

KeyFrames Creator Library

Emma Chamberlain (YouTube/Instagram, Lifestyle and Comedy)

Skeleton:

1. **Hook:** Relatable Problem (e.g., “Why do I embarrass myself every time I leave the house?”).
2. **Intro:** Lighthearted Humor to set a casual, comedic tone.
3. **Content Journey:** Relatable Moment + Unfiltered Confession to tell a story with self-deprecating honesty.
4. **Rehook:** Humor Rehook (e.g., “And this is where I made it worse...”).
5. **Outro:** Wrap up with a comedic punchline or relatable reflection.

Common Frames:

- **Relatable Problem:** Connect with the audience’s everyday struggles.
- **Lighthearted Humor:** Keep the tone playful and engaging.
- **Unfiltered Confession:** Build trust with vulnerability.
- **Humor Rehook:** Refresh attention with an unexpected joke or quip.

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graph LR; Hook --> Intro --> ContentJourney[Content Journey] --> Rehook --> Outro
```

Hook —> Intro —> Content Journey —> Rehook —> Outro

Charli D’Amelio (TikTok, Dance, Short-form Content)

Skeleton:

1. **Hook:** Visual Hook (e.g., eye-catching dance move in the first second).

2. **Content Delivery:** Perform the trending dance or choreography.
3. **Outro:** Subtle call-to-action via text overlay or visual (e.g., “Follow for more!”).

Common Frames:

- **Visual Hook:** Capture attention instantly.
- **Transformative Visual:** Showcase creative choreography and effects.
- **Call-to-Action:** Subtly encourage audience interaction.



Casey Neistat (YouTube, Vlogging, Filmmaking)

Skeleton:

1. **Hook:** Visual Hook (e.g., dramatic aerial shots of a cityscape).
2. **Story Setup:** Introduce the day's theme or mission with a personal angle.
3. **Content Journey:** Use Conflict Setup + Relatable Moment to unfold the story.
4. **Climax:** Deliver a resolution or inspiring insight.
5. **Reflection:** Offer a takeaway or moral lesson.
6. **Outro:** Reflect on the journey with a subtle call-to-action (e.g., “Subscribe to follow my adventures.”).

Common Frames:

- **Visual Hook:** Stunning cinematography to draw viewers in.
- **Conflict Setup:** Introduce a challenge or obstacle.
- **Relatable Moment:** Ground the story in personal experience.
- **Big Reveal:** End with an impactful takeaway.



Nas Daily (Facebook/YouTube, Short Educational Videos)

Skeleton:

1. **Hook:** Intriguing Question (e.g., “Did you know there’s a country with no military?”).
2. **Story Setup:** Tease the answer with a brief intro (under 10 seconds).
3. **Content Delivery:** Use Teach a Concept + Data Story to explain the topic.
4. **Rehook:** Big Reveal (e.g., “But there’s something even more surprising about this place…”).
5. **Outro:** Call-to-action (e.g., “Follow for more amazing facts!”).

Common Frames:

- **Teach a Concept:** Share educational insights clearly and concisely.
- **Data Story:** Use stats to add credibility and intrigue.
- **Big Reveal:** Maintain curiosity until the end.
- **Call-to-Action:** Encourage audience interaction.



Marques Brownlee (MKBHD) (YouTube, Tech Reviews)

Skeleton:

1. **Hook:** Promise of Value (e.g., “Is this the best phone of 2025?”).
2. **Intro:** Brief overview of the product and its key features.
3. **Content Segment 1:** Stat Drop + Teach a Concept (e.g., breaking down specs).

4. **Rehook:** Big Reveal (e.g., “Here’s the feature that sets it apart.”).
5. **Content Segment 2:** Hands-on demonstration or real-world testing.
6. **Outro:** Summary and call-to-action (e.g., “Which feature is your favorite? Comment below!”).

Common Frames:

- **Promise of Value:** Create anticipation for the review.
- **Stat Drop:** Highlight impressive numbers to build credibility.
- **Teach a Concept:** Explain features in a simple, engaging way.
- **Big Reveal:** Showcase the product’s standout quality.



NikkieTutorials (YouTube/Instagram, Beauty and Makeup Tutorials)

Skeleton:

1. **Hook:** Promise of Value (e.g., “This foundation will change your life!”).
2. **Intro:** Brief overview of the product or look being demonstrated.
3. **Content Delivery:** Step-by-Step Demo of the makeup application.
4. **Rehook:** Question Rehook (e.g., “Does it really hold up after 8 hours?”).
5. **Outro:** Encourage interaction (e.g., “Let me know what you think in the comments!”).

Common Frames:

- **Promise of Value:** Hook viewers with a bold claim.
- **Step-by-Step Demo:** Show each part of the process in detail.
- **Question Rehook:** Keep viewers curious about the results.
- **Call-to-Action:** Prompt engagement.



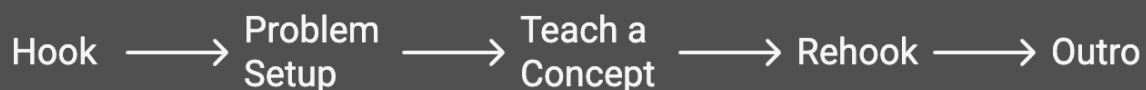
Gary Vaynerchuk (Gary Vee) (Instagram/YouTube, Marketing and Motivation)

Skeleton:

1. **Hook:** Call Out the Audience (e.g., “Entrepreneurs, listen up!”).
2. **Problem Setup:** Highlight a common business challenge (e.g., “Why your marketing isn’t working.”).
3. **Teach a Concept:** Provide actionable advice (e.g., “Focus on attention, not vanity metrics.”).
4. **Rehook:** Question Rehook (e.g., “Are you really prioritizing the right things?”).
5. **Outro:** Motivational close with a call-to-action (e.g., “Comment below if this resonates with you!”).

Common Frames:

- **Call Out the Audience:** Grab attention by directly addressing viewers.
- **Relatable Problem:** Engage with common pain points.
- **Teach a Concept:** Share insights and strategies.
- **Question Rehook:** Keep viewers reflecting on their own actions.
- **Quick Win:** Provide a small, actionable takeaway.



Dude Perfect (YouTube, Trick Shots and Sports Entertainment)

Skeleton:

1. **Hook:** Visual Hook (e.g., an impossible-looking trick shot in the first second).
2. **Challenge Setup:** Explain the trick shot or competition rules.
3. **Content Journey:** Use Escalation to show attempts and build tension.
4. **Climax:** Achieve the trick shot or declare a winner.
5. **Outro:** Celebrate the success with humor and encourage engagement (e.g., “Comment your favorite shot!”).

Common Frames:

- **Visual Hook:** Showcase the most exciting moment up front.
- **Stakes Amplifier:** Build suspense as the challenge progresses.
- **Triumph Over Adversity:** Celebrate the victory or breakthrough.
- **Lighthearted Humor:** Keep the tone fun and relatable.
- **Call-to-Action:** Engage the audience to share their thoughts.



Alex Hormozi's Instagram/TikTok Skeleton

1. **Hook:** Direct and value-packed.
 - Frame: Intriguing Question (e.g., “Here’s why your business isn’t growing.”)
2. **Quick Context:** Briefly set up the point.
 - Frame: Relatable Moment (e.g., “I learned this the hard way after failing five businesses.”)
3. **Main Value:** Deliver the insight or strategy in simple, digestible steps.
 - Frame: Teach a Concept (e.g., “Focus on this one thing: acquiring customers.”)
4. **Punchline/Climax:** Summarize the most important takeaway.

- Frame: One-Liner Wisdom (e.g., “Focus beats everything else.”)

5. **Call to Action:** Direct and confident.

- Frame: Take Action Now (e.g., “Try it out, and let me know your results.”)

