

Day-01-Idea-and-Research

Viral Video Idea Formula

In the early days of YouTube, content standards were much lower than they are today. Getting views was significantly easier because fewer creators were competing for attention, and audiences had lower expectations. The more **absurd** or **attention-grabbing** a video was, the easier it was to rank higher and go viral.

For example, **MrBeast** once uploaded a video where he gave away \$10,000 to random people—this was around five years ago, when he had far fewer subscribers. That video went on to get over **10 million views**. However, more recently, another creator with a much larger audience attempted a similar video, yet it barely reached **30,000 views**. This shows how much the YouTube landscape has changed. **What worked in the past no longer guarantees success today.**

How to Stand Out in Today's YouTube Market

To break through the noise and **grab attention in 2025**, you need to take your content to the **next level**. Viewers today have seen it all, so the key is to make **bold, outrageous claims**—but with one crucial rule:

- ✓ **The idea must feel almost impossible yet still achievable** within reality.

If you make a claim that **sounds insane but is actually possible**, viewers will be intrigued and click. However, if your idea is **too unrealistic or misleading**, people won't trust it, and your video will flop before it even has a chance.

Also, once you **make a promise in your title and thumbnail, you must deliver** on it inside the video. If the execution doesn't match the expectation, viewers will feel disappointed, lose trust, and stop engaging. **This will destroy your video's performance** in the algorithm.

How to Come Up With High-Impact Video Ideas

When brainstorming video ideas, put yourself in the **viewer's shoes**. Ask yourself:

- "What would make me click instantly?"

- "What would make me think, 'No way, this is real!?'?"
- "What's something I would be curious to watch, even if I wasn't actively searching for it?"

Make your ideas **bold yet believable**—avoid anything that sounds fake or impossible because if a viewer suspects you're exaggerating, they **won't even click in the first place**.

To help you get started, here are some ready-to-use video ideas. You can **use them as they are or tweak them** to match your style and niche. Keep in mind that **other challengers will see these ideas too**, so feel free to add your own twist to stand out!

Challenge Video Ideas

- **Surviving 24 Hours Without Using My Brain** (AI Makes Every Decision for Me!)
- **I Built a Business in 24 Hours With Just \$1** (Can I Make a Profit?)
- **I Tried to Learn a New Skill in 2 Hours** (Is It Possible?)

Educational & Explainer Video Ideas

- **The Science of Becoming Instantly Smarter** (Fact or Fiction?)
- **The Hidden Psychology Trick That Can Make Anyone Like You**
- **How to Hack Your Brain to Learn 10x Faster**

Vlog-Style Video Ideas

- **I Lived Like a Caveman for 48 Hours** (Can You Survive Without Modern Tech?)
- **What Happens If You Follow Every Self-Help Book at the Same Time?**
- **Spending a Day With No Money, No Phone, and No Help** (How Far Can I Go?)

Video Podcast Ideas

- **We Asked Experts the Most Stupid Questions** (Their Answers Were Mind-Blowing!)
- **What If Social Media Never Existed?** (A Deep Dive Into an Alternate Reality)
- **Every Billionaire Shares This ONE Habit**—But No One Talks About It

Tutorial & How-To Video Ideas

- **I Built a Website in 5 Minutes** (Here's How You Can Too!)
 - **How to Make Money Without a Job** (Using Just Your Phone!)
 - **How to Learn Any Skill in 10 Minutes** (Science-Backed Method!)
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Final Thought: Challenge Yourself to Think BIG

Great video ideas **aren't just random**—they come from **understanding what triggers curiosity** and **what makes people click**. So as you brainstorm your own ideas, remember:

- ✓ **Make it bold, but possible**
- ✓ **Think like a viewer**—What would **YOU** click?
- ✓ **Deliver on your promise**—so your video doesn't flop

Now, go ahead and start brainstorming your **first two video ideas** for this challenge! 

Building Your Idea Bank

Coming up with two video ideas is a great start, but **why stop there**? If you're serious about growing your YouTube channel, you need a steady flow of content ideas—not just for the next two weeks, but for months to come. That's why it's crucial to **build a bank of video ideas** that you can continuously pull from.

Think Long-Term: YouTube is a Marathon, Not a Sprint

You're not just making two videos and calling it quits. If you're committed to growing your channel, you'll need **consistent content**. The best creators don't wait until they run out of ideas before brainstorming new ones—they **always have a backlog ready**. Having a list of potential video topics will keep you from scrambling for ideas when it's time to create.

Capture Ideas Anytime, Anywhere

Trust me, the best ideas will **come to you at the most random times**—while showering, during a conversation, or even in the middle of the night. If you don't write them down immediately, they'll be gone before you know it. That's why you should have a dedicated space to **store and organise all your ideas**. Whether it's a Notion page, a Notes app, or a physical notebook, create a habit of **jotting down every idea**, no matter how small or incomplete it may seem. Even if an idea isn't ready yet, you can always refine it later.

Keep Expanding and Refining Your List

Once you've started collecting ideas, don't just let them sit there—**revisit and refine them regularly**. As you gain more experience and insights from your audience, you'll start seeing patterns in what works and what doesn't. You might even find ways to combine multiple ideas into something completely unique.

Your Challenge: Create Your Idea Bank

Right now, take a few minutes to write down **at least 10 video ideas**. Push yourself to think beyond your first few obvious choices. The more you brainstorm, the more creative and unique your ideas will become. You can always refine them later, but for now, just focus on **getting them out of your head and onto paper**.

This simple habit will ensure that you **never run out of content ideas**—keeping your momentum strong and your YouTube channel growing.

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Organising Your Ideas: The Kanban Board System

Now that you've started building your video idea bank, it's time to **organise and manage them effectively**. Not every idea will make it to production, and that's completely fine. Some will turn into **great videos**, some will need **tweaks**, and others might not be worth pursuing at all. That's where the **Kanban board system** comes in.

Why Use a Kanban Board?

A Kanban board helps you visually organise your ideas and track their progress. Instead of keeping a long, messy list of random ideas, you can **sort them into clear categories**—making it easy to decide what to work on next.

How to Use Your Kanban Board

Your board will have **three main columns**:

- **Ideas** – This is where all your raw, unfiltered video ideas go. Anytime you think of a new concept, drop it here. Even if it seems half-baked, **write it down**—you can refine it later.
 - **Used** – Once you've finalised an idea and turned it into a video, move it here. This helps you keep track of what you've already made, so you don't repeat content (unless it's a topic worth revisiting).
 - **Discarded** – Not every idea will make the cut, and that's okay. If you realise an idea **isn't strong enough** or doesn't fit your content strategy, move it here. But don't delete it! You might come back later and find a new way to make it work.
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Keep Your Board Active

The key to **staying consistent on YouTube** is having a system that keeps you organised. Your Kanban board isn't just a place to dump ideas—it's a **living tool** that helps you refine, prioritise, and execute your best content. Make it a habit to **review and update your board regularly**, moving ideas through the different stages as you go.

With this system in place, you'll **never feel stuck** when it's time to create—your next great video will always be right in front of you, waiting to be made! 

Idea Validation Before Recording

In the fast-paced world of YouTube, **picking the right video idea can make or break your success**. Not all ideas are created equal—some have the potential to go viral, while others might struggle to gain traction. Before you invest a full week into filming and editing, it's crucial to **validate your idea** to ensure it has the best chance of performing well.

Step 1: Check the Competition

The first thing you should do is **search your idea on YouTube** and analyse the competition. If big creators are already dominating this space, it might be tough to break through. Established creators often have a strong audience, a refined content style, and YouTube's algorithm working in their favour. Competing with them head-on—especially as a smaller creator—can be an uphill battle. However, this doesn't necessarily mean you should abandon the idea entirely.

If you find that most of the content on this topic is **old**, you might have a chance to bring a fresh perspective. Instead of completely discarding your idea, consider **adding your own twist**. Approach the topic from a unique angle, introduce a different storytelling method, or incorporate a challenge element to make it feel entirely new. Small changes in presentation can turn an oversaturated idea into something fresh and clickable.

Remember a saturated idea, is a validated idea.

Step 2: The Quick Self-Validation Checklist

Once you've checked the competition, ask yourself a few critical questions:

- **Would a complete stranger be curious enough to click?** Your idea should spark instant intrigue, even for someone unfamiliar with your channel.

- **Does it create mystery, urgency, or an emotional reaction?** The best-performing videos tap into emotions like excitement, curiosity, or even fear of missing out (FOMO).
- **Is it different enough from what's already out there?** If your idea feels too similar to existing content, find a way to add a unique spin.

If your idea passes these three checks, it has the potential to perform well. If not, tweak it until it does.

Step 3: Get Feedback From Others

Sometimes, we're too close to our own ideas to judge them objectively. If you have a **community**, ask them for their thoughts. YouTube Community Posts, Twitter polls, or Discord groups are great places to gauge interest. If you don't have an audience yet, **ask friends or family**. They don't need to be content experts—just everyday viewers who can tell you whether your idea sounds compelling or not.

Step 4: Trust Your Instincts, But Be Smart

At the end of the day, if you truly believe in an idea, it might be worth pursuing even if validation is uncertain. Some of the biggest viral videos started as **risky, unconventional ideas** that no one could have predicted would take off. Just make sure you don't set yourself up for poor performance by **ignoring the signs**. If an idea doesn't feel like it will hold an audience's attention, it's better to tweak it now rather than waste an entire week on a video that flops.

Final Step: Organise Your Ideas

If, after this process, an idea doesn't seem worth pursuing, **move it to the "Discarded" section in your KanBan board**. Keeping a record of discarded ideas allows you to revisit them later—sometimes, with a fresh perspective, you might find a way to make them work.
