Viral Video Frame Work

Frytag’s Pyramid

Beginning/Exposition: (Setting the stage)

Purpose: Introduce the compelling story-arc. Which is the big challenge that needs to be overcome to achieve the desired result.

Questions to answer:

What background information does the audience need to understand your video?

What is the big challenge that your hero has to overcome in this video?

Rising action: (Building the Story)

Purpose: Increase viewer interest by adding complexity, challenges, or deeper insights into your topic. This is where you build up to your main points towards the climax.

Questions to answer:

What obstacles, questions, or challenges will your hero face and overcome?

How can you order them so they progressively increase the stakes of the video?

Middle/Climax: (Peak Moment)

Purpose: Deliver the most exciting, shocking, or important part of your video. This is the moment everything builds up to.

Questions to answer:

What is the most exciting, shocking, or important part of your video?

What makes this moment the turning point or the peak of your story?

Falling action: (Winding Down)

Purpose: Start to bring your video towards a conclusion, resolving any remaining questions or challenges. This is where you start tying up loose ends.

Questions to answer:

How do you begin to resolve the main conflict or challenge of your video?

What are the consequences of the climax for your hero or main topic?

End/Denouement: (The Resolution)

Purpose: Wrap up your video by summarizing the main points and leaving your audience with something to think about. This is your last chance to leave an impression.

Questions to answer:

What do you need to say to wrap up the main points of the video?

What thought, question, or call to action do you leave your audience with?

How do you ensure that your video leaves a lasting impression or encourages further reflection?

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