic version of a popular aspirational format.

| *"What a personal trainer actually eats on a day they didn't plan ahead."*

VULNERABILITY, TRUST

Confession Format

Direct-to-camera admission of a mistake, failure or hidden truth.

“I turned away a client last year and I still think about it.”

ASPIRATION, NOSTALGIA

Things I Stopped Doing at [Stage]

A life-stage or career-stage wisdom list.

“Things I stopped doing after my first year in business.”

CONTROVERSY, TRIBALISM

Rant / Hot Take, Plain Camera

Unproduced opinion delivered with conviction and zero B-roll.

“Unpopular opinion: your website doesn't need to be prettier, it needs to be faster.”

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats that work by making one exact viewer feel personally addressed.

FORMAT CLUSTER 02

Day-in-the-Life & Lifestyle

Formats built on ambient presence and realistic pacing rather than a single punchline.

8 FORMATS

CLUSTER 02 SPOTLIGHT

Day in the Life (DITL), Built as an Idea Card

CATEGORY	Voyeurism
CONCEPT	Day in the Life (DITL) — A chronological, often time-stamped montage of a full working day.
VIRAL CATALYST	voyeurism, aspiration
BRIDGE	<i>“7:03 AM — first coffee. 7:40 AM — first client call. 6 PM — still on-site.”</i>

DAY-IN-THE-LIFE & LIFESTYLE

Formats built on ambient presence and realistic pacing rather than a single punchline.

VOYEURISM, ASPIRATION

Day in the Life (DITL)

A chronological, often time-stamped montage of a full working day.

“7:03 AM – first coffee. 7:40 AM – first client call. 6 PM – still on-site.”

IMMERSION, PARASOCIAL BONDING

24 Hours With Me

An extended DITL spanning a full day-and-night cycle.

“24 hours inside a restaurant the week before opening night.”

PARASOCIAL INTIMACY

Get Ready With Me (GRWM)

A grooming or prep routine narrated to camera, often with a story layered over it.

“Get ready with me for a listing photoshoot – and the house that almost didn’t sell.”

LONELINESS, COMPANIONSHIP

Companion Content

Ambient co-presence video designed to be watched passively, for company.

“Come do inventory with me before the shop opens – no talking, just the radio.”

STRUCTURE, ANTICIPATION

Time-of-Day Breakdown

Morning, afternoon and evening segments applied to any niche.

“Morning prep, afternoon rush, closing checklist – a full shift, sped up.”

ASPIRATION, STATUS SIGNALING

Quiet-Flex Aesthetic

Slow, cozy-toned footage that signals quiet wealth or calm without stating it.

“The 6 AM studio, empty, before the first client of the day walks in.”

NOSTALGIA, MINDFULNESS APPEAL

Romanticize the Ordinary

A mundane task filmed cinematically – the commute, the prep, the paperwork.

“Closing the shop at night, chairs up, one lamp still on.”

AUTHENTICITY, TRUST

Reality vs. Stories

A curated post juxtaposed against unfiltered behind-the-scenes footage.

| *“What the listing photos show vs. what the house actually looked like at 8 AM.”*

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats built on ambient presence and realistic pacing rather than a single punchline.

FORMAT CLUSTER 03

Curiosity & Educational

Formats built to teach fast, prove competence, and reward the viewer for staying to the end.

12 FORMATS

CLUSTER 03 SPOTLIGHT

Rate X Out of 10, Built as an Idea Card

CATEGORY	Social proof
CONCEPT	Rate X Out of 10 — Reviewing or scoring a product, place or experience directly to camera.
VIRAL CATALYST	social proof, curiosity
BRIDGE	<i>“Rating the last five “DIY fixes” my clients tried before calling me, 1 to 10.”</i>

CURIOSITY & EDUCATIONAL

Formats built to teach fast, prove competence, and reward the viewer for staying to the end.

SOCIAL PROOF, CURIOSITY

Rate X Out of 10

Reviewing or scoring a product, place or experience directly to camera.

"Rating the last five 'DIY fixes' my clients tried before calling me, 1 to 10."

COMMITMENT, CURIOSITY GAP

I Tried X for 30 Days

An extended personal experiment with a clear before/after payoff.

"I answered every lead within 5 minutes for 30 days straight. Here's what happened."

CONTROVERSY, AUTHORITY

Myth-Busting

Debunks a widely held belief in the niche using visible evidence.

"Myth: a bigger down payment always gets you a better rate. Let's check the math."

FEAR OF LOSS, AUTHORITY

Stop Doing [Common Mistake]

Shows the wrong way first, then the right way, side by side.

"Stop caulking over rotten trim. Here's what to do instead."

COMPETENCE, UTILITY

3-Step Teardown

A rapid-fire process compressed into numbered, on-screen steps.

"3 steps to read a home inspection report without panicking."

UTILITY, TRUST

Screen-Record Walkthrough

A cursor-highlighted demo of a software or process, narrated live.

"Screen-record: exactly how I build a client proposal in under 6 minutes."

STRUCTURE, ANTICIPATION

Countdown Explainer

An ordered list presented in descending order for structure and anticipation.

"5 signs your HVAC system is about to fail – counting down from the scariest."

UTILITY, SOCIAL PROOF

Resource List

A roundup of tools or products delivered with a deliberately non-salesy tone.

“The only 4 tools I actually use to run my books – no affiliate links, I promise.”

DECISION-MAKING UTILITY

A vs. B Comparison

Two options judged side by side with a clear, stated verdict.

“Tankless vs. traditional water heater – the real 10-year cost, not the sticker price.”

CREDIBILITY, CURIOSITY

Specificity Bait

Uses oddly precise numbers or details to signal genuine insider authority.

“I quoted 1,406 jobs last year. Here’s the one line that closes the most of them.”

UTILITY, LOW COMMITMENT

Micro-Education Clip

A single concept taught in one ultra-short beat, seven to fifteen seconds.

“One sentence that tells you if a lawyer is billing you fairly.”

AUTHORITY, VULNERABILITY

What I'd Do Differently

A reflection on a past project's mistakes, delivered with hindsight.

“What I’d do differently on the first kitchen remodel I ever ran.”

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats built to teach fast, prove competence, and reward the viewer for staying to the end.

FORMAT CLUSTER 04

Transformation & Proof

Formats built entirely around visible, credible evidence of results.

7 FORMATS

CLUSTER 04 SPOTLIGHT

Before/After, Built as an Idea Card

CATEGORY	Visual proof
CONCEPT	Before/After — The classic transformation reveal, often geotagged for local relevance.
VIRAL CATALYST	visual proof, aspiration
BRIDGE	<i>“This backyard, six weeks apart — same budget most people spend on a vacation.”</i>

TRANSFORMATION & PROOF

Formats built entirely around visible, credible evidence of results.

VISUAL PROOF, ASPIRATION

Before/After

The classic transformation reveal, often geotagged for local relevance.

"This backyard, six weeks apart – same budget most people spend on a vacation."

AUTHENTICITY, TRUST

The Unflattering Before/After

Shows the messy middle instead of jumping straight from start to end.

"Nobody shows you the demo-day disaster in the middle. Here's ours."

SATISFACTION, CURIOSITY

Process → Result Split-Screen

A three-panel layout: ingredients or steps on one side, finished product on the other.

"Every step of a full smile makeover, split-screened against the final reveal."

SOCIAL PROOF, ASPIRATION

Revenue/Results Reveal

A screen-recorded dashboard or set of numbers, shown with real context.

"What one well-shot listing video actually did to our inquiry rate – screen recorded."

FEAR-AVOIDANCE, TRUST

The Mistake That Cost Me X

Names a specific, real failure with an exact cost and lesson attached.

"The permit mistake that cost me three weeks and \$4,200 – and how to avoid it."

TRUST, URGENCY

Objection-Handling Teardown

Directly refutes a common purchase hesitation, using visible proof.

"It's too expensive" – let's actually break down where that number goes."

SOCIAL PROOF

Customer-Message Screenshot

Real client praise shown as proof, narrated rather than just displayed.

"A text from a client at 11 PM that still makes this job worth it."

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats built entirely around visible, credible evidence of results.

FORMAT CLUSTER 05

Product & Business-Showcase

Formats that sell the business itself – the people, the process, the craft.

7 FORMATS

CLUSTER 05 SPOTLIGHT

Unboxing, Built as an Idea Card

CATEGORY	Curiosity
CONCEPT	Unboxing — A full packaging reveal, slowed down for sensory satisfaction.
VIRAL CATALYST	curiosity, sensory satisfaction
BRIDGE	<i>“What’s actually inside the welcome kit every new client gets.”</i>

PRODUCT & BUSINESS - SHOWCASE

Formats that sell the business itself — the people, the process, the craft.

CURIOSITY, SENSORY SATISFACTION

Unboxing

A full packaging reveal, slowed down for sensory satisfaction.

“What’s actually inside the welcome kit every new client gets.”

TRUST, EMOTIONAL CONNECTION

Founder Origin Story

A direct-to-camera narrative of why the business exists at all.

“I built this because nobody in my hometown would take the job seriously.”

AUTHENTICITY, INSIDER ACCESS

Behind-the-Scenes Process

Manufacturing or creation footage that builds craftsmanship trust.

“What actually happens to your car between drop-off and pickup.”

SENSORY SATISFACTION

Demo Loop With Payoff

A short, satisfying product demonstration ending on a clear visual payoff.

“Watch this stain lift in real time — no cuts, no speed-up.”

TRUST, RELATABILITY

Staff/Team Introduction

Humanizes the business through spotlighting the people behind the counter.

“Meet the person who actually answers your 2AM emergency call.”

ASPIRATION

“This Looks So Cool, I Have to Capture It”

A curated montage of favorite moments, framed as spontaneous.

“Ten seconds from every wedding that made us stop and just watch.”

SENSORY SATISFACTION

Satisfying ASMR Process

Sound-forward footage of a process — pouring, cutting, packing — for sensory payoff.

“The sound of a fresh batch of croissants coming out at 5AM.”

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats that sell the business itself — the people, the process, the craft.

FORMAT CLUSTER 06

Structural & Interactive Gimmick

Formats that borrow their energy from the platform's native mechanics.

9 FORMATS

CLUSTER 06 SPOTLIGHT

Interactive Tap/Zoom to Reveal, Built as an Idea Card

CATEGORY	Curiosity
CONCEPT	Interactive Tap/Zoom to Reveal — Viewer interaction unlocks a hidden message or reveal.
VIRAL CATALYST	curiosity, interactivity
BRIDGE	<i>“Tap to reveal what was actually wrong with this “minor” electrical issue.”</i>

STRUCTURAL & INTERACTIVE GIMMICK

Formats that borrow their energy from the platform's native mechanics.

CURIOSITY, INTERACTIVITY

Interactive Tap/Zoom to Reveal

Viewer interaction unlocks a hidden message or reveal.

“Tap to reveal what was actually wrong with this “minor” electrical issue.”

NOVELTY, CRAFTSMANSHIP

Sketch-to-Reality Transition

A hand-drawn element morphs into the real object or outfit.

“Sketch to finished tattoo, in one continuous transition.”

CURIOSITY GAP

Cliffhanger Notification Format

A fake text or notification sound sets up a reveal.

“*ding* “Client: is it too late to change the whole layout?” Yes. Here's why.”

PATTERN RECOGNITION, TREND-SURFING

Trend Audio + Niche Twist

Applies a viral sound's structure to a specific business context.

“This week's trending sound, but it's about waiting on a permit approval.”

CONTROVERSY, RELATABILITY

Green-Screen Reaction

Reacts to a screenshot, headline or clip with an overlaid opinion.

“Reacting to a “DIY plumbing fix” video that's about to cost someone \$2,000.”

ANTICIPATION, LOYALTY

Episodic/Serialized Series

A multi-part story released on a schedule to build appointment viewing.

“Renovating one house, one room per week, all season.”

SOCIAL PROOF, TREND PARTICIPATION

Duet/Stitch/Remix Response

Builds directly on another creator's clip.

“Stitching a viral “bad contractor” story with what should have happened instead.”

PARTICIPATION, BELONGING

Recreate-This Challenge

Prompts the audience to replicate a format, pose or routine.

“Show us your “before” desk setup – we’ll pick one to redesign for free.”

INTIMACY, VOYEURISM

Real-Time Exchange

An unscripted, unfiltered exchange between two people shown in real time.

“Texting a client through their entire first panic attack before closing day.”

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats that borrow their energy from the platform's native mechanics.

FORMAT CLUSTER 07

Cross-Platform Repurposing

Formats built specifically to multiply one recording into many videos.

4 FORMATS

CLUSTER 07 SPOTLIGHT

Podcast Clip → Reel, Built as an Idea Card

CATEGORY	Efficiency
CONCEPT	Podcast Clip → Reel — A caption-first cut of a podcast moment with B-roll layered over it.
VIRAL CATALYST	efficiency, authority
BRIDGE	<i>“The 40-second clip from this week's podcast that says the quiet part out loud.”</i>

CROSS-PLATFORM REPURPOSING

Formats built specifically to multiply one recording into many videos.

EFFICIENCY, AUTHORITY

Podcast Clip → Reel

A caption-first cut of a podcast moment with B-roll layered over it.

“The 40-second clip from this week’s podcast that says the quiet part out loud.”

UTILITY

Blog Post → Reel

A statistic-led visual summary of a written post.

“The 3 numbers from this week’s newsletter, turned into 20 seconds of video.”

EFFICIENCY, DISTRIBUTION

Long-Form → Hub-and-Spoke Clips

One long recording sliced into fifteen to twenty short clips for different angles.

“One client consult, cut into a week’s worth of standalone tips.”

CURIOSITY

Thread → Reel

A read-aloud of a written thread’s hook line, expanded visually.

“The thread that went semi-viral last month — now on camera, with receipts.”

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats built specifically to multiply one recording into many videos.

FORMAT CLUSTER 08

Local & Service-Business Specific

Formats built for businesses that live or die by their neighborhood.

3 FORMATS

CLUSTER 08 SPOTLIGHT

Hyper-Local Recommendation, Built as an Idea Card

CATEGORY	Local trust
CONCEPT	Hyper-Local Recommendation — Insider neighborhood tips tied directly to the business's own area.
VIRAL CATALYST	local trust, utility
BRIDGE	<i>"The 3 best-kept-secret lunch spots within walking distance of our shop."</i>

LOCAL & SERVICE-BUSINESS SPECIFIC

Formats built for businesses that live or die by their neighborhood.

LOCAL TRUST, UTILITY

Hyper-Local Recommendation

Insider neighborhood tips tied directly to the business's own area.

| *"The 3 best-kept-secret lunch spots within walking distance of our shop."*

TRUST, TRANSPARENCY

Service-Process Explainer

A timeline walkthrough of exactly what a client experiences start to finish.

| *"What actually happens between the day you sign and the day you move in."*

URGENCY, FOMO

Seasonal-Window Reminder

Deadline or urgency content tied to a calendar event or booking cutoff.

| *"Why the first two weeks of October decide your whole holiday booking calendar."*

BEFORE YOU MOVE TO THE NEXT FAMILY

Pick one format above and build a full Idea Card for your own niche — Category, Concept, Viral Catalyst, Bridge. Formats built for businesses that live or die by their neighborhood.

PART THREE

The Hook Library

Twelve psychological categories. Swap the bracket, keep the structure.

The Hook Library

T*welve psychological categories. Swap the bracket, keep the structure, test relentlessly.*

Every hook below is a structure, not a script — treat the bracketed placeholders as swap-in points for your own business, numbers and niche. None of these need to be recited word for word; they need to be understood well enough that you can write five new ones in the same category without looking at the page.

Use this library the way our editors do: when a video's information is solid but the open isn't landing, don't rewrite the whole video — pull three hooks from the matching category, film three openers, and keep whichever one tests best. The hook is the cheapest, fastest thing to test in the entire production process.

HOW TO READ THE NEXT 12 CATEGORIES

Pull three hooks from the matching category, film three openers, keep whichever tests best. The hook is the cheapest thing in the whole production to test.

THE HOOK LIBRARY • ALL 12 CATEGORIES

01 • CONTRARIAN / PATTERN-INTERRUPT

Breaks an assumption the viewer didn't know they were making — disagreement is a scroll-stopper.

- Stop posting 60-second videos.
- Everyone says post daily. Here's why that's killing your growth.
- Trending sounds don't work anymore. Do this instead.
- Unpopular opinion: your content is good. Your strategy is trash.
- 'Post consistently' is the worst advice for new creators this year.
- Hot take: bigger followings actually convert worse than small ones.
- You don't need [popular tool]. You need this instead.
- I deleted my best-performing video and my account grew faster.

02 • NUMBERED LIST / COUNTDOWN

Signals a finite, scannable payoff up front — the brain relaxes once it knows the shape of what's coming.

- 3 hooks you can steal for your next video.
- 5 content mistakes killing your reach right now.
- 7 free tools every [creator/business] needs this year.
- 4 things every viral video has in the first 3 seconds.
- 10 hooks I used to grow my account — ranked worst to best.
- 6 signs your [strategy] is actually working (most quit right before #4).

03 • CONFESSION / VULNERABILITY

Trades polish for trust — an admitted failure reads as more credible than a claimed win.

- I lost \$[4,000] trying to [X] before I learned this.
- Nobody tells you this part of being a [role].
- I wasted 6 months doing this with zero results — until I changed one thing.
- I got rejected [number] times before it finally worked.
- The most expensive lesson I ever learned cost me \$[X] and [time].

04 • DIRECT CALLOUT / IDENTITY CALL

Names the exact viewer before saying anything else — relevance beats production value every time.

- If you're a small business owner doing your own marketing, stop scrolling.
- If your videos die at 200 views, the problem isn't your content.
- This one's for the person who keeps restarting their account.
- For anyone who feels like they missed the window to start.
- If you've ever stayed up till 2am wondering why your post flopped, this is for you.

05 • SHOCKING STAT / NUMBER

Uses a specific, hard-to-fake number to earn attention through sheer precision.

- I went from 200 views to 47,000 views in 14 days. Here's exactly what I changed.
- 99% of creators are getting [topic] completely wrong.
- I wrote 3,247 cold emails. Here are the 4 subject lines that worked.
- I lost 23 pounds in 67 days without giving up pizza.
- My ROAS jumped from 2× to 6× the moment I stopped doing [common thing].

06 • "STOP SCROLLING IF..." / QUALIFIER

A direct filter — explicitly gives permission to leave, which paradoxically makes the right viewer stay.

- Stop scrolling if [specific situation that applies to viewer].
- If you swipe left, you'll miss the most useful [thing] all year.
- Sick of posting every day and seeing the same 200 views?

07 • CURIOSITY GAP / OPEN LOOP

Opens a question the video structurally refuses to answer early — the only way out is to finish watching.

- There's a hidden setting in [app] that nobody talks about.
- Watch until the end — the last tip is the only one that matters.
- I found the loophole that took my account from 500 to 50K in 30 days.
- This shouldn't work anymore — but it absolutely does.
- 3 things I wish I knew before [decision] — number 3 is wild.

08 • EXPERT / AUTHORITY SETUP

Front-loads credibility so every claim that follows inherits the weight of the opener.

- I've worked in [role] for 12 years. Here's what nobody tells you about [topic].
- I asked 10 [type of expert] the same question. They all said the same thing.

09 • QUESTION HOOK

Forces a micro-answer in the viewer's head before the video has even really started.

- Why is nobody talking about [topic] right now?
- What if I told you [common belief] is completely wrong?
- Are you still doing [bad habit]? Stop. Here's why.
- Would you rather have 100K followers on one platform or 20K on five?

10 • POV

Drops the viewer directly into a role or moment, first-person, with no narration layer between them and the scene.

- POV: you finally figured out why your [thing] flops.
- POV: it's [year] and you're still doing [thing] like it's 2022.
- POV: you stop chasing [outcome] and it starts chasing you.
- POV: your past self watches your current [progress] and is speechless.

11 • MISTAKE WARNING

Leads with loss-aversion — the fear of an ongoing, invisible cost is stronger than the promise of a gain.

- If you're still doing [common practice], stop. Here's why.
- This mistake is costing you [result] on every single [attempt].
- The biggest mistake I see [role] make every day:
- You're leaving 70% of your potential [result] on the table. Here's where it's going.

12 • TRANSFORMATION / RESULTS-FIRST

Shows the outcome before the process, so the viewer stays to learn the mechanism behind a result they already believe.

- Six months ago I had 400 followers. Here's what changed.
- \$0 to \$[X] in [timeframe] — no ads, no team, no funnel.
- This is the outcome. The process below is exactly repeatable.
- From [terrible state] to [great state] in [exact timeframe].

Build Your Own Swipe Sheet

Write one real, ready-to-film hook per category. Keep this page open next time a video's information is solid but the open isn't landing.

MY BEST CONTRARIAN / PATTERN-INTERRUPT HOOK RIGHT NOW:

MY BEST DIRECT CALLOUT / IDENTITY CALL HOOK RIGHT NOW:

MY BEST CONFESSION / VULNERABILITY HOOK RIGHT NOW:

MY BEST SHOCKING STAT / NUMBER HOOK RIGHT NOW:

MY BEST CURIOSITY GAP HOOK RIGHT NOW:

MY BEST MISTAKE WARNING HOOK RIGHT NOW:

PART FOUR

The Niche Matrix

60

FORMATS

×

40

NICHES

=

2,400

BASE COMBOS

Forty of the highest-opportunity business niches in the country, already cross-referenced against the Format Library. Find your business. Film the first idea this week.

The Niche Matrix

Forty of the highest-opportunity business categories in the country, cross-referenced against the Format Library. This is where the 2,000 ideas live.

Everything in Parts One through Three has been building toward this. Forty niches, each already cross-referenced against the format library and the hook library on your behalf — hundreds of fully-written, ready-to-film concepts, organized the way a working content calendar is organized: by industry first.

Several of the niches below — restaurants, real estate, dental, fitness, med spas, home services, salons, law firms, wedding vendors — are flagged across current agency research as the highest-opportunity categories for short-form content this year, whether

you're filming for your own business or, like our own production pods, for a roster of clients across several of these categories at once.

Find your business. If it isn't listed by name, find the closest match — a locksmith reads almost identically to an electrician, a day spa almost identically to a med spa. The pattern transfers.

Each niche page gives you fifteen ready-to-film concepts. Every single one follows the Idea Card discipline from Chapter Six: a category, a concept, a reason a stranger stops scrolling, and a bridge into the value. Pick one. Film it this week.

HOW TO READ THE NEXT 40 PAGES

Find your niche, pick the idea that makes you slightly uncomfortable, and film that one first. Comfortable ideas rarely stop a scroll.

NICHE CLUSTER 01

Home & Local Services

Real Estate Agents & Brokerages · General Contractors & Home Builders
· HVAC Companies · Plumbers · Electricians ·
Roofing Contractors · Landscaping Companies · Cleaning Services
· Pest Control Companies · Solar Installation Companies ·
Property Management Companies

NICHE CLUSTER 01 • BEFORE YOU START

Home & Local Services

Home and local services convert on trust and proof more than on charisma. Every format in this cluster leans on showing real work, real numbers and real timelines — the audience is skeptical by default because too many of them have been burned by a bad contractor or a vague quote.

FIRST UP: REAL ESTATE AGENTS & BROKERAGES

The Listing Nobody Wanted

Before/After the staging that got a stale listing three offers in a week.

Real Estate Agents & Brokerages

01 The Listing Nobody Wanted

Before/After the staging that got a stale listing three offers in a week.

02 POV: Your Offer Just Got Beat

First-person on the exact moment a bidding war is lost, and what you do next.

03 What This House Photo Doesn't Show

Reality vs. Stories — the listing photo next to the honest walkthrough.

04 3 Things I Wish Buyers Knew Before Their First Showing

Numbered insight list, filmed in the driveway of an active listing.

05 The \$40,000 Inspection Clause Nobody Reads

Specificity bait — the exact clause that saved a client's deposit.

06 Stop Scrolling If You've Been Outbid Twice This Month

Direct qualifier aimed at buyers stuck in a competitive market.

07 Screen-Record: How I Actually Price a Listing

Walkthrough of the comps spreadsheet, narrated live.

08 The Mistake That Cost My Client the House

Confession format — a real (anonymized) closing-day lesson.

09 Rate This Kitchen Reno 1–10 Before You See the Price

Rate X out of 10, then reveal the actual renovation budget.

10 What Actually Happens Between Offer and Keys

Service-process explainer, timestamped start to finish.

11 Two Buyers, Two Budgets

Two Best Friends — the \$300K search vs. the \$900K search, same city.

12 Hyper-Local: 3 Streets Everyone Overlooks

Neighborhood insider tips tied to the agent's actual coverage area.

13 The Text I Got at 11 PM From a First-Time Buyer

Customer-message screenshot, narrated with the backstory.

14 Myth: You Need 20% Down to Buy Here

Myth-busting with real local loan-program numbers.

15 Seasonal Window: Why October Decides Your Spring Sale

Urgency content tied to the local listing calendar.

MAKE REAL ESTATE AGENTS & BROKERAGES YOURS

Pick the idea on this page that makes you slightly uncomfortable to post. That discomfort is usually the signal that it's specific enough to work.

FILM THESE THREE FIRST

1. The Listing Nobody Wanted
2. The Mistake That Cost My Client the House
3. Seasonal Window: Why October Decides Your Spring Sale

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

01
OF 40

General Contractors & Home Builders

01 The Permit Delay That Cost 3 Weeks

The Mistake That Cost Me X — a real, specific timeline failure and the fix.

02 POV: You Just Found Rot Behind the Drywall

First-person cold open on the exact moment a quote changes mid-job.

03 The Unflattering Demo-Day Before/After

Shows the messy middle, not just the polished reveal.

04 3-Step Teardown: Reading a Contractor's Bid

Rapid, numbered breakdown of what a real estimate should include.

05 What I'd Do Differently on My First Remodel

Reflection format, filmed on a current job site for contrast.

06 This Looks So Cool, I Had to Capture It

A satisfying framing or pour moment, no dialogue, just the shot.

07 Stop Doing Your Own Electrical "Just This Once"

Stop-doing format paired with a real (safe) cautionary example.

08 Meet the Crew Behind the Job Site

Staff introduction — humanizing the people, not just the finished house.

09 A vs. B: Custom Build vs. Renovation, the Real Cost

Side-by-side comparison with an honest verdict, not a sales pitch.

10 The Client Text That Made the Whole Job Worth It

Customer-message screenshot, read aloud with context.

11 Sketch-to-Reality: From Napkin Drawing to Finished Room

Hand-drawn sketch morphs into the built result.

12 Things Nobody Tells You About Building on a Slope

Insider-knowledge reveal specific to difficult lots.

13 Countdown: 5 Change Orders That Blow Every Budget

Descending-number structure building anticipation to the worst offender.

14 Service-Process: What Actually Happens Week by Week

A full-build timeline explainer, from permit to final walkthrough.

15 **Rate This DIY Fix 1–10 Before I Show You What Was Behind It**
Rate-and-reveal format built around a real repair call.

MAKE GENERAL CONTRACTORS & HOME BUILDERS YOURS

Swap in your own city, price point and specifics wherever the copy above stays general — specificity is what turns a template into a scroll-stopper.

FILM THESE THREE FIRST

1. The Permit Delay That Cost 3 Weeks
2. Meet the Crew Behind the Job Site
3. Rate This DIY Fix 1–10 Before I Show You What Was Behind It

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE SAME 60 FORMATS.

02
OF 40

HVAC Companies

01 The \$40 Part That Almost Cost \$6,000

Demo loop with payoff — a small broken part filling the frame, then the fix.

02 POV: It's 98 Degrees and Your AC Just Died

Identity call aimed at the exact caller this video is for.

03 Countdown: 5 Signs Your System Is About to Fail

Descending list building urgency toward the most expensive warning sign.

04 Screen-Record: What a Real Diagnostic Actually Costs

Walkthrough of a quote, narrated line by line.

05 The Maintenance I Skip on My Own System (And Don't)

Confession format — an insider's honest routine.

06 Tankless vs. Traditional: The Real 10-Year Cost

A vs. B comparison using total cost of ownership, not sticker price.

07 What's Actually in a "Tune-Up"

Unboxing-style reveal of a maintenance visit's real checklist.

08 Seasonal Window: Why Every October Is Booked by the 15th

Urgency content tied to the seasonal service calendar.

09 Myth: Bigger Units Cool Faster

Myth-busting with a quick, visual explanation of proper sizing.

10 The Client Who Called at Midnight in July

Real-time exchange format, unscripted, texted responses shown.

11 Before/After: The Attic Nobody Wanted to Insulate

Visual proof of an unglamorous but high-impact fix.

12 3 Things I Wish Homeowners Knew Before Their Filter Runs Out

Numbered insight list, practical and specific.

13 Meet the Tech Who Answers Your Emergency Call

Staff introduction, humanizing the 24/7 promise.

14 The Mistake That Costs Homeowners the Most Every Summer

A recurring, avoidable error shown with real consequences.

15 **Rate This Thermostat Setting 1–10 Before I Show You the Bill**

Rate-and-reveal tied to an actual energy-cost comparison.

MAKE HVAC COMPANIES YOURS

You don't need all fifteen. Film the top three this week, watch which one gets the best Retention, then build the next batch around that pattern.

FILM THESE THREE FIRST

1. The \$40 Part That Almost Cost \$6,000
2. Seasonal Window: Why Every October Is Booked by the 15th
3. Rate This Thermostat Setting 1–10 Before I Show You the Bill

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

03
OF 40

Plumbers

01 The \$40 Fix vs. the \$4,000 Flood

Before/After proof — the small warning sign next to the disaster it prevented.

02 POV: You Just Heard Dripping Behind the Wall

First-person cold open building immediate tension.

03 Things Nobody Tells You About Old Copper Pipe

Insider-knowledge reveal for older-home owners.

04 Stop Doing This to Your Garbage Disposal

Stop-doing format with a quick, visual right way.

05 Screen-Record: How I Actually Quote a Repipe

Walkthrough of a real estimate, narrated line by line.

06 The Mistake That Cost a Client Their Ceiling

A real (anonymized) failure story with the lesson attached.

07 Satisfying: Watch This Clog Clear in Real Time

ASMR-adjacent demo loop, no cuts, full payoff.

08 A vs. B: Tankless Water Heater vs. Standard

Honest comparison with a stated verdict.

09 What Actually Happens During a Sewer Camera Inspection

Service-process explainer, timestamped.

10 Myth: A Slow Drain Always Means a Clog

Myth-busting using a real diagnostic example.

11 3 Things I Check First on Every Emergency Call

Numbered insider list building trust before the callout.

12 Meet the Plumber Who Answers Your 2 AM Text

Staff introduction, humanizing the emergency line.

13 Rate This DIY Pipe Fix Before You See What It Missed

Rate-and-reveal built around a real repair call.

14 The Text That Made the Whole Job Worth It

Customer-message screenshot, read aloud.

15 Seasonal Window: The Week

Before the First Freeze

Urgency content tied to winterization deadlines.

MAKE PLUMBERS YOURS

Read these against Part Two's format library — most of the fifteen ideas above map cleanly to two or three formats you already know how to shoot.

FILM THESE THREE FIRST

1. The \$40 Fix vs. the \$4,000 Flood
2. A vs. B: Tankless Water Heater vs. Standard
3. Seasonal Window: The Week Before the First Freeze

PART FOUR • THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHES, ENGINEERED FROM THE SAME 60 FORMATS.

04
OF 40

Electricians

01 The Outlet That Was One Spark From a Fire

Before/After proof, close-up on the actual hazard found.

02 POV: The Home Inspector Just Flagged Your Panel

First-person scenario aimed at sellers mid-transaction.

03 Stop Doing Your Own Panel Work

Stop-doing format with a real, safe cautionary example.

04 3-Step Teardown: What a Panel Upgrade Actually Involves

Rapid numbered breakdown, demystifying a big-ticket job.

05 The Mistake That Almost Started a Fire

Confession-adjacent field story with the safety lesson attached.

06 Screen-Record: Reading Your Own Breaker Panel

A cursor/hand-highlighted walkthrough, genuinely useful on its own.

07 Myth: More Outlets Always Means More Load

Myth-busting with a simple, visual explanation.

08 What's Actually in an EV Charger Install

Unboxing-style reveal of a fast-growing service line.

09 Rate This Extension Cord Setup 1-10

Rate-and-reveal built around a common household hazard.

10 Things Nobody Tells You About Old Knob-and-Tube Wiring

Insider-knowledge reveal for older-home buyers.

11 The Client Who Smelled Something Burning

Real-time exchange format, urgency shown through texts.

12 Meet the Electrician on Your Emergency Line

Staff introduction, building trust before the call ever happens.

13 A vs. B: Generator Types, the Real Comparison

Honest breakdown, not a sales pitch, with a stated verdict.

14 Countdown: 5 Signs Your Wiring Is Outdated

Descending list building toward the most serious warning sign.

- 15 **Seasonal Window: Generator Installs Before Storm Season**
Urgency content tied to a predictable seasonal spike.

MAKE ELECTRICIANS YOURS

The fastest way to make any of these land: replace the generic noun with a real customer's name, a real number, or a real before-and-after.

FILM THESE THREE FIRST

1. The Outlet That Was One Spark From a Fire
2. What's Actually in an EV Charger Install
3. Seasonal Window: Generator Installs Before Storm Season

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
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05
OF 40

Roofing Contractors

01 The \$18,000 Mistake I Made in My First Year

Confession format — a real, costly early-career lesson.

02 POV: You Just Found the Leak's Real Source

First-person on the moment a small stain reveals a bigger problem.

03 Before/After: The Roof Insurance Almost Didn't Cover

Visual proof paired with a real claims story.

04 Screen-Record: How I Actually Read a Roof Estimate

Walkthrough of a real quote, narrated line by line.

05 Stop Doing This After a Hailstorm

Stop-doing format with the right first step shown instead.

06 What's Actually in a "Free Inspection"

Transparency-first breakdown of what gets checked and why.

07 Myth: A New Roof Always Means a Full Tear-Off

Myth-busting using a real repair-vs-replace example.

08 The Client Text After the First Storm Since Install

Customer-message screenshot, read aloud with context.

09 3 Things I Check First on Every Storm-Damage Call

Numbered insider list building trust before the callout.

10 A vs. B: Architectural Shingles vs. Metal, Real Cost

Honest 20-year comparison with a stated verdict.

11 Meet the Crew Who Climbs in 100-Degree Heat

Staff introduction, humanizing a physically brutal job.

12 Rate This Roof 1-10 Before I Show You What's Underneath

Rate-and-reveal built around a real tear-off.

13 The Mistake That Voided a Client's Warranty

A real, avoidable error with the lesson attached.

14 Countdown: 5 Signs You Need a Roof Before You Think You Do

Descending list building urgency toward the costliest sign.

15 Seasonal Window: Why Spring Books Out by March

Urgency content tied to the local storm-season calendar.

MAKE ROOFING CONTRACTORS YOURS

If a competitor already owns one of these formats in your market, don't skip it — a slightly better version of a proven idea still outperforms an untested original.

FILM THESE THREE FIRST

1. The \$18,000 Mistake I Made in My First Year
2. The Client Text After the First Storm Since Install
3. Seasonal Window: Why Spring Books Out by March

PART FOUR · THE NICHE MATRIX
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SAME 60 FORMATS.

06
OF 40

Landscaping Companies

01 This Backyard, Six Weeks Apart
Before/After proof on a full outdoor transformation.

02 POV: The HOA Letter Just Arrived
First-person scenario aimed at homeowners facing a compliance deadline.

03 Satisfying: Watch This Overgrown Bed Get Cleared
ASMR-adjacent demo loop, real time, full payoff.

04 3 Things I Wish Homeowners Knew Before Planting
Numbered insider list, seasonal and specific.

05 Stop Mowing This Time of Year
Stop-doing format with the right seasonal move shown instead.

06 What's Actually in a Full Design Consultation
Service-process explainer, timestamped from first visit to install.

07 A vs. B: Sod vs. Seed, the Honest Comparison
Real cost-and-timeline breakdown with a stated verdict.

08 The Client Who Wanted the Whole Yard Redone in a Week
Real-time exchange format, texted back-and-forth shown.

09 Myth: More Watering Always Means a Healthier Lawn
Myth-busting with a simple, visual explanation.

10 Rate This DIY Landscaping Job Before the Reveal
Rate-and-reveal built around a real redesign.

11 Meet the Crew Out Before Sunrise in July
Staff introduction, humanizing the early-hours work.

12 This Looks So Cool, I Had to Capture It
A single striking install shot, no dialogue, just the frame.

13 Hyper-Local: The 3 Plants That Actually Survive Here
Neighborhood-specific advice tied to local climate reality.

14 The Mistake That Killed an Entire New Bed
Confession format — a real, costly planting lesson.

15 **Seasonal Window: Why Fall Is the Best Time to Plant**

Counter-intuitive urgency content tied to the planting calendar.

MAKE LANDSCAPING COMPANIES YOURS

Batch these. Pick five, film them back-to-back in one afternoon with a single outfit and setting change, and post one per day for a week.

FILM THESE THREE FIRST

1. This Backyard, Six Weeks Apart
2. The Client Who Wanted the Whole Yard Redone in a Week
3. Seasonal Window: Why Fall Is the Best Time to Plant

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

07
OF 40

Cleaning Services

01 The Fridge Nobody Wanted to Open

Before/After proof, the most dramatic reveal available in the job.

02 POV: You're Walking Into a Move-Out Clean

First-person cold open on the state of the space before work starts.

03 Satisfying: Watch This Oven Come Back to Life

ASMR-adjacent demo loop, real time, full payoff.

04 3 Things I Always Check That Clients Never Ask About

Numbered insider list building trust in the process.

05 What's Actually in Our Deep-Clean Checklist

Transparency-first breakdown of a premium service tier.

06 Stop Using This on Your Countertops

Stop-doing format with the right product shown instead.

07 A vs. B: Weekly vs. Biweekly, the Honest Math

Real cost-and-condition comparison with a stated verdict.

08 Meet the Team Behind the Clean You Never See Happen

Staff introduction, humanizing an often-invisible service.

09 The Client Note Left on the Counter

Customer-message screenshot, read aloud with context.

10 Rate This "Already Clean" Kitchen Before Our Pass

Rate-and-reveal built around a real before-state.

11 Myth: Bleach Cleans Everything Best

Myth-busting with a quick, practical explanation.

12 This Looks So Satisfying, I Had to Capture It

A single striking streak-free or sparkle shot, no dialogue.

13 What I Wish Clients Knew Before Their First Deep Clean

Insider-knowledge reveal, practical and specific.

14 The Mistake That Cost Us a Move-Out Deposit Dispute

A real, avoidable error with the lesson attached.

15 **Seasonal Window: Why Spring Bookings Fill by February**
Urgency content tied to the seasonal demand calendar.

MAKE CLEANING SERVICES YOURS

None of these need to be perfect on the first take. Post the rough version, watch the Retention curve, and let the data pick the next fifteen.

FILM THESE THREE FIRST

1. The Fridge Nobody Wanted to Open
2. Meet the Team Behind the Clean You Never See Happen
3. Seasonal Window: Why Spring Bookings Fill by February

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

08
OF 40

Pest Control Companies

01 What Was Actually Behind That Wall

Before/After proof — the hidden problem next to the resolved one.

02 POV: You Just Found Droppings in the Pantry

First-person cold open building immediate urgency.

03 Things Nobody Tells You About Termite Season

Insider-knowledge reveal, timed to the local swarm calendar.

04 Stop Using DIY Traps for This Specific Pest

Stop-doing format with the right response shown instead.

05 Screen-Record: Reading a Real Termite Inspection Report

Walkthrough of a document most homeowners never understand.

06 Myth: One Treatment Solves Everything

Myth-busting with a clear explanation of treatment cycles.

07 The Mistake That Let an Infestation Spread

Confession-adjacent field story with the lesson attached.

08 3 Signs You're About to Have a Real Problem

Numbered insider list building urgency before the callout.

09 A vs. B: Quarterly vs. Annual Plans, the Real Math

Honest cost comparison with a stated verdict.

10 Meet the Tech Who Checks Attics No One Wants To

Staff introduction, humanizing an unglamorous job.

11 The Client Text After Their First Night Pest-Free

Customer-message screenshot, read aloud with context.

12 Rate This Home's Risk Level 1–10 Before the Inspection

Rate-and-reveal built around a real property walkthrough.

13 What's Actually in a Standard Treatment Visit

Transparency-first breakdown of the process, step by step.

14 Countdown: 5 Entry Points Pests Actually Use

Descending list building toward the most-missed entry point.

15 Seasonal Window: Why Spring

Calls Spike by 40%

Urgency content tied to the seasonal pest calendar.

MAKE PEST CONTROL COMPANIES YOURS

Pick the idea on this page that makes you slightly uncomfortable to post. That discomfort is usually the signal that it's specific enough to work.

FILM THESE THREE FIRST

1. What Was Actually Behind That Wall
2. 3 Signs You're About to Have a Real Problem
3. Seasonal Window: Why Spring Calls Spike by 40%

PART FOUR • THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE SAME 60 FORMATS.

09
OF 40

Solar Installation Companies

01 The Roof Nobody Thought Could Handle Panels

Before/After proof on a tricky install most companies would decline.

02 POV: Your First Power Bill After Going Solar

First-person reveal built around a real, specific number.

03 Screen-Record: How I Actually Size a System

Walkthrough of the real math behind a quote.

04 Myth: Solar Doesn't Work on Cloudy Days

Myth-busting with real production data shown on screen.

05 3 Things I Wish Homeowners Knew Before Signing

Numbered insider list cutting through sales-pitch noise.

06 The Mistake That Delayed a Client's Interconnection

A real, avoidable permitting lesson with the fix attached.

07 A vs. B: Leasing vs. Owning, the Honest 20-Year Math

Real cost comparison with a stated verdict, no spin.

08 What's Actually in a Site Assessment

Service-process explainer, timestamped from visit to permit.

09 Revenue Reveal: One Year of Real Production Data

Screen-recorded dashboard shown with honest context.

10 Rate This Roof's Solar Potential 1-10

Rate-and-reveal built around shading, angle and orientation.

11 Meet the Installer Who Climbs the Roof, Not the Salesman

Staff introduction, separating the pitch from the work.

12 The Client Who Was Skeptical Until Month Three

Real-time exchange format, showing doubt turn into proof.

13 Things Nobody Tells You About Battery Backups

Insider-knowledge reveal on the fastest-growing add-on.

14 Countdown: 5 Questions to Ask Before Any Solar Quote

Descending list arming buyers against pushy sales tactics.

15 Seasonal Window: Why Incentive

Deadlines Actually Matter

Urgency content tied to real, verifiable program deadlines.

MAKE SOLAR INSTALLATION
COMPANIES YOURS

Swap in your own city, price point and specifics wherever the copy above stays general — specificity is what turns a template into a scroll-stopper.

FILM THESE THREE FIRST

1. The Roof Nobody Thought Could Handle Panels
2. What's Actually in a Site Assessment
3. Seasonal Window: Why Incentive Deadlines Actually Matter

PART FOUR • THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE SAME 60 FORMATS.

10
OF 40

Property Management Companies

01 The Tenant Screening Red Flag Everyone Misses

Things nobody tells you — an insider-knowledge reveal for landlords.

02 POV: A 2 AM Maintenance Call Just Came In

First-person scenario showing the unglamorous side of the job.

03 Before/After: The Unit Nobody Wanted to Show

Visual proof of a turnover transformation.

04 3 Things I Check on Every Property Walkthrough

Numbered insider list building trust with prospective owners.

05 Screen-Record: How I Actually Price a Rental

Walkthrough of comps and market data, narrated live.

06 The Mistake That Cost an Owner Two Months of Vacancy

A real, avoidable pricing or marketing lesson.

07 A vs. B: Self-Managing vs. Hiring Out, the Real Math

Honest time-and-money comparison with a stated verdict.

08 What's Actually in a Move-Out Inspection

Transparency-first breakdown of the deposit-return process.

09 Myth: Raising Rent Always Means Losing Tenants

Myth-busting with real retention data.

10 The Text From an Owner After Their First Vacancy-Free Year

Customer-message screenshot, read aloud with context.

11 Meet the Team Who Answers Every Tenant Call

Staff introduction, humanizing a often-thankless role.

12 Rate This Listing Photo Set 1-10 Before the Redo

Rate-and-reveal built around a real vacancy listing.

13 Stop Doing Your Own Evictions Without This Step

Stop-doing format with the compliant right-way shown instead.

14 Countdown: 5 Red Flags in a Rental Application

Descending list building toward the most commonly missed flag.

15 Seasonal Window: Why Summer

Turnover Is Won in March

Urgency content tied to the leasing calendar.

MAKE PROPERTY MANAGEMENT
COMPANIES YOURS

You don't need all fifteen. Film the top three this week, watch which one gets the best Retention, then build the next batch around that pattern.

FILM THESE THREE FIRST

1. The Tenant Screening Red Flag Everyone Misses
2. What's Actually in a Move-Out Inspection
3. Seasonal Window: Why Summer Turnover Is Won in March

PART FOUR · THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
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11
OF 40

NICHE CLUSTER 02

Health & Wellness

Dentists & Dental Practices · Chiropractors · Med Spas & Aesthetics Clinics · Physical Therapy Clinics · Personal Trainers & Fitness Coaches · Gyms & Fitness Studios · Yoga & Pilates Studios · Nutrition & Health Coaches · Veterinary Clinics · Massage Therapy Practices

NICHE CLUSTER 02 • BEFORE YOU START

Health & Wellness

Health and wellness audiences are nervous before they're curious. The winning formats here spend their first few seconds lowering a fear — of pain, of judgment, of cost — before they ever get to the payoff. Confession and myth-busting formats consistently outperform pure showcase content.

FIRST UP: DENTISTS & DENTAL PRACTICES

Things People Say When I Say I'm a Dentist

Entertaining format — quick-cut reactions to the classic jokes, answered straight.

Dentists & Dental Practices

01 **Things People Say When I Say I'm a Dentist**

Entertaining format — quick-cut reactions to the classic jokes, answered straight.

02 **POV: You Just Told a Patient They Need a Root Canal**

First-person on the moment that scares patients most, handled with calm.

03 **Before/After: The Smile Someone Hid for 20 Years**

Visual proof of a full transformation, with the patient's real reaction.

04 **3 Things I Wish Patients Knew Before Their First Cleaning**

Numbered insider list lowering anxiety before a visit.

05 **Screen-Record: What Your X-Ray Actually Shows**

Cursor-highlighted walkthrough demystifying a scary-looking image.

06 **Myth: Whitening Damages Your Enamel**

Myth-busting with a clear, visual explanation.

07 **The Mistake That Cost a Patient Two Teeth**

A real, anonymized cautionary story with the prevention lesson attached.

08 **A vs. B: Invisalign vs. Traditional Braces, the Real Comparison**

Honest cost-and-timeline breakdown with a stated verdict.

09 **What's Actually in a Deep Cleaning**

Transparency—first breakdown of a procedure patients dread.

10 **Rate This Toothbrushing Technique 1–10**

Rate-and-reveal built around a common at-home mistake.

11 **Meet the Hygienist Who Makes Kids Actually Excited**

Staff introduction, humanizing the practice for nervous families.

12 **The Text From a Patient Who Used to Hate the Dentist**

Customer-message screenshot, read aloud with context.

13 **Stop Doing This Right Before Your Cleaning**

Stop-doing format with the better prep habit shown instead.

14 **Countdown: 5 Signs You Need to See Us Sooner Than Your Next Checkup**

Descending list building toward the most urgent sign.

15 **Seasonal Window: Why December Is the Best Month to Use Your Benefits**

Urgency content tied to insurance-year deadlines.

MAKE DENTISTS & DENTAL PRACTICES YOURS

None of these need to be perfect on the first take. Post the rough version, watch the Retention curve, and let the data pick the next fifteen.

FILM THESE THREE FIRST

1. Things People Say When I Say I'm a Dentist
2. A vs. B: Invisalign vs. Traditional Braces, the Real Comparison
3. Seasonal Window: Why December Is the Best Month to Use Your Benefits

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHES, ENGINEERED FROM THE
SAME 60 FORMATS.

12
OF 40

Chiropractors

01 POV: You've Had This Back Pain for 3 Years and Ignored It

First-person scenario aimed at the exact chronic-pain patient.

02 The Adjustment Sound Everyone Asks About

Satisfying, sound-forward demo loop with real context added.

03 Before/After: Posture, Filmed Not Staged

Visual proof using a simple side-by-side stance comparison.

04 3 Things I Check Before Every First Adjustment

Numbered insider list building trust before the first visit.

05 Myth: Cracking Your Own Back Is the Same as an Adjustment

Myth-busting with a clear, visual explanation.

06 Things Nobody Tells You About Desk-Job Posture

Insider-knowledge reveal for a huge, underserved audience.

07 The Mistake That Made a Patient's Pain Worse

A real, anonymized cautionary story with the fix attached.

08 Screen-Record: Reading Your Own Posture in the Mirror Test

A simple, genuinely useful at-home self-check, narrated.

09 A vs. B: Chiropractic vs. Physical Therapy, When Each Wins

Honest, non-competitive comparison with real guidance.

10 Rate This Standing Desk Setup 1-10

Rate-and-reveal tied to a common at-home or office mistake.

11 Meet the Team Behind Your Care Plan

Staff introduction, humanizing an often-intimidating first visit.

12 The Patient Who Couldn't Tie Their Shoes, Six Weeks Later

Real before/after story arc told through the patient's own words.

13 Stop Sleeping in This Position

Stop-doing format with the better sleep posture shown instead.

14 What's Actually in a First Visit

Service-process explainer, easing new-patient anxiety.

15 Seasonal Window: Why January Bookings Fill by the 10th

Urgency content tied to New Year's-resolution demand.

MAKE CHIROPRACTORS YOURS

Pick the idea on this page that makes you slightly uncomfortable to post. That discomfort is usually the signal that it's specific enough to work.

FILM THESE THREE FIRST

1. POV: You've Had This Back Pain for 3 Years and Ignored It
2. Screen-Record: Reading Your Own Posture in the Mirror Test
3. Seasonal Window: Why January Bookings Fill by the 10th

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

13
OF 40

Med Spas & Aesthetics Clinics

01 The Botox Consultation, Re-Cut for Retention

A real consult, edited with jump cuts and burned-in captions for comparison.

02 POV: You're About to Get Your First Filler

First-person calming the exact nerves a new patient has.

03 Before/After With a 6-Week Timestamp, Not a Filter

Visual proof, explicitly unfiltered, timestamped for credibility.

04 3 Things I Wish Clients Asked Before Booking

Numbered insider list protecting clients from bad providers.

05 Myth: More Filler Always Looks Better

Myth-busting with a clear, visual explanation of natural results.

06 What's Actually in a Consultation (No Pressure, No Upsell)

Transparency-first breakdown building trust before the sell.

07 The Mistake That Took Months to Correct

A real, anonymized cautionary story from a previous bad provider.

08 A vs. B: Botox vs. Dysport, the Honest Difference

Real comparison with a stated verdict, not a sales pitch.

09 Rate This At-Home Skincare Routine 1-10

Rate-and-reveal built around common DIY skincare mistakes.

10 Meet the Injector Behind the Results

Staff introduction, building trust in the specific hands doing the work.

11 The Client Text After Their First "No One Can Tell" Result

Customer-message screenshot, read aloud with context.

12 Quiet-Flex: The Routine Behind a Client's Best Skin Year

Slow, cozy-toned footage signaling results without shouting about them.

13 Stop Doing This Before Your Appointment

Stop-doing format with correct pre-treatment prep shown instead.

14 Things Nobody Tells You About Filler Migration

Insider-knowledge reveal, honest about long-term realities.

15 Seasonal Window: Why Brides

Book Their Facials a Year Out

Urgency content tied to a predictable booking calendar.

MAKE MED SPAS & AESTHETICS
CLINICS YOURS

Swap in your own city, price point and specifics wherever the copy above stays general — specificity is what turns a template into a scroll-stopper.

FILM THESE THREE FIRST

1. The Botox Consultation, Re-Cut for Retention
2. A vs. B: Botox vs. Dysport, the Honest Difference
3. Seasonal Window: Why Brides Book Their Facials a Year Out

PART FOUR · THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

14
OF 40

Physical Therapy Clinics

01 **POV: You Just Tore Something and Panicked**

First-person calming the exact fear a new patient walks in with.

02 **The Exercise Everyone Does Wrong**

Stop-doing format with the corrected form shown side by side.

03 **Before/After: Range of Motion, Measured Not Guessed**

Visual proof using an actual goniometer reading, on camera.

04 **3 Things I Check on Every Evaluation**

Numbered insider list building trust before treatment starts.

05 **Screen-Record: Reading Your Own MRI Report**

A cursor-highlighted walkthrough demystifying medical jargon.

06 **Myth: Rest Is Always the Right Answer to Pain**

Myth-busting with a clear, evidence-based explanation.

07 **The Mistake That Set Back a Patient's Recovery**

A real, anonymized cautionary story with the fix attached.

08 **A vs. B: PT First vs. Surgery First, When Each Applies**

Honest, non-alarmist comparison with real guidance.

09 **Rate This Home Exercise Setup 1–10**

Rate-and-reveal built around a common at-home mistake.

10 **Meet the Therapist Who Gets Athletes Back Fastest**

Staff introduction, spotlighting a specific specialty.

11 **The Patient Who Couldn't Climb Stairs, Now Running Again**

Real recovery arc told through the patient's own words.

12 **What's Actually in a Typical Session**

Service-process explainer, easing first-visit anxiety.

13 **Things Nobody Tells You About Recovering From Surgery**

Insider-knowledge reveal for a nervous, information-hungry audience.

14 **Countdown: 5 Signs Your Pain Needs More Than Rest**

Descending list building toward the most urgent sign.

15 Seasonal Window: Why January Injuries Spike (and Fill Us Up)

Urgency content tied to New Year's fitness-related injuries.

MAKE PHYSICAL THERAPY CLINICS YOURS

You don't need all fifteen. Film the top three this week, watch which one gets the best Retention, then build the next batch around that pattern.

FILM THESE THREE FIRST

1. POV: You Just Tore Something and Panicked
2. A vs. B: PT First vs. Surgery First, When Each Applies
3. Seasonal Window: Why January Injuries Spike (and Fill Us Up)

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Personal Trainers & Fitness Coaches

01 **What I Actually Eat on a Day I Didn't Plan**

The unstyled, realistic version of a popular aspirational format.

02 **POV: A Client Just Said 'I'll Start Monday' Again**

First-person, relatable to both trainer and procrastinating client.

03 **Before/After: The Client Who Almost Quit at Week 3**

Visual proof paired with the real story of nearly giving up.

04 **3 Things I Wish Beginners Knew Before Their First Session**

Numbered insider list lowering the intimidation barrier.

05 **Myth: You Need to Feel Sore for It to Have Worked**

Myth-busting with a clear, evidence-based explanation.

06 **Stop Doing This Warm-Up (Do This Instead)**

Stop-doing format with a corrected routine shown side by side.

07 **The Mistake That Injured a Client on Day One**

A real, anonymized cautionary story with the prevention lesson.

08 **A vs. B: Cardio First vs. Weights First, the Real Answer**

Honest, evidence-based comparison with a stated verdict.

09 **Rate This Gym-Floor Form 1-10**

Rate-and-reveal built around a commonly-mangled exercise.

10 **I Tried My Own Client's Program for 30 Days**

Extended personal experiment with a real before/after payoff.

11 **The Text From a Client After Their First 5K**

Customer-message screenshot, read aloud with context.

12 **3-Step Teardown: Building a Beginner's First Week**

Rapid, numbered breakdown of a genuinely usable starter plan.

13 **Things I Stopped Doing After My First Year Coaching**

Life-stage wisdom list, coach-specific and candid.

14 **Countdown: 5 Excuses I Hear Every Monday (and the Comeback)**

Descending list building toward the hardest excuse to counter.

15 Seasonal Window: Why January Sign-Ups Need a February Plan

Urgency content tied to the resolution-season drop-off pattern.

MAKE PERSONAL TRAINERS &
FITNESS COACHES YOURS

Read these against Part Two's format library — most of the fifteen ideas above map cleanly to two or three formats you already know how to shoot.

FILM THESE THREE FIRST

1. What I Actually Eat on a Day I Didn't Plan
2. A vs. B: Cardio First vs. Weights First, the Real Answer
3. Seasonal Window: Why January Sign-Ups Need a February Plan

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Gyms & Fitness Studios

01 What This Gym Looks Like at 5 AM vs. 6 PM

Time-of-day breakdown, same space, two completely different energies.

02 POV: It's Your First Day and You Feel Out of Place

First-person, empathetic identity call for nervous new members.

03 Before/After: The Member Who Almost Canceled in Month 2

Visual proof paired with a real near-quit, real-comeback story.

04 Meet the Coach Who Remembers Everyone's Name

Staff introduction, humanizing a space that can feel intimidating.

05 3 Things First-Timers Get Wrong About Class Etiquette

Numbered insider list lowering the intimidation barrier.

06 Companion Content: A Full Class, No Talking, Just Energy

Ambient co-presence format designed to be watched passively.

07 The Mistake New Members Make in Their First Week

A real, common early-drop-off pattern with the fix attached.

08 A vs. B: Group Classes vs. Solo Training, the Honest Take

Real comparison with a stated verdict, not a sales pitch.

09 Rate This Member's Form 1–10 (With Permission)

Rate-and-reveal used as coaching content, consent-based.

10 This Looks So Good, I Had to Capture It

A single striking PR-moment or class-energy shot, no dialogue.

11 The Member Text After Their First PR

Customer-message screenshot, read aloud with context.

12 Things Nobody Tells You About Joining Alone

Insider-knowledge reveal for the most hesitant potential members.

13 Stop Skipping This Part of Your Warm-Up

Stop-doing format with the corrected routine shown instead.

14 Countdown: 5 Signs You've Found the Right Gym

Descending list, useful as both content and a retention tool.

15 **Seasonal Window: Why January
Tours Need to Happen by the 5th**

Urgency content tied to the
resolution-season booking window.

MAKE GYMS & FITNESS STUDIOS
YOURS

The fastest way to make any of these
land: replace the generic noun with a real
customer's name, a real number, or a real
before-and-after.

FILM THESE THREE FIRST

1. What This Gym Looks Like at 5 AM vs.
6 PM
2. A vs. B: Group Classes vs. Solo Training,
the Honest Take
3. Seasonal Window: Why January Tours
Need to Happen by the 5th

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

17
OF 40

Yoga & Pilates Studios

01 Romanticize the Ordinary: Rolling Out the Mat Before Sunrise

Cinematic, quiet footage of a mundane ritual.

02 POV: You're the Person Who Can't Touch Their Toes Yet

First-person, identity call for the exact intimidated beginner.

03 Before/After: Flexibility, 8 Weeks of Consistency

Visual proof using a simple, honest stretch comparison.

04 3 Things I Wish Beginners Knew Before Their First Class

Numbered insider list lowering the intimidation barrier.

05 Myth: You Need to Be Flexible to Start

Myth-busting aimed directly at the most common excuse not to try.

06 Meet the Instructor Who Teaches the 7 AM Class

Staff introduction, building familiarity before a first visit.

07 Quiet-Flex: The Studio at Golden Hour, Empty

Slow, cozy-toned footage that signals calm without overselling it.

08 The Mistake New Students Make in Their First Class

A real, common early-mistake pattern with the fix attached.

09 A vs. B: Yoga vs. Pilates, What Each Actually Builds

Honest, non-competitive comparison guiding the right first pick.

10 Rate This At-Home Stretch Routine 1-10

Rate-and-reveal built around common DIY flexibility mistakes.

11 I Tried Daily Practice for 30 Days

Extended personal experiment with a real, honest before/after.

12 The Student Text After Their First Full Class

Customer-message screenshot, read aloud with context.

13 Things I Stopped Doing After My First Year Teaching

Life-stage wisdom list, instructor-specific and candid.

14 Stop Holding Your Breath During This Pose

Stop-doing format with the correct breathing shown instead.

15 Seasonal Window: Why New Year Class Passes Sell Out by Week One

Urgency content tied to the resolution-season calendar.

MAKE YOGA & PILATES STUDIOS YOURS

If a competitor already owns one of these formats in your market, don't skip it — a slightly better version of a proven idea still outperforms an untested original.

FILM THESE THREE FIRST

1. Romanticize the Ordinary: Rolling Out the Mat Before Sunrise
2. The Mistake New Students Make in Their First Class
3. Seasonal Window: Why New Year Class Passes Sell Out by Week One

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Nutrition & Health Coaches

01 **What I Actually Eat in a Day (Unstyled)**

The unstyled, realistic version of a popular aspirational format.

02 **POV: The Scale Didn't Move and You Want to Quit**

First-person, identity call for the exact plateau moment.

03 **Before/After: 90 Days, No Extreme Diet**

Visual proof paired with an honest, sustainable-pace story.

04 **Myth: Carbs After 6 PM Make You Gain Weight**

Myth-busting with a clear, evidence-based explanation.

05 **3 Things I Wish Clients Knew Before Their First Consult**

Numbered insider list correcting common misconceptions early.

06 **Stop Doing This "Healthy" Habit (It's Not Helping)**

Stop-doing format targeting a commonly-misunderstood habit.

07 **The Mistake That Stalled a Client's Progress for Months**

A real, anonymized cautionary story with the fix attached.

08 **A vs. B: Counting Calories vs. Counting Macros**

Honest comparison with real guidance on which fits which goal.

09 **Rate This Grocery Cart 1–10**

Rate-and-reveal built around real, common shopping choices.

10 **I Tried My Client's Exact Meal Plan for a Week**

Extended personal experiment with a real, honest payoff.

11 **The Text From a Client Who Finally Broke a Plateau**

Customer-message screenshot, read aloud with context.

12 **Things Nobody Tells You About Metabolic Adaptation**

Insider-knowledge reveal, genuinely educational, not fear-based.

13 **3-Step Teardown: Reading a Nutrition Label Correctly**

Rapid, numbered breakdown of a genuinely useful skill.

14 **Countdown: 5 "Diet Foods" That Aren't Doing What You Think**

Descending list building toward the most surprising offender.

15 **Seasonal Window: Why January Sign-Ups Need a March Plan**

Urgency content tied to the resolution-season drop-off pattern.

MAKE NUTRITION & HEALTH COACHES YOURS

Batch these. Pick five, film them back-to-back in one afternoon with a single outfit and setting change, and post one per day for a week.

FILM THESE THREE FIRST

1. What I Actually Eat in a Day (Unstyled)
2. A vs. B: Counting Calories vs. Counting Macros
3. Seasonal Window: Why January Sign-Ups Need a March Plan

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

19
OF 40

Veterinary Clinics

01 What This X-Ray Actually Shows (In Plain English)

Screen-record walkthrough demystifying a scary-looking scan.

02 POV: Your Dog Just Ate Something It Shouldn't Have

First-person, identity call for the exact panicked pet-owner moment.

03 Before/After: The Recovery Nobody Thought Would Happen

Visual proof, honest and emotional, with real patient footage.

04 3 Things I Wish Pet Owners Knew Before Their First Visit

Numbered insider list lowering first-visit anxiety.

05 Myth: Table Scraps Are Fine "Just This Once"

Myth-busting with a clear, visual explanation of real risk.

06 Meet the Vet Tech Who Calms the Nervous Ones

Staff introduction, humanizing an often-scary visit for pets and owners alike.

07 The Mistake That Delayed a Diagnosis by Weeks

A real, anonymized cautionary story with the prevention lesson.

08 A vs. B: Wet Food vs. Dry Food, the Honest Answer

Real comparison with a stated verdict based on actual needs.

09 Rate This Homemade Pet Diet 1–10

Rate-and-reveal built around real, common owner choices.

10 The Client Text After Surgery Went Better Than Expected

Customer-message screenshot, read aloud with context.

11 Things Nobody Tells You About Pet Dental Health

Insider-knowledge reveal on a widely under-discussed issue.

12 Stop Giving Your Cat This "Safe" Human Food

Stop-doing format with the safe alternative shown instead.

13 What's Actually in an Annual Wellness Exam

Transparency—first breakdown of a visit owners often skip.

14 Countdown: 5 Signs Your Pet Is Hiding Pain

Descending list building toward the most commonly missed sign.

15 **Seasonal Window: Why Summer Brings a Spike in Emergency Visits**

Urgency content tied to a predictable seasonal pattern.

MAKE VETERINARY CLINICS YOURS

None of these need to be perfect on the first take. Post the rough version, watch the Retention curve, and let the data pick the next fifteen.

FILM THESE THREE FIRST

1. What This X-Ray Actually Shows (In Plain English)
2. A vs. B: Wet Food vs. Dry Food, the Honest Answer
3. Seasonal Window: Why Summer Brings a Spike in Emergency Visits

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Massage Therapy Practices

01 POV: You've Been "Meaning to Book This" for 6 Months

First-person, gentle identity call for the chronically-postponing client.

02 Things Nobody Tells You About Your First Deep Tissue Session

Insider-knowledge reveal, honest about post-session soreness.

03 Before/After: A Client's Posture, One Consistent Season Later

Visual proof using a simple, honest side-by-side.

04 3 Things I Check Before Every First Session

Numbered insider list building trust before an intimate first visit.

05 Myth: Massage Should Always Hurt to Work

Myth-busting with a clear, reassuring explanation.

06 Meet the Therapist Who Specializes in Athletes

Staff introduction, spotlighting a specific in-demand specialty.

07 Quiet-Flex: The Room Before the First Client of the Day

Slow, cozy-toned footage signaling calm without overselling it.

08 The Mistake First-Timers Make Booking Their Session

A real, common early-mistake pattern with the fix attached.

09 A vs. B: Swedish vs. Deep Tissue, What Each Is Actually For

Honest, non-competitive comparison guiding the right first pick.

10 Rate This At-Home Foam-Rolling Routine 1-10

Rate-and-reveal built around a common DIY recovery mistake.

11 The Client Text After Their First Pain-Free Week

Customer-message screenshot, read aloud with context.

12 What's Actually in a Typical 60-Minute Session

Service-process explainer, easing first-visit anxiety.

13 Stop Doing This Right Before Your Appointment

Stop-doing format with correct pre-session prep shown instead.

14 Things I Stopped Doing After My First Year in Practice

Life-stage wisdom list, therapist-specific and candid.

15 Seasonal Window: Why Gift-Card Bookings Spike in December

Urgency content tied to a predictable gifting calendar.

MAKE MASSAGE THERAPY PRACTICES YOURS

Pick the idea on this page that makes you slightly uncomfortable to post. That discomfort is usually the signal that it's specific enough to work.

FILM THESE THREE FIRST

1. POV: You've Been "Meaning to Book This" for 6 Months
2. The Mistake First-Timers Make Booking Their Session
3. Seasonal Window: Why Gift-Card Bookings Spike in December

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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NICHE CLUSTER 03

Professional & Financial Services

Lawyers (Personal Injury, Family, Estate) · Accountants & CPAs ·
Financial Advisors · Insurance Agents · Mortgage Brokers ·
Business & Marketing Consultants / Coaches

NICHE CLUSTER 03 • BEFORE YOU START

Professional & Financial Services

Professional and financial services sell trust at a distance — most viewers will never set foot in the office before they call. Specificity is the entire game: real numbers, real documents, real outcomes, delivered with more transparency than the audience expects from the category.

FIRST UP: LAWYERS (PERSONAL INJURY, FAMILY, ESTATE)

The Insurance Company Is Hoping You Don't Know This

Confession/authority hook, validated with years of experience, then real proof.

Lawyers (Personal Injury, Family, Estate)

01 The Insurance Company Is Hoping You Don't Know This
Confession/authority hook, validated with years of experience, then real proof.

02 POV: You Just Got a Lowball Settlement Offer
First-person, identity call for the exact person this video is for.

03 3 Things I Check Before Every First Consult
Numbered insider list building trust before an intimidating first meeting.

04 Myth: You Have to Accept the First Offer
Myth-busting with a clear, real-world explanation.

05 Screen-Record: Reading a Settlement Letter Line by Line
Walkthrough demystifying dense legal language.

06 The Mistake That Cost a Client Their Case
A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: Mediation vs. Litigation, the Honest Comparison
Real comparison with a stated verdict, not a scare tactic.

08 Things Nobody Tells You About the First 72 Hours After an Accident
Insider-knowledge reveal, genuinely protective content.

09 Rate This "I'll Just Handle It Myself" Plan 1-10
Rate-and-reveal built around common DIY-legal mistakes.

10 The Client Text After a Case Finally Closed
Customer-message screenshot, read aloud with context.

11 Meet the Paralegal Who Actually Answers Your Calls
Staff introduction, humanizing a firm clients often fear is unreachable.

12 Countdown: 5 Questions to Ask Any Lawyer Before Hiring
Descending list arming clients against a bad hire.

13 Stop Signing This Without Reading It First
Stop-doing format with the correct review habit shown instead.

14 What's Actually in a Will vs. a Trust
Transparency-first breakdown of two commonly confused documents.

15 Seasonal Window: Why Estate Planning Spikes Every January

Urgency content tied to a predictable, real seasonal pattern.

MAKE LAWYERS (PERSONAL INJURY, FAMILY, ESTATE) YOURS

Batch these. Pick five, film them back-to-back in one afternoon with a single outfit and setting change, and post one per day for a week.

FILM THESE THREE FIRST

1. The Insurance Company Is Hoping You Don't Know This
2. Things Nobody Tells You About the First 72 Hours After an Accident
3. Seasonal Window: Why Estate Planning Spikes Every January

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Accountants & CPAs

01 The Deduction Everyone Misses on Their Own Return

Specificity bait — a real, exact number tied to a common oversight.

02 POV: You Just Got an IRS Letter

First-person, calming the exact panic this video is for.

03 Screen-Record: How I Actually Read a P&L

Cursor-highlighted walkthrough demystifying a document owners avoid.

04 3 Things I Wish Small Business Owners Knew About Quarterly Taxes

Numbered insider list preventing an expensive year-end surprise.

05 Myth: An Extension Means You Owe More

Myth-busting with a clear, real-world explanation.

06 The Mistake That Cost a Client a \$6,000 Penalty

A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: LLC vs. S-Corp, the Real Tax Difference

Honest comparison with a stated verdict based on real numbers.

08 Things Nobody Tells You About Mixing Business and Personal Accounts

Insider-knowledge reveal, genuinely protective content.

09 Rate This Shoebox of Receipts 1–10

Rate-and-reveal built around a real (relatable) bookkeeping disaster.

10 The Client Text After Their Biggest Refund Yet

Customer-message screenshot, read aloud with context.

11 Meet the Team Who Answers During Filing Season Chaos

Staff introduction, humanizing the busiest months of the year.

12 Countdown: 5 Tax Mistakes That Trigger a Second Look

Descending list building toward the most serious mistake.

13 Stop Waiting Until March to Start This

Stop-doing format with the correct year-round habit shown instead.

14 What's Actually in a Real Bookkeeping Cleanup

Transparency-first breakdown of a service owners avoid asking about.

15 **Seasonal Window: Why the Last Week of December Actually Matters**

Urgency content tied to real, verifiable tax-year deadlines.

MAKE ACCOUNTANTS & CPAS YOURS

None of these need to be perfect on the first take. Post the rough version, watch the Retention curve, and let the data pick the next fifteen.

FILM THESE THREE FIRST

1. The Deduction Everyone Misses on Their Own Return
2. Things Nobody Tells You About Mixing Business and Personal Accounts
3. Seasonal Window: Why the Last Week of December Actually Matters

PART FOUR · THE NICHE MATRIX
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Financial Advisors

01 Most People Won't Show You Their Own P&L. Here's Mine.

The Transparency Pivot — authority through radical, specific honesty.

02 POV: You Just Realized You're Behind on Retirement

First-person, identity call without shame, straight into a real plan.

03 3 Things I Wish Clients Asked in Their First Meeting

Numbered insider list correcting common misconceptions early.

04 Myth: You Need to Be Rich to Start Investing

Myth-busting aimed directly at the most common excuse not to start.

05 Screen-Record: Reading Your Own 401(k) Statement

Cursor-highlighted walkthrough of a document most people never open.

06 The Mistake That Cost a Client Years of Compound Growth

A real, anonymized cautionary story with the lesson attached.

07 A vs. B: Roth vs. Traditional, the Honest Comparison

Real comparison with a stated verdict based on actual scenarios.

08 Things Nobody Tells You About Fee Structures

Insider-knowledge reveal, genuinely protective and transparent.

09 Rate This "Set It and Forget It" Portfolio 1-10

Rate-and-reveal built around a common passive-investing mistake.

10 The Client Text After Hitting Their First Milestone

Customer-message screenshot, read aloud with context.

11 Meet the Advisor Who Reads the Fine Print So You Don't Have To

Staff introduction, building trust through diligence.

12 Countdown: 5 Questions to Ask Any Advisor Before Hiring

Descending list arming clients against a bad or costly hire.

13 Stop Checking Your Portfolio Every Day

Stop-doing format with the healthier habit shown instead.

14 What's Actually in a Real Financial Plan

Transparency-first breakdown beyond just "pick some funds."

15 **Seasonal Window: Why
December 31st Actually Matters
for Your Taxes**

Urgency content tied to real,
verifiable calendar-year deadlines.

MAKE FINANCIAL ADVISORS YOURS

Pick the idea on this page that makes you
slightly uncomfortable to post. That
discomfort is usually the signal that it's
specific enough to work.

FILM THESE THREE FIRST

1. Most People Won't Show You Their Own
P&L. Here's Mine.
2. Things Nobody Tells You About Fee
Structures
3. Seasonal Window: Why December 31st
Actually Matters for Your Taxes

PART FOUR · THE NICHE MATRIX
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Insurance Agents

01 The Coverage Gap Nobody Checks Until It's Too Late

Things nobody tells you — an insider-knowledge reveal, genuinely protective.

02 POV: You Just Filed Your First Claim

First-person, walking the exact nervous first-time-claimant through it.

03 Screen-Record: Reading Your Own Policy's Fine Print

Cursor-highlighted walkthrough of a document nobody actually reads.

04 Myth: The Cheapest Policy Is Always the Best Deal

Myth-busting with a clear, real-numbers explanation.

05 3 Things I Wish Homeowners Knew Before They're Ever Underinsured

Numbered insider list preventing a devastating future gap.

06 The Mistake That Cost a Client Their Full Claim

A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: Bundling vs. Separate Policies, the Real Math

Honest comparison with a stated verdict based on actual savings.

08 The Client Text After a Claim Actually Got Paid Fast

Customer-message screenshot, read aloud with context.

09 Rate This Home Inventory List 1–10

Rate-and-reveal built around a commonly-skipped protective habit.

10 Meet the Agent Who Answers on the Worst Day of Someone's Year

Staff introduction, humanizing the claims-support role.

11 Countdown: 5 Things That Change Your Premium You Didn't Know About

Descending list building toward the most surprising factor.

12 Stop Assuming This Is Automatically Covered

Stop-doing format with the correct coverage check shown instead.

13 What's Actually in an Annual Policy Review

Transparency-first breakdown of a checkup most people skip.

14 **3-Step Teardown: Filing a Claim Without the Runaround**

Rapid, numbered breakdown of a genuinely useful process.

MAKE INSURANCE AGENTS YOURS

Swap in your own city, price point and specifics wherever the copy above stays general — specificity is what turns a template into a scroll-stopper.

15 **Seasonal Window: Why Renewal Season Is When Rates Actually Move**

Urgency content tied to a real, predictable pricing calendar.

FILM THESE THREE FIRST

1. The Coverage Gap Nobody Checks Until It's Too Late
2. The Client Text After a Claim Actually Got Paid Fast
3. Seasonal Window: Why Renewal Season Is When Rates Actually Move

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
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Mortgage Brokers

01 The Rate Everyone Sees Isn't the Rate You'll Get

Myth-busting hook — the advertised number vs. the real approved number.

02 POV: You Just Got Denied and Don't Know Why

First-person, calming the exact panic this video is for.

03 Screen-Record: Reading Your Own Loan Estimate

Cursor-highlighted walkthrough demystifying a confusing document.

04 3 Things I Wish First-Time Buyers Knew Before Pre-Approval

Numbered insider list preventing a rejected offer down the line.

05 Myth: A Bigger Down Payment Always Gets a Better Rate

Myth-busting with a clear, real-numbers explanation.

06 The Mistake That Delayed a Client's Closing by a Month

A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: 15-Year vs. 30-Year, the Honest Comparison

Real comparison with a stated verdict based on actual goals.

08 Things Nobody Tells You About Your Credit Score During Underwriting

Insider-knowledge reveal, genuinely protective content.

09 Rate This Buyer's "Ready to Apply" Paperwork 1-10

Rate-and-reveal built around common pre-approval mistakes.

10 The Client Text the Moment They Got the Keys

Customer-message screenshot, read aloud with context.

11 Meet the Broker Who Answers Calls on Closing Day

Staff introduction, humanizing the highest-stress day of the process.

12 Countdown: 5 Things That Can Blow Up Your Approval Last-Minute

Descending list building toward the most common late surprise.

13 Stop Opening New Credit Right Before You Apply

Stop-doing format with the correct pre-application habit shown instead.

14 What's Actually in the Underwriting Process
Service-process explainer, timestamped start to finish.

15 Seasonal Window: Why Spring Rate Locks Book Out Fast
Urgency content tied to the real seasonal buying calendar.

MAKE MORTGAGE BROKERS YOURS

You don't need all fifteen. Film the top three this week, watch which one gets the best Retention, then build the next batch around that pattern.

FILM THESE THREE FIRST

1. The Rate Everyone Sees Isn't the Rate You'll Get
2. Things Nobody Tells You About Your Credit Score During Underwriting
3. Seasonal Window: Why Spring Rate Locks Book Out Fast

PART FOUR · THE NICHE MATRIX
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Business & Marketing Consultants / Coaches

01 Most People Won't Show You Their P&L, But Here's Exactly How I Scaled

The Transparency Pivot — authority through radical, specific honesty.

02 POV: Your Ad Spend Just Doubled and Sales Didn't

First-person, identity call for the exact frustrated business owner.

03 3 Things I Check on Every New Client Audit

Numbered insider list building trust before the engagement even starts.

04 Myth: More Content Always Means More Growth

Myth-busting aimed directly at the most common vanity metric trap.

05 Screen-Record: How I Actually Read a Client's Ad Dashboard

Cursor-highlighted walkthrough of real, if anonymized, data.

06 The Mistake That Cost a Client \$10,000 in Wasted Ad Spend

A real, anonymized cautionary story with the fix attached.

07 A vs. B: Paid Ads vs. Organic Content, the Honest Answer

Real comparison with a stated verdict based on business stage.

08 Things Nobody Tells You About Hiring Your First Agency

Insider-knowledge reveal, genuinely protective content.

09 Rate This Landing Page 1–10

Rate-and-reveal built around a common, fixable conversion killer.

10 The Client Text After Their First 6-Figure Month

Customer-message screenshot, read aloud with context.

11 Meet the Pod Behind the Client's Results

Staff introduction, humanizing the team behind a case study.

12 Countdown: 5 Questions to Ask Any Agency Before Signing

Descending list arming buyers against a bad or costly hire.

13 Stop Posting Without This One Thing First

Stop-doing format with the correct strategic step shown instead.

14 What's Actually in a Real Brand Audit

Transparency-first breakdown of a process most agencies keep vague.

15 Seasonal Window: Why Q4 Planning Actually Starts in August

Urgency content tied to a real, predictable planning calendar.

MAKE BUSINESS & MARKETING
CONSULTANTS / COACHES YOURS

Read these against Part Two's format library — most of the fifteen ideas above map cleanly to two or three formats you already know how to shoot.

FILM THESE THREE FIRST

1. Most People Won't Show You Their P&L, But Here's Exactly How I Scaled
2. Things Nobody Tells You About Hiring Your First Agency
3. Seasonal Window: Why Q4 Planning Actually Starts in August

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

27
OF 40

NICHE CLUSTER 04

Beauty & Personal Care

Hair Stylists, Salons & Barbershops · Nail Salons · Makeup Artists
· Tattoo Artists

NICHE CLUSTER 04 • BEFORE YOU START

Beauty & Personal Care

Beauty and personal care is one of the most visually satisfying clusters in this entire matrix — the format library's transformation and ASMR-adjacent process formats were practically built for this niche cluster. Let the work speak; narration should support the visual, not compete with it.

FIRST UP: HAIR STYLISTS, SALONS & BARBERSHOPS

The Cut That Made a Client Cry (Happy Tears)

Before/After proof — the reaction shot doing more work than the haircut itself.

Hair Stylists, Salons & Barbershops

01 The Cut That Made a Client Cry (Happy Tears)

Before/After proof — the reaction shot doing more work than the haircut itself.

02 POV: A Client Shows You a Pinterest Photo That Won't Work

First-person, relatable to every stylist who's had this exact conversation.

03 Satisfying: Watch This Color Correction in Real Time

ASMR-adjacent demo loop, real time, full payoff.

04 3 Things I Wish Clients Knew Before a Color Appointment

Numbered insider list preventing a disappointing result.

05 Myth: Cutting Your Hair Often Makes It Grow Faster

Myth-busting with a clear, quick explanation.

06 The Mistake That Turned a Box-Dye Job Into a 4-Hour Fix

A real, anonymized cautionary story with the lesson attached.

07 A vs. B: Balayage vs. Foils, the Honest Comparison

Real comparison with a stated verdict based on hair type and upkeep.

08 Things I Stopped Doing After My First Year Behind the Chair

Life-stage wisdom list, stylist-specific and candid.

09 Rate This At-Home Trim 1–10 Before the Professional Fix

Rate-and-reveal built around a common DIY disaster.

10 Meet the Barber Who Remembers Every Regular's Order

Staff introduction, humanizing the relationship behind repeat business.

11 The Client Text After Their Big Chop

Customer-message screenshot, read aloud with context.

12 Sketch-to-Reality: From Reference Photo to Finished Cut

A reference image transition into the real, finished result.

13 Stop Using Heat Tools Without This One Step

Stop-doing format with the correct protective habit shown instead.

14 What's Actually in a Full Color Consultation

Transparency—first breakdown of a process clients rarely see explained.

15 Seasonal Window: Why Prom and Wedding Season Books Out by March

Urgency content tied to a real, predictable booking calendar.

MAKE HAIR STYLISTS, SALONS & BARBERSHOPS YOURS

If a competitor already owns one of these formats in your market, don't skip it — a slightly better version of a proven idea still outperforms an untested original.

FILM THESE THREE FIRST

1. The Cut That Made a Client Cry (Happy Tears)
2. Things I Stopped Doing After My First Year Behind the Chair
3. Seasonal Window: Why Prom and Wedding Season Books Out by March

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHES, ENGINEERED FROM THE
SAME 60 FORMATS.

28
OF 40

Nail Salons

01 Satisfying: Watch This Full Set Get Done, Start to Finish

ASMR-adjacent demo loop, real time, full payoff.

02 POV: You Chipped a Nail 2 Days After Your Appointment

First-person, relatable identity call into a real-fix explanation.

03 Before/After: The Nails Someone Hid in Their Pockets for Years

Visual proof of a confidence-building transformation.

04 3 Things I Wish Clients Knew Before Their First Gel Set

Numbered insider list preventing a disappointing or damaging result.

05 Myth: Gel Polish Always Damages Your Natural Nail

Myth-busting with a clear, technique-focused explanation.

06 The Mistake That Damaged a Client's Nail Bed

A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: Dip Powder vs. Gel, the Honest Comparison

Real comparison with a stated verdict based on lifestyle and upkeep.

08 Rate This At-Home Manicure 1-10

Rate-and-reveal built around a common DIY mistake.

09 Meet the Nail Tech Behind the Design You Can't Stop Screenshotting

Staff introduction, spotlighting a specific in-demand skill.

10 The Client Text After Their Wedding-Day Set

Customer-message screenshot, read aloud with context.

11 Sketch-to-Reality: From Reference Photo to Finished Nail Art

A reference image transition into the real, finished set.

12 Stop Peeling Off Gel Polish at Home

Stop-doing format with the correct (undamaging) removal shown instead.

13 What's Actually in a Proper Removal Process

Transparency-first breakdown of a step clients often rush.

14 This Design Looks So Cool, I Had to Capture It

A single striking finished-nail shot, no dialogue, just the frame.

MAKE NAIL SALONS YOURS

Batch these. Pick five, film them back-to-back in one afternoon with a single outfit and setting change, and post one per day for a week.

15 Seasonal Window: Why Holiday Sets Need to Be Booked by Thanksgiving

Urgency content tied to a real, predictable booking calendar.

FILM THESE THREE FIRST

1. Satisfying: Watch This Full Set Get Done, Start to Finish
2. Rate This At-Home Manicure 1–10
3. Seasonal Window: Why Holiday Sets Need to Be Booked by Thanksgiving

PART FOUR • THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE SAME 60 FORMATS.

29
OF 40

Makeup Artists

01 Before/After: The Transformation for Someone's First Red Carpet

Visual proof of a full, dramatic transformation with real reaction.

02 POV: A Bride Cries Before You've Even Started

First-person, emotionally resonant opener for wedding-day work.

03 3-Step Teardown: A Full Face in Under 10 Minutes

Rapid, numbered breakdown of a genuinely useful quick routine.

04 Myth: Expensive Products Always Outperform Drugstore

Myth-busting with a clear, side-by-side explanation.

05 3 Things I Wish Clients Knew Before Their Trial

Numbered insider list preventing wedding-day disappointment.

06 The Mistake That Almost Ruined a Client's Big Day

A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: Airbrush vs. Traditional Foundation, the Honest Take

Real comparison with a stated verdict based on skin type and event.

08 Rate This Everyday Makeup Routine 1-10

Rate-and-reveal built around common technique mistakes.

09 Sketch-to-Reality: From Mood Board to Finished Look

A reference collage transitions into the real, finished face.

10 The Client Text After Seeing Herself in the Mirror

Customer-message screenshot, read aloud with context.

11 This Look Is So Cool, I Had to Capture It

A single striking finished-look shot, no dialogue, just the frame.

12 Things Nobody Tells You About Makeup That Lasts All Day

Insider-knowledge reveal, genuinely useful technique content.

13 Stop Applying Foundation With This Common Mistake

Stop-doing format with the correct technique shown instead.

14 What's Actually in a Bridal Trial

Service-process explainer, easing a nerve-wracking first meeting.

15 Seasonal Window: Why Prom and Wedding Bookings Fill by February

Urgency content tied to a real, predictable seasonal calendar.

MAKE MAKEUP ARTISTS YOURS

None of these need to be perfect on the first take. Post the rough version, watch the Retention curve, and let the data pick the next fifteen.

FILM THESE THREE FIRST

1. Before/After: The Transformation for Someone's First Red Carpet
2. Rate This Everyday Makeup Routine 1-10
3. Seasonal Window: Why Prom and Wedding Bookings Fill by February

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

30
OF 40

Tattoo Artists

01 Sketch to Finished Tattoo, One Continuous Transition

The signature format for this niche — hand-drawn morphs into the real ink.

02 POV: You're About to Get Your First Tattoo and You're Nervous

First-person, calming the exact fear this video is for.

03 Things Nobody Tells You About Healing a New Tattoo

Insider-knowledge reveal, genuinely protective aftercare content.

04 3 Things I Wish Clients Knew Before Their Consultation

Numbered insider list preventing a disappointing design outcome.

05 Myth: Bigger Tattoos Always Hurt More

Myth-busting with a clear, placement-specific explanation.

06 The Mistake That Ruined Someone's Tattoo Before It Even Healed

A real, anonymized cautionary aftercare story.

07 A vs. B: Fine Line vs. Traditional Bold, the Honest Take

Real comparison with a stated verdict based on style and longevity.

08 Rate This Cover-Up Idea 1–10 Before the Reveal

Rate-and-reveal built around a real, challenging cover-up job.

09 Meet the Artist Behind the Style You Keep Saving on Pinterest

Staff introduction, spotlighting a specific signature style.

10 The Client Text a Week Into Healing

Customer-message screenshot, read aloud with context.

11 This Design Is So Cool, I Had to Capture It

A single striking finished-piece shot, no dialogue, just the frame.

12 Satisfying: Watch This Full Piece Get Finished

ASMR-adjacent demo loop, real time, full payoff.

13 Stop Picking at Your New Tattoo (Do This Instead)

Stop-doing format with the correct aftercare habit shown instead.

14 What's Actually in a Custom Design Consultation

Transparency-first breakdown of a process clients rarely see.

15 Seasonal Window: Why Summer Books Out for Sleeve Work by March

Urgency content tied to a real, predictable booking calendar.

MAKE TATTOO ARTISTS YOURS

Pick the idea on this page that makes you slightly uncomfortable to post. That discomfort is usually the signal that it's specific enough to work.

FILM THESE THREE FIRST

1. Sketch to Finished Tattoo, One Continuous Transition
2. Rate This Cover-Up Idea 1–10 Before the Reveal
3. Seasonal Window: Why Summer Books Out for Sleeve Work by March

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

31
OF 40

NICHE CLUSTER 05

Events & Lifestyle

Wedding Planners & Wedding Photographers & Videographers & Florists & Event Venues, DJs & Entertainers & Caterers

NICHE CLUSTER 05 • BEFORE YOU START

Events & Lifestyle

Events and lifestyle businesses sell an experience they only get to prove once per client. The highest-performing content here borrows the emotional stakes of the actual event — the crisis averted, the reveal, the reaction — rather than a generic showcase of past work.

FIRST UP: WEDDING PLANNERS

The Rain Plan Nobody Wanted to Need (Until They Did)

Before/After proof — the backup plan that saved the actual day.

Wedding Planners

01 **The Rain Plan Nobody Wanted to Need (Until They Did)**

Before/After proof — the backup plan that saved the actual day.

02 **POV: The Caterer Just Canceled 4 Days Before the Wedding**

First-person cold open on the exact crisis planners are hired to prevent.

03 **3 Things I Wish Couples Knew Before Booking a Venue**

Numbered insider list preventing a costly early mistake.

04 **Things Nobody Tells You About Wedding Day Timelines**

Insider-knowledge reveal, genuinely useful planning content.

05 **The Mistake That Almost Delayed the Ceremony by an Hour**

A real, anonymized cautionary story with the fix attached.

06 **A vs. B: Full-Service vs. Day-Of Coordination, the Honest Take**

Real comparison with a stated verdict based on budget and needs.

07 **24 Hours With Me on Someone's Wedding Day**

Extended day-in-the-life spanning setup to send-off.

08 **Rate This DIY Wedding Timeline 1–10 Before the Fix**

Rate-and-reveal built around a common planning mistake.

09 **The Couple's Text After Their "Perfect, Somehow" Day**

Customer-message screenshot, read aloud with context.

10 **Meet the Assistant Who Fixes Problems No Guest Ever Sees**

Staff introduction, humanizing the invisible behind-the-scenes work.

11 **This Looks So Cool, I Had to Capture It**

A single striking setup or first-look shot, no dialogue.

12 **Stop Booking Vendors in This Order**

Stop-doing format with the correct booking sequence shown instead.

13 **What's Actually in a Month-Of Coordination Package**

Transparency—first breakdown of what's included and what isn't.

14 **Countdown: 5 Things That Go Wrong at Every Wedding (and the Fix)**

Descending list building toward the most common last-minute crisis.

15 Seasonal Window: Why Fall Weddings Book Venues by January

Urgency content tied to a real, predictable booking calendar.

MAKE WEDDING PLANNERS YOURS

The fastest way to make any of these land: replace the generic noun with a real customer's name, a real number, or a real before-and-after.

FILM THESE THREE FIRST

1. The Rain Plan Nobody Wanted to Need (Until They Did)
2. Rate This DIY Wedding Timeline 1–10 Before the Fix
3. Seasonal Window: Why Fall Weddings Book Venues by January

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Wedding Photographers & Videographers

01 What the Listing Photo Shows vs. the Real First Look

Reality vs. Stories — the posed shot next to the unguarded moment.

02 POV: You're Editing 4,000 Photos Down to 400

First-person, relatable behind-the-scenes of the unseen labor.

03 Before/After: Color Grading the Same Photo Two Ways

Visual proof, split-screen, showing an editing decision's real impact.

04 3 Things I Wish Couples Knew Before Choosing a Package

Numbered insider list preventing a disappointing gap in coverage.

05 Things Nobody Tells You About Golden Hour Timing

Insider-knowledge reveal, genuinely useful for couples' planning.

06 The Mistake That Almost Cost a Couple Their First Dance Footage

A real, anonymized cautionary story with the fix attached.

07 A vs. B: Film vs. Digital, the Honest Comparison

Real comparison with a stated verdict based on style and budget.

08 Satisfying: Watch a Full Gallery Edit Speed Up

ASMR-adjacent demo loop, time-lapsed editing process.

09 Rate This Guest's Phone-Photo Attempt 1-10

Rate-and-reveal, lighthearted, built around a common guest habit.

10 The Couple's Text After Seeing Their Sneak Peek

Customer-message screenshot, read aloud with context.

11 This Frame Is So Cool, I Had to Capture It

A single striking, unedited moment, no dialogue, just the shot.

12 Stop Asking Your Photographer to "Just Take a Quick One" Here

Stop-doing format aimed gently at a common guest frustration.

13 What's Actually in a Full Wedding Day Timeline for Us

Service-process explainer, timestamped from getting-ready to send-off.

14 Things I Stopped Doing After My First Wedding Season

Life-stage wisdom list, photographer-specific and candid.

15 Seasonal Window: Why October

Saturdays Book Out First

Urgency content tied to a real, predictable booking calendar.

MAKE WEDDING PHOTOGRAPHERS & VIDEOGRAPHERS YOURS

If a competitor already owns one of these formats in your market, don't skip it — a slightly better version of a proven idea still outperforms an untested original.

FILM THESE THREE FIRST

1. What the Listing Photo Shows vs. the Real First Look
2. Satisfying: Watch a Full Gallery Edit Speed Up
3. Seasonal Window: Why October Saturdays Book Out First

PART FOUR · THE NICHE MATRIX

600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE SAME 60 FORMATS.

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OF 40

Florists

01 Satisfying: Watch This Bouquet Come Together From Scratch

ASMR-adjacent demo loop, real time, full payoff.

02 POV: The Order Just Changed 3 Days Before the Event

First-person cold open on the exact crisis florists absorb quietly.

03 Before/After: The Ceremony Arch, Bare to Finished

Visual proof, timelapsed, of a full installation.

04 3 Things I Wish Couples Knew Before Choosing Flowers

Numbered insider list preventing a seasonal or budget surprise.

05 Myth: Any Flower Can Be Sourced for Any Date

Myth-busting with a clear, seasonality-focused explanation.

06 The Mistake That Almost Wilted a Client's Centerpieces

A real, anonymized cautionary story with the fix attached.

07 A vs. B: Fresh vs. Dried Florals, the Honest Comparison

Real comparison with a stated verdict based on season and budget.

08 This Arrangement Is So Cool, I Had to Capture It

A single striking finished-arrangement shot, no dialogue.

09 Rate This Grocery-Store Bouquet 1-10 Before the Redo

Rate-and-reveal, lighthearted, built around a common DIY attempt.

10 The Client Text After Seeing the Arch in Person

Customer-message screenshot, read aloud with context.

11 What's Actually in a Full-Service Wedding Package

Transparency-first breakdown of a process couples rarely see explained.

12 Things Nobody Tells You About Flower Delivery Timing

Insider-knowledge reveal, genuinely useful planning content.

13 Stop Ordering Flowers This Close to the Date

Stop-doing format with the correct lead time shown instead.

14 Meet the Team Up at 4 AM for a Saturday Wedding

Staff introduction, humanizing the early-hours labor behind the reveal.

15 **Seasonal Window: Why Peony
Season Books Out by February**

Urgency content tied to a real,
seasonal sourcing calendar.

MAKE FLORISTS YOURS

Batch these. Pick five, film them back-to-back in one afternoon with a single outfit and setting change, and post one per day for a week.

FILM THESE THREE FIRST

1. Satisfying: Watch This Bouquet Come Together From Scratch
2. This Arrangement Is So Cool, I Had to Capture It
3. Seasonal Window: Why Peony Season Books Out by February

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

Event Venues, DJs & Entertainers

01 What This Room Looks Like Empty vs. Full

Before/After proof, same space, transformed for the actual event.

02 POV: The Dance Floor Is Empty and You Have One Song Left to Fix It

First-person, high-stakes identity call for DJs specifically.

03 3 Things I Wish Clients Knew Before Booking a Venue

Numbered insider list preventing a costly capacity or logistics surprise.

04 Things Nobody Tells You About Reading a Room Full of Strangers

Insider-knowledge reveal, genuinely useful DJ/MC content.

05 The Mistake That Almost Killed the Energy at a Reception

A real, anonymized cautionary story with the fix attached.

06 A vs. B: Live Band vs. DJ, the Honest Comparison

Real comparison with a stated verdict based on budget and vibe.

07 24 Hours With Me Setting Up for a 300-Guest Event

Extended day-in-the-life spanning load-in to last song.

08 Rate This Playlist 1–10 Before I Show You What Actually Works

Rate-and-reveal built around a common music-planning mistake.

09 The Client Text After Their Dance Floor Never Emptied

Customer-message screenshot, read aloud with context.

10 Meet the Team Who Flips a Ceremony Room Into a Reception in 30 Minutes

Staff introduction, humanizing a genuinely impressive logistics feat.

11 This Setup Is So Cool, I Had to Capture It

A single striking room-reveal shot, no dialogue, just the frame.

12 Stop Picking Your First Dance Song for This Reason

Stop-doing format with the better selection method shown instead.

13 What's Actually in a Full-Service Booking

Transparency—first breakdown of what's included and what isn't.

14 Countdown: 5 Questions to Ask Any Venue Before Signing

Descending list arming clients against a bad or costly booking.

15 Seasonal Window: Why Saturday Dates Book Out 14 Months Out

Urgency content tied to a real,
predictable booking calendar.

MAKE EVENT VENUES, DJS &
ENTERTAINERS YOURS

None of these need to be perfect on the first take. Post the rough version, watch the Retention curve, and let the data pick the next fifteen.

FILM THESE THREE FIRST

1. What This Room Looks Like Empty vs. Full
2. Rate This Playlist 1–10 Before I Show You What Actually Works
3. Seasonal Window: Why Saturday Dates Book Out 14 Months Out

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

35
OF 40

Caterers

01 **Satisfying: Watch 300 Plates Get Finished in Real Time**

ASMR-adjacent demo loop, real time, full kitchen payoff.

02 **POV: The Head Count Just Changed the Morning Of**

First-person cold open on the exact crisis caterers absorb quietly.

03 **Before/After: The Kitchen Before Service vs. Mid-Rush**

Visual proof of the invisible chaos behind a smooth-looking event.

04 **3 Things I Wish Clients Knew Before Finalizing a Menu**

Numbered insider list preventing a dietary or budget surprise.

05 **Myth: More Menu Options Always Means Happier Guests**

Myth-busting with a clear, logistics-focused explanation.

06 **The Mistake That Almost Ran Out of Food at 200 Guests**

A real, anonymized cautionary story with the fix attached.

07 **A vs. B: Plated Service vs. Buffet, the Honest Comparison**

Real comparison with a stated verdict based on budget and guest count.

08 **This Plate Is So Cool, I Had to Capture It**

A single striking finished-plate shot, no dialogue, just the frame.

09 **Rate This Backyard-Party Menu 1-10**

Rate-and-reveal, lighthearted, built around a common DIY attempt.

10 **The Client Text After Guests Wouldn't Stop Asking About the Food**

Customer-message screenshot, read aloud with context.

11 **Meet the Chef Behind the Menu You Keep Requesting**

Staff introduction, spotlighting a specific signature dish or skill.

12 **What's Actually in a Full-Service Tasting**

Service-process explainer, easing a nerve-wracking first meeting.

13 **Things Nobody Tells You About Dietary Restriction Planning**

Insider-knowledge reveal, genuinely useful and increasingly relevant.

14 **Stop Finalizing Your Head Count This Late**

Stop-doing format with the correct planning timeline shown instead.

15 Seasonal Window: Why Holiday Party Menus Lock In by October

Urgency content tied to a real, predictable booking calendar.

MAKE CATERERS YOURS

Pick the idea on this page that makes you slightly uncomfortable to post. That discomfort is usually the signal that it's specific enough to work.

FILM THESE THREE FIRST

1. Satisfying: Watch 300 Plates Get Finished in Real Time
2. This Plate Is So Cool, I Had to Capture It
3. Seasonal Window: Why Holiday Party Menus Lock In by October

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

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OF 40

NICHE CLUSTER 06

Food & Retail

Restaurants & Cafes & Food Trucks & Boutique Retail Shops
& Bakeries & Dessert Shops

NICHE CLUSTER 06 · BEFORE YOU START

Food & Retail

Food and retail live or die on sensory appeal and repeat-customer relationships. ASMR-adjacent process shots and staff/founder personality carry this cluster further than almost any other — people don't just buy the product, they buy the person and place behind it.

FIRST UP: RESTAURANTS & CAFES

What I Actually Eat as the Owner (Not the Menu Version)

The unstyled, realistic version of a popular aspirational format.

Restaurants & Cafes

01 What I Actually Eat as the Owner (Not the Menu Version)

The unstyled, realistic version of a popular aspirational format.

02 POV: You're the Table That's Been Waiting 20 Minutes

First-person, empathetic identity call acknowledging a real frustration.

03 Satisfying: Watch This Dish Get Plated, Start to Finish

ASMR-adjacent demo loop, real time, full kitchen payoff.

04 3 Things I Wish Guests Knew About Our Busiest Nights

Numbered insider list, honest and relationship-building.

05 Things Nobody Tells You About Why Reservations Book Out

Insider-knowledge reveal, genuinely useful for regulars.

06 The Mistake That Almost Ruined Opening Night

Confession format — a real, candid founder story.

07 A vs. B: The Dish That Almost Didn't Make the Menu

Two-option taste-test format with a real, stated verdict.

08 Meet the Line Cook Who's Been Here Since Day One

Staff introduction, humanizing the kitchen guests never see.

09 Rate This Copycat Recipe Attempt 1–10

Rate-and-reveal, lighthearted, built around a viral recreation trend.

10 The Guest Review That Made the Whole Week Worth It

Customer-message screenshot, read aloud with context.

11 This Plate Is So Cool, I Had to Capture It

A single striking finished-dish shot, no dialogue, just the frame.

12 What's Actually in Our Signature Sauce (The Parts We'll Share)

Behind-the-scenes process, building craftsmanship trust.

13 Companion Content: A Quiet Prep Shift, No Talking

Ambient co-presence format designed to be watched passively.

14 Countdown: 5 Menu Items That Almost Got Cut

Descending list building toward the most surprising near-miss.

15 Seasonal Window: Why Private Party Bookings Lock In by November

Urgency content tied to a real, predictable booking calendar.

MAKE RESTAURANTS & CAFES YOURS

Read these against Part Two's format library — most of the fifteen ideas above map cleanly to two or three formats you already know how to shoot.

FILM THESE THREE FIRST

1. What I Actually Eat as the Owner (Not the Menu Version)
2. Meet the Line Cook Who's Been Here Since Day One
3. Seasonal Window: Why Private Party Bookings Lock In by November

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHES, ENGINEERED FROM THE
SAME 60 FORMATS.

37
OF 40

Food Trucks

01 What's Actually in Today's Special (Built From Scratch)

Behind-the-scenes process, small-format and high-trust.

02 POV: The Line Just Wrapped Around the Block

First-person, high-energy identity call for the regulars who know.

03 Satisfying: Watch This Order Get Built, Window to Window

ASMR-adjacent demo loop, real time, full payoff.

04 Things Nobody Tells You About Running a Kitchen in 90 Square Feet

Insider-knowledge reveal, genuinely candid behind-the-scenes content.

05 3 Things I Wish First-Time Customers Knew Before Ordering

Numbered insider list easing a new customer's first order.

06 The Mistake That Almost Ended the Whole Truck

Confession format — a real, candid founder story.

07 This Looks So Cool, I Had to Capture It

A single striking build-shot or sizzle moment, no dialogue.

08 A vs. B: Today's Two Specials, You Decide

A real-time audience-vote format tied to the day's menu.

09 Meet the Person Who Remembers Your Order Before You Say It

Staff introduction, humanizing repeat-customer relationships.

10 The Text From a Regular Who Found Us After We Moved Locations

Customer-message screenshot, read aloud with context.

11 Hyper-Local: Where We're Parked This Week (and Why)

Neighborhood-specific tips tied to the truck's rotating locations.

12 Rate This Copycat Recipe Attempt at Home 1-10

Rate-and-reveal, lighthearted, built around a viral recreation trend.

13 What Actually Happens Before We Open the Window
Service-process explainer,
timestamped from prep to first order.

14 Stop Standing Here (You're in the Blind Spot)
Lighthearted, practical stop-doing
format specific to truck layout.

MAKE FOOD TRUCKS YOURS

The fastest way to make any of these
land: replace the generic noun with a real
customer's name, a real number, or a real
before-and-after.

**15 Seasonal Window: Why Festival
Season Books Our Calendar by
March**
Urgency content tied to a real,
predictable booking calendar.

FILM THESE THREE FIRST

1. What's Actually in Today's Special
(Built From Scratch)
2. A vs. B: Today's Two Specials, You
Decide
3. Seasonal Window: Why Festival Season
Books Our Calendar by March

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

38
OF 40

Boutique Retail Shops

01 What's Actually in This Week's New Arrivals Box

Unboxing format — full packaging reveal, slowed down.

02 POV: You Found the One Piece You Didn't Know You Needed

First-person, aspirational identity call for the browsing customer.

03 3 Things I Wish Customers Knew Before They Shop Small

Numbered insider list, honest and relationship-building.

04 Things Nobody Tells You About Why This Item Sold Out So Fast

Insider-knowledge reveal, genuinely useful for repeat shoppers.

05 The Mistake That Almost Cost Us Our Best Vendor

Confession format — a real, candid founder story.

06 A vs. B: Styling the Same Piece Two Ways

Side-by-side styling comparison with a real, stated preference.

07 This Display Is So Cool, I Had to Capture It

A single striking visual-merchandising shot, no dialogue.

08 Meet the Person Who Hand-Picks Every Item in the Shop

Staff/owner introduction, humanizing the curation process.

09 The Customer Text After Finding "Exactly What I Pictured"

Customer-message screenshot, read aloud with context.

10 Rate This Outfit 1–10 Before the Restyle

Rate-and-reveal, lighthearted, built around a styling before/after.

11 What's Actually Behind the Price Tag on Handmade Goods

Transparency-first breakdown building trust in small-batch pricing.

12 Companion Content: Restocking the Shelves Before We Open

Ambient co-presence format designed to be watched passively.

13 Stop Assuming This Brand Is Out of Your Budget

Stop-doing format gently correcting a common shopper assumption.

14 Founder Origin: I Couldn't Find This, So I Started Selling It

Founder origin story, direct to camera, values-first.

15 Seasonal Window: Why Holiday Inventory Gets Planned in July

Urgency content tied to a real, predictable retail calendar.

MAKE BOUTIQUE RETAIL SHOPS YOURS

If a competitor already owns one of these formats in your market, don't skip it — a slightly better version of a proven idea still outperforms an untested original.

FILM THESE THREE FIRST

1. What's Actually in This Week's New Arrivals Box
2. Meet the Person Who Hand-Picks Every Item in the Shop
3. Seasonal Window: Why Holiday Inventory Gets Planned in July

PART FOUR · THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

39
OF 40

Bakeries & Dessert Shops

01 The Recipe Card That Started It All

Founder origin story — a real family recipe as the emotional hook.

02 POV: You Walk In Right When the Tray Comes Out of the Oven

First-person, sensory-forward identity call for the exact right moment.

03 Satisfying: Watch This Cake Get Frosted, Start to Finish

ASMR-adjacent demo loop, real time, full payoff.

04 3 Things I Wish Customers Knew Before Ordering a Custom Cake

Numbered insider list preventing a timeline or budget surprise.

05 Things Nobody Tells You About Why Sourdough Takes 3 Days

Insider-knowledge reveal, genuinely educational behind-the-scenes content.

06 The Mistake That Almost Ruined a Wedding Cake Order

A real, anonymized cautionary story with the prevention lesson.

07 A vs. B: Buttercream vs. Fondant, the Honest Comparison

Real comparison with a stated verdict based on taste and occasion.

08 This Batch Is So Cool, I Had to Capture It

A single striking finished-product shot, no dialogue, just the frame.

09 Meet the Baker Who's Up at 4 AM Every Morning

Staff introduction, humanizing the early-hours labor behind the case.

10 The Customer Text After Their Custom Order Exceeded Expectations

Customer-message screenshot, read aloud with context.

11 Rate This Copycat Recipe Attempt at Home 1–10

Rate-and-reveal, lighthearted, built around a viral recreation trend.

12 What's Actually in Our Best-Selling Recipe (The Parts We'll Share)

Behind-the-scenes process, building craftsmanship trust.

13 Stop Storing Your Cake Like This

Stop-doing format with the correct storage habit shown instead.

14 Countdown: 5 Custom Orders That Pushed Us the Furthest

Descending list building toward the most ambitious build.

MAKE BAKERIES & DESSERT SHOPS YOURS

Batch these. Pick five, film them back-to-back in one afternoon with a single outfit and setting change, and post one per day for a week.

15 Seasonal Window: Why Holiday Pie Orders Lock In by Mid-November

Urgency content tied to a real, predictable seasonal calendar.

FILM THESE THREE FIRST

1. The Recipe Card That Started It All
2. This Batch Is So Cool, I Had to Capture It
3. Seasonal Window: Why Holiday Pie Orders Lock In by Mid-November

PART FOUR • THE NICHE MATRIX
600 IDEAS ACROSS 40 NICHEs, ENGINEERED FROM THE
SAME 60 FORMATS.

40
OF 40

PART FIVE

05

The Production Workbook

Sixty days of batching, tracking and reviewing – the system, run by you.

Run the System

A book of ideas is worth nothing if it never turns into footage. The next pages are built to be written in — photocopy them, screenshot them, or just write in the margins. Sixty days of

batch planning, a blank Idea Card generator, a hook swipe sheet, a full format tracker, and an honest analytics log. Run it once and you'll never plan content from a blank page again.

WHAT'S AHEAD IN PART FIVE

A 60-day batch calendar, two blank Idea Card generators, a niche audit, a shot-list planner, an analytics tracker, a format tracker, four weekly recaps, and a one-page commitment. Everything here is meant to be written on, not just read.

Sprint One

Days 1-30 – Build the habit

Mark a box every day you film, edit or post one idea from this book. Don't aim for perfect. Aim for marked.

01	02	03	04	05	06
☐	☐	☐	☐	☐	☐
07	08	09	10	11	12
☐	☐	☐	☐	☐	☐
13	14	15	16	17	18
☐	☐	☐	☐	☐	☐
19	20	21	22	23	24
☐	☐	☐	☐	☐	☐
25	26	27	28	29	30
☐	☐	☐	☐	☐	☐

Sprint Two

Days 31-60 – Build the volume

Mark a box every day you film, edit or post one idea from this book. Don't aim for perfect. Aim for marked.

01	02	03	04	05	06
☐	☐	☐	☐	☐	☐
07	08	09	10	11	12
☐	☐	☐	☐	☐	☐
13	14	15	16	17	18
☐	☐	☐	☐	☐	☐
19	20	21	22	23	24
☐	☐	☐	☐	☐	☐
25	26	27	28	29	30
☐	☐	☐	☐	☐	☐

Blank Idea Card Generator

IDEA CARD 01

CATEGORY

CONCEPT

VIRAL CATALYST

BRIDGE

IDEA CARD 02

CATEGORY

CONCEPT

VIRAL CATALYST

BRIDGE

Blank Idea Card Generator

IDEA CARD 03

CATEGORY

CONCEPT

VIRAL CATALYST

BRIDGE

IDEA CARD 04

CATEGORY

CONCEPT

VIRAL CATALYST

BRIDGE

Niche Audit

WHAT'S THE ONE OBJECTION YOU HEAR MOST FROM POTENTIAL CUSTOMERS?

WHAT'S THE ONE THING YOU WISH CUSTOMERS UNDERSTOOD BEFORE THEY CALLED YOU?

WHAT'S A MISTAKE YOU SEE HAPPEN IN YOUR INDUSTRY CONSTANTLY?

WHAT'S THE MOST SPECIFIC, ODDLY PRECISE NUMBER YOU COULD CITE ABOUT YOUR OWN WORK?

WHICH 5 FORMATS FROM PART TWO FIT YOUR BUSINESS BEST? LIST THEM.

Batch Shot-List Planner

Film five ideas in one afternoon. Plan the batch once, execute all week.

BATCH DATE:

LOCATION(S):

IDEA 1 (FORMAT + CONCEPT):

IDEA 2 (FORMAT + CONCEPT):

IDEA 3 (FORMAT + CONCEPT):

IDEA 4 (FORMAT + CONCEPT):

IDEA 5 (FORMAT + CONCEPT):

OUTFIT / SETTING CHANGES NEEDED:

PROPS OR B-ROLL TO GRAB WHILE I'M ALREADY SET UP:

Analytics Tracker

The honest log our own pods use. Retention and shares matter more than raw views — the equation on page one told you so.

FORMAT USED	HOOK CATEGORY	VIEWS	RETENTION	SHARES	ONE NOTE
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WEEK 1

WEEK 2

WEEK 3

WEEK 4

Format Tracker — Which Have You Tried?

- | | |
|--|---|
| ☐ 01. POV: [Scenario] | ☐ 31. Before/After |
| ☐ 02. Identity Call | ☐ 32. The Unflattering Before/After |
| ☐ 03. Stop Scrolling If... | ☐ 33. Process → Result Split-Screen |
| ☐ 04. Two Best Friends | ☐ 34. Revenue/Results Reveal |
| ☐ 05. Things Nobody Tells You About X | ☐ 35. The Mistake That Cost Me X |
| ☐ 06. 3 Things I Wish I Knew Before X | ☐ 36. Objection-Handling Teardown |
| ☐ 07. What I Actually Do In a Day | ☐ 37. Customer-Message Screenshot |
| ☐ 08. Confession Format | ☐ 38. Unboxing |
| ☐ 09. Things I Stopped Doing at [Stage] | ☐ 39. Founder Origin Story |
| ☐ 10. Rant / Hot Take, Plain Camera | ☐ 40. Behind-the-Scenes Process |
| ☐ 11. Day in the Life (DITL) | ☐ 41. Demo Loop With Payoff |
| ☐ 12. 24 Hours With Me | ☐ 42. Staff/Team Introduction |
| ☐ 13. Get Ready With Me (GRWM) | ☐ 43. "This Looks So Cool, I Have to Capture It" |
| ☐ 14. Companion Content | ☐ 44. Satisfying ASMR Process |
| ☐ 15. Time-of-Day Breakdown | ☐ 45. Interactive Tap/Zoom to Reveal |
| ☐ 16. Quiet-Flex Aesthetic | ☐ 46. Sketch-to-Reality Transition |
| ☐ 17. Romanticize the Ordinary | ☐ 47. Cliffhanger Notification Format |
| ☐ 18. Reality vs. Stories | ☐ 48. Trend Audio + Niche Twist |
| ☐ 19. Rate X Out of 10 | ☐ 49. Green-Screen Reaction |
| ☐ 20. I Tried X for 30 Days | ☐ 50. Episodic/Serialized Series |
| ☐ 21. Myth-Busting | ☐ 51. Duet/Stitch/Remix Response |
| ☐ 22. Stop Doing [Common Mistake] | ☐ 52. Recreate-This Challenge |
| ☐ 23. 3-Step Teardown | ☐ 53. Real-Time Exchange |
| ☐ 24. Screen-Record Walkthrough | ☐ 54. Podcast Clip → Reel |
| ☐ 25. Countdown Explainer | ☐ 55. Blog Post → Reel |
| ☐ 26. Resource List | ☐ 56. Long-Form → Hub-and-Spoke Clips |
| ☐ 27. A vs. B Comparison | ☐ 57. Thread → Reel |
| ☐ 28. Specificity Bait | ☐ 58. Hyper-Local Recommendation |
| ☐ 29. Micro-Education Clip | ☐ 59. Service-Process Explainer |
| ☐ 30. What I'd Do Differently | |

ONCE YOU'VE CHECKED OFF A FULL ROW

Pick the one format you haven't tried that scares you a little. That's usually the one worth filming first — the discomfort is a signal, not a warning.

What actually got filmed this week?

WHICH FORMAT DID I USE MOST THIS WEEK?

WHICH HOOK CATEGORY WORKED BEST ON MY STRONGEST VIDEO?

WHAT'S THE ONE THING I'D CHANGE ABOUT MY RETENTION EDIT THIS WEEK?

Where is the system starting to feel automatic?

WHICH NICHE-SPECIFIC IDEA GOT THE STRONGEST REACTION?

DID I HIT MY BATCH-FILMING DAY? IF NOT, WHAT GOT IN THE WAY?

WHAT'S ONE IDEA CARD I WANT TO BUILD FROM SCRATCH NEXT WEEK?

What's actually working, by the numbers?

WHICH VIDEO HAD THE BEST RETENTION, AND WHY DO I THINK THAT IS?

WHICH FORMAT AM I AVOIDING, AND IS THAT A GOOD REASON OR A COMFORT REASON?

WHAT HOOK AM I GOING TO TEST DIFFERENTLY NEXT WEEK?

One month of the system — what changed?

COMPARE WEEK ONE TO WEEK FOUR: WHAT'S ACTUALLY DIFFERENT?

WHICH NICHE CLUSTER OR FORMAT FAMILY DESERVES MORE OF MY TIME?

WHAT'S MY ONE COMMITMENT FOR THE NEXT 30 DAYS?

THE COMMITMENT

I understand that virality is not luck. It is Retention, multiplied by Shareability, plus the Algorithmic Trigger — and every one of those three variables is something I can control.

I will pick a format. I will pick a niche — mine. I will pick a hook. I will build the Idea Card. And I will film it before I close this book a second time.

I am not waiting for the perfect idea. I have 2,000 of them. I am starting with one.

SIGNATURE & DATE

Questions We Get a Lot

DO I NEED TO FOLLOW THE FORMATS EXACTLY, WORD FOR WORD?

No — the format is a proven shape, not a script. Swap the bracketed language for your own voice and your own specifics every time.

WHAT IF MY BUSINESS ISN'T ONE OF THE 40 NICHES?

Find the closest match. A locksmith reads almost identically to an electrician. A day spa reads almost identically to a med spa. The pattern transfers cleanly across adjacent industries.

HOW MANY OF THESE SHOULD I ACTUALLY FILM?

One this week. That's the only number that matters on day one. The system is built for volume once the habit exists — it isn't built to be admired from a distance.

DO I NEED PROFESSIONAL EQUIPMENT TO START?

No. Everything in the Retention Edit workflow (Chapter Four) works on a phone. Editing discipline outperforms

camera quality almost every time in this format.

WHAT IF A VIDEO I MAKE FROM THIS BOOK DOESN'T PERFORM?

Expected, and fine. Test the hook first — swap in three lines from Part Three's matching category before you assume the concept itself failed.

CAN I USE THESE IDEAS FOR A CLIENT'S BUSINESS, NOT JUST MY OWN?

Yes. This is exactly how our own production pods use this system internally, across a full roster of client niches.

HOW IS THIS DIFFERENT FROM JUST ASKING AN AI FOR VIDEO IDEAS?

A generic prompt gives you generic ideas. This system gives you a researched format library, a tested hook library, and forty real niches already cross-referenced — the editorial judgment is already built in.

WHERE DO I GO AFTER I'VE FILMED EVERYTHING IN PART FOUR?

Back to Chapter Six. Build your own Idea Cards from scratch, in your own niche, forever. That's the actual point of the book.

HOW LONG SHOULD THESE VIDEOS ACTUALLY BE?

Whatever the format calls for, not a fixed number. Most of the concepts in Part Two land clean between 15 and 45

seconds — long enough to deliver the Bridge, short enough that Retention never has to fight the clock.

SHOULD I POST THE SAME IDEA ON EVERY PLATFORM AT ONCE?

Post it everywhere, but don't post it identically. Re-cut the caption and the first line of on-screen text for each platform's native voice — the footage can travel unchanged, the framing shouldn't.

STILL STUCK?

Every question in this book eventually resolves to the same answer: pick a format, pick a niche, pick a hook, and film it. The system only works once it's used.

THE ONE-PAGE SYSTEM

The Cheat Sheet

THE EQUATION

$$V = (R \times S) + T$$

Retention $\times$ Shareability, plus the Algorithmic Trigger.

THE BRIDGE

Validate the Hook + State the Benefit + Tease the Result.

THE RETENTION EDIT

Jump cuts every 2–3s · burned-in keyword captions · dynamic audio · restrained aesthetic · one specific CTA.

THE IDEA CARD

Category · Concept · Viral Catalyst · Bridge.

Sixty formats. Forty niches. Twelve hook categories. Snap any two together, wrap it in the third, and you have a camera-ready concept.

Speak the System

Retention (R) — How long a viewer keeps watching instead of scrolling past.

Shareability (S) — How likely a viewer is to send your video to someone else.

Algorithmic Trigger (T) — The specific signal — a save, a comment, a re-watch — that tells the platform to push your video further.

The Viral Equation — $V = (R \times S) + T$. The formula this entire book is built on.

Hook — The first three seconds (or less) of a video, engineered to stop a scroll.

Bridge — The formula that carries a viewer from the hook to the payoff: Validate the Hook + State the Benefit + Tease the Result.

Retention Edit — The five-move editing workflow — jump cuts, text pop-ups, dynamic audio, restrained aesthetic, specific CTA.

Hub-and-Spoke — Recording one long-form piece and extracting many short clips from it.

Idea Card — The four-part pattern behind every concept in this book: Category, Concept, Viral Catalyst, Bridge.

Format — A repeatable structural template — the shape of a video, independent of topic.

Niche — The business or industry context that supplies real specifics, pain points and proof.

Silent-First Design — Editing so a video works fully with the sound off, since most short-form video is watched muted.

Clinical Y2K — A deliberately engineered aesthetic shift used as a visual hook — an abrupt, stylized jump in color grade or framing.

UGC-Style — Content shot to look like organic creator footage rather than a polished branded ad, regardless of who actually made it.

Quiet-Flex Aesthetic — Slow, cozy-toned footage that signals calm or quiet wealth without stating it outright.

KEEP THE ENGINE RUNNING

Keep the Engine Running

This book is one course in a longer menu. Here's where to go next.

This book was designed, written and typeset by Vinta Creative Agency — the same studio behind the ad creative, brand systems and dedicated content pods referenced throughout these pages. If any format in Part Two or any niche in Part Four sounded like exactly the problem your business has right now, that's the work the agency does for clients directly, every week.

Two more resources are already in your hands

Success Diet — the \$20 companion playbook this free download was built to accompany, covering the mindset, systems and habits behind building the kind of business that can actually use two thousand video ideas.

Your Mind's Story Playbook — a tactical guide to daily storytelling and camera confidence, for the creative entrepreneur who has the ideas but freezes the second the record button is pressed.

One small stride

You don't need to buy anything to take the next step. Go back to Part Four, find your niche, and film the first idea on the list. That's the whole system, one video at a time.

When You're Ready to Stop Filming It Yourself

Everything in this book is designed to work with a phone and an afternoon. At a certain point, though, most of the businesses profiled in Part Four hit the same wall: the ideas keep coming, but the hours to film, edit and post them at a real cadence don't.

That's the exact gap our dedicated content pods exist to close — multi-person creative teams who take the system in this book and run it at volume, on your behalf, using the same Retention Edit workflow from Chapter Four and the same format-and-hook cross-referencing from Part Four, applied to your actual footage instead of a hypothetical.

If that's where you are, reach out. The same studio that typeset this book typesets ad creative, brand systems and full-funnel video production for clients who'd rather hand the camera to someone else.

ABOUT THE AUTHOR

Miklos Clarke

Miklos Clarke is a Creative Director, designer and multi-brand entrepreneur who runs Vinta Creative Agency out of the Destin and Boca Raton markets, building brand systems, ad creative and dedicated content pods for corporate clients.

He is also the author of *Success Diet* and *Your Mind's Story Playbook*, and believes the story you tell yourself — and the story you're brave enough to put in front of a camera — becomes the business you actually build.

BACK COVER

2,000 video ideas is not a number you memorize. It's a number you generate.

This book hands you the machine: 60 proven short-form formats, 12 categories of psychologically-engineered hooks, and 40 of the highest-opportunity business niches in the country — already cross-referenced into hundreds of ready-to-film concepts, with the full system exposed so you can keep generating long after this book is closed.

- The Viral Equation: $V = (R \times S) + T$, explained and made actionable
- The Hook, the Bridge, and the five-move Retention Edit workflow
- A complete Idea Card generator: Category, Concept, Viral Catalyst, Bridge
- Sixty days of batch-production planning, trackers and worksheets

Virality is not a gamble. It's an engineered outcome — and this is the blueprint.

A free companion to Success Diet, from Vinta Creative Agency.