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# **THE PRODUCTION FRAMEWORK**

**Standardizing the Digital Creation Process**

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# HOW TO CREATE VIRAL CONTENT?

**A good topic is logical.  
A scroll-stopping hook is emotional.**

# THE 6-STEP WORKFLOW

## IDEA

1

Niche  
Target Audience

## SCRIPT

2

Hook  
Value  
CTA

## VISUAL

3

Background  
Signature Item

## AVATAR

4

Digital Self  
Persona

## EDIT

5

B-Roll  
Effects  
Captions  
Transition  
Music

## PUBLISH

6

Impact  
Engage  
Leads  
Follow up



| **TOPIC**

## **Step 1**

**Decide on your topic, no matter how boring it is**

**Example: Teach beginners create their first AI avatar video**

| **TOPIC**

## Step 2

Find the **EMOTIONAL TRIGGER** behind it

**ASK:** What are they feeling but not saying?

**Fear:** I can't do this

**Frustration:** Why is this so hard?

**Desire:** I want this but ...

**Identity:** I am not that kind of person

| **TOPIC**

## **Step 3** **Turn it into a Hook**

**Instead of:** How to create your first AI Avatar video?

**Try this**

- 1. I thought AI Avatar was too complicated... until I tried this**
- 2. If you think AI avatar video is hard, read this.**
- 3. Most beginners failed at AI avatar for 1 simple reason**

# | THE SCRIPTING FORMULA



## HOOK

Stop the scroll in 2 seconds.



## VALUE

Provide 1-3 clear, actionable idea.



## CTA

Direct the viewer to the next step.

## **| TYPES OF HOOK**

- 1. Pattern Interrupt**
- 2. Curiosity Gap**
- 3. Authority / Credibility**
- 4. Pain Point/Call Out**
- 5. Transformation / Before-After**
- 6. Money / Opportunity**
- 7. Number / Data Driven**
- 8. Urgency / FOMO**
- 9. Story / Narrative**
- 10. Controversial / Hot Take**
- 11. Question-Based**
- 12. Leverage / Small Input Big Output**

# | WHAT MAKES PEOPLE CLICK?

## Psychology Breakdown

### 1. Pattern Interrupt

Surprise, Novelty Bias, Attention Capture

### 2. Curiosity Gap

Information Gap Theory, Incomplete Loop, FOMO

### 3. Authority / Credibility

Trust, Social Proof, Authority Bias

### 4. Pain Point / Call Out

Loss Aversion, Problem Awareness, Self-Identification

# | WHAT MAKES PEOPLE CLICK?

## Psychology Breakdown

### **5. Transformation/Before-After**

Aspiration, Future Pacing, Desire for Change

### **6. Money Opportunity**

Greed, Reward Seeking, Financial Motivation

### **7. Numbers / Data Driven**

Credibility Heuristic, Logic Bias, Specificity Effect

### **8. Urgency / FOMO**

Scarcity Principle, Fear of Missing Out, Time Pressure

# | WHAT MAKES PEOPLE CLICK?

## Psychology Breakdown

### **9. Storey / Narrative**

Emotional Connection, Empathy, Narrative Transportation

### **10. Controversial / Hot Take**

Ego Trigger, Cognitive Dissonance, Reactance

### **11. Question Based**

Curiosity Activation, Open Loop, Engagement Bias

### **12. Leverage / Small Input Big Output**

Effort Minimization, Efficiency Bias, Instant Gratification

## | EXAMPLES

### 1. Pattern Interrupt

I almost quit. Then I discovered this one thing...  
I fired my best client. Here's what happened next...

### 2. Curiosity Gap

I reverse-engineered a \$500K launch. Here's the blueprint...  
The secret ingredient in every viral post? It's not what you think...

### 3. Authority / Credibility

My client went from \$0 to \$100K in 90 days doing this one thing...  
I've been in [industry] for 15 years. This is the biggest shift I've seen...

## | EXAMPLES

### 4. Pain Point / Call Out

Burning out creating content? There's a better way...  
Still struggling to get clients? You're making this one mistake...

### 5. Transformation / Before-After

From 100 followers to 100K in 6 months. Here's the exact path...  
I doubled my prices and got more clients. Here's how...

### 6. Money / Opportunity

This side hustle made me \$10K/month  
Small business, big profits

## | EXAMPLES

### 7. Number / Data Driven

This works 95% of the time  
I tested 1,000 posts—this won

### 8. Urgency / FOMO

This strategy will die soon  
This will gone by tomorrow

### 9. Story / Narrative

I had \$200 left... then this what I did  
They laughed at me at first

## | EXAMPLES

### 10. Controversial / Hot Take

You don't need more followers  
Consistency is overrated

### 11. Question Based

Why is nobody teaching this?  
What if you've been wrong all along?

### 12. Leverage / Small Input Big Output

One change doubled my income  
10x Your Result in 15 mins

# | THE MISTAKE MOST PEOPLE MAKE

**TOPIC → ASK AI → HOOK**

**Result: Generic, no soul**

**TOPIC → EMOTION → HOOK → ASK AI TO REFINE**

**How?**

My topic is [X]. My audience feels  
[fear/frustration/desire].

Generate 10 scroll-stopping hooks that  
feel human, not generic

# | VIRAL HOOKS & SCRIPT PROMPTS

## EXAMPLE:

### INPUT:

**Hook:** *“You don’t need 10k followers to make money”*

**Niche:** AI content business

# | VIRAL HOOKS & SCRIPT PROMPTS

## Simple Prompt:

Turn this hook [your hook] for [your audience] into a 30-60s viral script using Hook + Values + CTA structure.  
Keep it simple and punchy.

**Hook:** You don't need 10k followers to make money.

**Pattern Interrupt:** In fact, most people with 10k followers are still broke.

**Build Curiosity:** Because they're doing content the wrong way.

**Value 1:** You don't need followers...  
You need buyers.

**Value 2:** I've seen people with 300 followers  
make their first \$1,000 using AI content services.

**Value 3:** They just DM 10 businesses a day  
offering simple AI product images.

**CTA:** Comment "AI" and I'll show you how to start.

## 6 COMMON CTA TYPES

### 1. Engagement (Boost Visibility)

- Like, Follow & Share
- Tag a friend
- Comment “Something”
- Vote A or B

### 2. Lead Magnet (Capture Leads)

- Free Digital Product
- Free Webinar/Workshop
- Free Trial
- Book a 1-on-1 Call

### 3. Community (Build Relationship)

- Join Whatsapp/Telegram Group
- Join Skool Community
- Subscribe To Newsletter

### 4. Traffic (Drive To Platform)

- Link in bio
- Visit Website
- Watch full video

### 5. Urgency (Push Decision)

- Limited Time Offer
- Only X spot left
- Last Batch
- Price Increase after X

### 6. Direct Message (High Conversion)

- Message Me For Details
- Dm Me “AI”
- Inbox Me “START”
- I’ll Send You The Guide

# BAD CONTENT VS GOOD CONTENT

## 1. Hook

### Bad Content: ✗

- Today I want to share...
- Let me explain
- No pattern interrupt

### Good Content ✓

- You are doing this wrong...
- Nobody tell you this ...
- That's why you are not ...

### Truth:

People decide in 2 seconds whether to stay

## 2. Focus

### Bad Content: ✗

- Too many ideas
- No clear message

### Good Content ✓

- One clear idea
- One clear takeaway

### Rule:

1 clear idea  
1 clear message

## 3. Audience Targeting

### Bad Content: ✗

- Everyone can use this
- Too generic

### Good Content ✓

- If you are a beginner ...
- For content creator who ...

### Truth:

When you talk to everyone, no one listens

# BAD CONTENT VS GOOD CONTENT

## 4. Value

### Bad Content: ✗

- Surface level tips
- Use AI tools (too vague)

### Good Content ✓

- Specific steps
- Clear examples
- Actionable tips

### Test:

Can someone apply it immediately?

## 5. Structure

### Bad Content: ✗

- Rambling
- No flow

### Good Content ✓

- Hook → Value → CTA
- Clear story telling

### Simple Formula:

Hook → Problem  
→ Solution → CTA

## 6. Emotion

### Bad Content: ✗

- Flat, boring
- No curiosity, no excitement

### Good Content ✓

- Triggers curiosity
- Relatable pain
- Excitement / surprise

### Truth:

People don't share logic,  
they share emotion

# BAD CONTENT VS GOOD CONTENT

## 7. Pacing

### Bad Content: ✗

- Too slow
- Long intro

### Good Content ✓

- Fast, punchy
- Straight to value

### Rule:

First 2 seconds = survival

## 8. Differentiation

### Bad Content: ✗

- Same as everyone
- Generic tips

### Good Content ✓

- Unique angle
- Personal experience
- Real results

### Ask:

Why you?

# BAD CONTENT VS GOOD CONTENT

## 9. CTA (Big one)

### Bad Content: ✗

- No CTA
- Weak CTA “Follow me”

### Good Content ✓

- Clear next step
- Strong reason

### Example:

Join my WhatsApp group  
where I share daily tips

## 10. Content Positioning

### Bad Content: ✗

- Just information
- No outcome

### Good Content ✓

- Show transformation
- Show results

### Example:

This 2 AI tools can make  
you your first \$1K