

The **Viral** TikTok + Reels Checklist

The proven step-by-step guide to increase your video views on TikTok and Instagram.

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Here's what to *expect*:

Throughout this guide, we'll be covering the following topics..



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It's time to *level up* your TikTok + Reels game!

This guide will walk you through our proven process get you on track to achieving video views in the ***millions!***

Hey Friend!!

We are so happy to share this guide with you! If you feel like you're putting a ton of effort into creating videos, but just aren't seeing the return you know you are capable of.. *take a deep breath and know that you are not alone*. Being stuck is a season of 'low views' is one of the most common struggles creators come to us with. Which is why we created this guide to lift the curtain on how we were able to quickly (& consistently) **increase our video views from an average of 500 to 500,000 views.**

This might sound too good to be true, but it only took us 30 days to see these transformative results. Yes, we had to work through some trial and error along the way, but what we eventually discovered was a proven step-by-step roadmap of how to increase our chances of creating a 'viral video'.

So that's exactly what we are going to share with you throughout this guide! We'll walk you through the anatomy of a viral video, the 3 different types of 'Hooks' to include, how to 'Cut the Lulls' out of your videos, and so much more!

Plus, we've even added some bonus tips for optimizing when you go to post! Let's make your short form videos stand out among the rest and finally get you those views you've been dreaming of.

We can't wait for you to get started!!

-Meg, Glen + Con

(The One Peak Team)

The Anatomy of a Viral Video

There are a lot of ways to go viral, but only one we've found that can be easily replicated time and time again.

The Hook
(0-5 seconds)

Nothing matters more than the first 5 seconds of your video.

You could have created the greatest piece of content in history but if it doesn't grab people's attention in the first five seconds, they've scrolled to the next best thing. More info on creating killer hooks to come!

The Value
(15s-2m)

If one second of your video doesn't add value, take it out.

Value can be anything from a laugh to a lesson but every second of your video needs to drive viewers towards the video's payoff. Be prepared to ruthlessly cut anything that doesn't make your video better.

The Payoff
(last 5 seconds)

Never resolve your video until the final 5 seconds.

As soon as people get what they came for (the answer to the hook), they're going to scroll. So wait to give it to them until the last 5 seconds. This could be a reaction, the result of a challenge or the punchline of a joke.



There's six steps that will give your videos the best chance at going ***viral.***

This is the checklist we run all of our videos through to make sure it has the highest watch time possible. That's because, **WATCH TIME is the key insight to determine a video's overall success.** We've included a detailed explanation for each line item throughout this guide and why you should be checking each of these boxes EVERY TIME you post a video to TikTok or Reels.

The Viral TikTok + Reels Checklist

- There's a captivating **HOOK** in the first 5 seconds
- You've **CUT THE LULLS** for the best watch time possible
- It has a **PAYOFF** at the end of the video
- It uses **RELATABILITY** to capture viewers' attention
- It's **SHAREABLE** for a large niche of people
- It's **REPEATABLE** if/when it blows up

#1. Hooks

The HOOK is BY FAR the most important part of your video. Without it, no one is going to make it past the first 5 seconds of your video and it will live forever in what we like to call "flop-land".

Similar to the headline of a newspaper, the HOOK is a promise to the viewer that your video is going to be worth watching if they stick around to the end. When you pause your video after the first 5 seconds, do you feel an irresistible urge to continue because you NEED TO KNOW how it ends? If the answer is no, it's time for a rework. The same video, with a slightly different hook can get *literally millions more views.* **Your hook needs to be clear, concise and leave the viewer needing to get to the end.** For inspiration, go through websites like Buzzfeed and pay attention to what you feel an urge to click on. Chances are, that same format can be reworked to fit your own videos.

3 TYPES OF HOOKS
TikTok + Instagram combine visuals with audio and text, so there are a million ways to grab people's attention. The best content on the platforms, combine all three to create a hook so engaging, you couldn't scroll past it if you wanted to. I'll break them down here:

VISUAL: Is the first 5 seconds of your video bright, quick paced, and interesting to look at? Note: Faces statistically grab people's attention better than objects.

AUDIO: If you are speaking to camera to deliver a hook (or doing a voiceover) it needs to needs to be crystal clear and easy to understand. Make sure your voice audio isn't competing with the music you have selected.

TEXT: Text is a secret weapon. You can write your hook in text, providing context to everything else happening in the video. Often a long text block with a good hook gets high views because it takes 15 seconds to read.

#2. Cut the Lulls

Remember, every single second matters in your video.

Okay, so you have people captivated after the first 5 seconds with a killer hook. Now, you need to keep it that way. There can't be a single moment of lull in your video. If there is, your viewer is scrolling. The story has to be constantly moving forward and anything that doesn't drive you towards the payoff needs to go.

So how do you do that?

TRIM THE DIALOGUE

Make sure every sentence in the video leads people to the payoff at the end. Remove any unnecessary pauses or space in the story.

ADD TEXT

Adding quick moving subtitles can dial in attention and avoid any words being missed. As a bonus, this also makes the content enjoyable to people with their sound off.

GRAPHIC ELEMENTS

Add eye candy to your video with emoji's, gifs, b-roll or stock footage to keep the video moving and drive home your points

MUSIC & SOUND

Sound effects and music changes are something most people don't even notice while watching but it makes a huge difference to how engaged they are.

#3. Determine the ***payoff***

Every video should end by satisfying the craving that you gave the viewer in the first 5 seconds (Your HOOK) and by answering the questions you raised in their minds.

If you see someone about to do a backflip on a trampoline, the payoff is usually a fail, and if you see someone cooking a meal, the payoff is seeing the final dish. No matter what, your viewer is watching your video for a reason and skipping this box on the checklist is like telling a joke with no punchline.

A mistake we see a lot of creators make, is they put their payoff in the middle of the video. One of our TikToks had the hook, "When I woke up and saw what Ryan Reynolds commented on my video I couldn't believe it..". When people hear this, they need to know what he said and what the video was. (BTW, if you want to watch the original video we made that got Ryan's attention, you can check it out **here**).

If you give the payoff away 15 seconds in, the viewer has gotten what they came for and they'll be scrolling regardless of how great the rest of your video is. This in turn tells the algorithm your video is a flop because it's only getting a 15 second average watch time.

When possible, make sure your payoff is in the last few moments of the video.

#4. Relatability

Relatability is the key to people's attention.

If I start talking about characters from a show in the 50's, you're going to tune out because you probably can't relate. But if I start talking about your all time favourite TV character, you're going to be locked into what I am saying. **The more people who can relate your video to their own life experiences, the better it's going to perform.**

Meg & Glen on our team created a video with the hook 'This is what we do every time our daughter poops' (sounds gross.. but stay with us)! The reason the video got over 8 million views is that so many parents can relate to the struggle of 'Who's turn is it to change the diaper?'. TikTok was able to feed it into that niche and the majority of the comments are people talking about their own similar experience: **relatability.**
For context, you can watch the video **here** (promise it's worth the laugh).

#5. Shareability

If you get sent a video from a friend, it instantly has credibility and you know you're going to like it. So what makes content shareable?

You associate everyone you know with categories, whether it's the car they drive, what they eat, their hobbies, their likes, their dislikes etc. As a content creator, you need to create content that resonates with at least one of those niches.

We created a video on our **'Honest Ads' TiKTok account** for Tesla. With 2.5 million views, it has over 20 thousand shares because everyone it was served to either knows someone who has a Tesla, or has an opinion on them.

A good indicator of how shareable (or relatable) a niche will be is how many times the hashtag has been used. The Tesla hashtag has 24 billion views, so it's safe to say that there are people on the platform who want to see Tesla content.

#6. Repeatability

How you can start working smarter.. not harder as a creator.

If you have a viral video, that's great! BUT, it's not going to get you far if you aren't able to recreate it in a new way. Your goal should be to find a video format that works and explore a thousand ways to do it over again.

On **Meg & Glen's TikTok channel**, they posts a variety of different video formats, but one that works exceptionally well every single time is when the two of them do husband/wife challenges together. It's a content theme that's infinitely repeatable - **here's** an example if you're interested.

Conar on our team does the same thing on his golf-themed channel. He has a format themed around **'golfing with strangers'** that consistently performs great with his audience of engaged golfers.

The lesson here? If it ain't broke, don't fix it!

This isn't to say you should put all your eggs into one basket when it comes to formats (though some creators do and see great success), but rather find a few formats that perform consistently well on your channels and recreate videos in that same vain.

#7. Bonus Tips!

If you've made it this far you should get prepared for a wave of dopamine as your video starts making it's way to thousands of phones around the world. BUT there are a few more small details we check before we hit post on every video. Ready?

HASHTAGS

We use specific hashtags for the niche the video is relatable to. If you use #honda, it will go to people who are interested in Honda. If you use #viral, it will go to ANYBODY. You have a better shot of a good watch time when you're intentional about who sees it first.

MUSIC/SOUND LABEL

If you edited off the TikTok or Instagram platforms, you NEED to find the song you used, add it, and turn the audio all the way down. This way it hits people who like the audio and it won't get taken down if the song is copyright.

SUBTITLES OR CAPTIONS

If you haven't added your own subtitles you'll probably want to use titles in the app. Make sure to add them while editing to make sure there are no typos. Most of the biggest creators on the app use subtitles so the video is enjoyable to anyone with the sound off.

THE THUMBNAIL

The thumbnail won't make or break your video, but if it's a repeatable idea and people want to find it on your feed, that will be impossible without adding a title to the thumbnail. For example our Honest Ads have a big block title with Honda, Yeti, or Tesla.