Glossary of Terms

Skeleton

- **What It Is**: A content roadmap defining the sequence of key stages like Hook, Intro, and Call to Action.

- **How to Use It**: Select a skeleton that matches your platform, audience, and goals. Use it as the foundational structure for your content.

- **Popular Example**: MrBeast's YouTube skeleton relies on high-stakes hooks and escalating stakes to maintain viewer engagement.

Frames

- **What It Is**: Modular elements that add depth and purpose to content (e.g., storytelling, educational insights, emotional triggers).

- **How to Use It**: Choose and combine frames to align with your skeleton and desired outcomes.

- **Popular Example**: Transformation frames are key to fitness influencers who showcase "Before & After" stories.

Tones

- **What It Is**: Emotional or stylistic layers that influence how content feels and resonates with the audience.

- **How to Use It**: Apply tones to enhance the impact of frames and better connect with your audience.

- **Popular Example**: Heartfelt tones dominate personal growth creators like Jay Shetty.

Filters

- **What It Is**: Broad modifiers that shape the overall aesthetic or style of content (e.g., pacing, visual tone).

- **How to Use It**: Adjust filters to ensure content aligns with your brand's identity.

- **Popular Example**: Fast-paced editing filters are a hallmark of creators like Zach King.

Sequences

- **What It Is**: Arrangements of frames within a skeleton to create flow and coherence.

- **How to Use It**: Tailor sequences to guide viewers through a logical, engaging narrative.

- **Popular Example**: Alex Hormozi's short-form sequences often blend hooks with proof and direct CTAs.

Hook Frames

- **What It Is**: Attention-grabbing elements that draw viewers in within the first few seconds.
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  How to Use It: Use bold statements, questions, or shock value to engage immediately.
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  Popular Example: Bold statements like "I gave away $1,000,000!" define MrBeast's hooks.

Rehook Frames

- **What It Is**: Midway engagement strategies to recapture attention and maintain viewer interest.
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  How to Use It: Integrate rehooks like Teaser Rehooks or Humor Rehooks during transitions.
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  Popular Example: Many TikTok creators use midway shocks to re-engage scrolling audiences.

Let me know if you want any additional entries added to the glossary or further refinements!

Skeletons Units Glossary

Hook

- ○ **Purpose**: Grabs the audience's attention within the first few seconds.
- ○ **Examples**: Visual Hook, Shock Value, Intriguing Question.
- ○ **Placement**: Always the first segment in the Skeleton.

Intro

- ○ **Purpose**: Sets expectations and primes the audience for the content.
- ○ **Examples**: Relatable Problem, Conflict Setup, Promise of Value.

Challenge Setup

- ○ **Purpose**: Lays out the stakes, rules, or objectives of a challenge.
- ○ **Common in**: MrBeast's high-stakes videos.

Story Setup

- ○ **Purpose**: Introduces context or background for storytelling.
- ○ **Common in**: Casey Neistat's and Nas Daily's narrative-driven content.

Problem Setup

- ○ **Purpose**: Identifies a challenge or issue the content aims to resolve.
- ○ **Examples**: Relatable Problem, Myth-Buster.
- ○ **Common in**: Alex Hormozi's problem-solving videos.

Content Delivery / Content Segments

- ○ **Purpose**: Provides the core content, whether it's a tutorial, performance, or demonstration.
- ○ **Examples**: Teach a Concept, Step-by-Step Demo, Conflict Setup.
- ○ **Common in**: NikkieTutorials and Charli D'Amelio's videos.

Content Journey

- ○ **Purpose**: Represents a sequential or progressive narrative unfolding in the content.
- ○ **Examples**: Relatable Moment, Conflict Setup, Escalation.
- ○ **Common in**: Casey Neistat's vlogs and storytelling creators.

Escalation

- ○ **Purpose**: Gradually raises stakes or tension to keep the audience engaged.
- ○ **Examples**: Stakes Amplifier, Triumph Over Adversity.
- ○ **Common in**: MrBeast's and Dude Perfect's videos.

Rehook

- ○ **Purpose**: Midway engagement trigger to re-capture attention.
- ○ **Examples**: Question Rehook, Humor Rehook, Midway Shock.
- ○ **Placement**: Between content segments or after dense sections.

Climax

- ○ **Purpose**: Brings the content to its dramatic or emotional peak.
- ○ **Examples**: Big Reveal, Transformation, Success Roadmap.
- ○ **Common in**: Nas Daily and MrBeast's videos.

Reveal

- ○ **Purpose**: Delivers a surprising or satisfying conclusion.
- ○ **Examples**: Big Reveal, Unexpected Twist.
- ○ **Common in**: Marques Brownlee's tech reviews.

Reflection

- ○ **Purpose**: Offers takeaways, lessons, or insights gained from the content.
- ○ **Examples**: Empathy Builder, One-Liner Wisdom.
- ○ **Common in**: Casey Neistat's and educational creators' content.

Engagement Trigger

- **Purpose**: Direct prompts for audience interaction.
- **Examples**: Call-to-Action, Ask a Question, Poll the Audience.
- **Placement**: Throughout the content or in the Outro.

Outro

- **Purpose**: Wraps up the content, often with a CTA or reflection.
- **Examples**: Quick Win, Call-to-Action, Lighthearted Humor.
- **Optional**: Some creators like MrBeast use abrupt endings.

Native Call To Action

- **Purpose:** To generate native actions that help the platforms algorithm
- **Examples:** "Like this video if you want to see more like it!" "Comment any questions you have and I'll respond asap!" "If that helped, mash Subscribe below! I put out new videos every week, and until you hit that button, you may miss new videos!"
- **Placement:** Before or after content segments.

Frames Glossary

Informational Frames

- **Teach a Concept**: Explains a clear, actionable idea or strategy to the audience.
    - **Example**: "Here are three ways to increase your productivity today."
    - **Popular Use**: Educational videos, tutorials, and how-to guides.

- **Stat Drop**: Uses impactful statistics to capture attention or add credibility.
    - **Example**: "Did you know that 80% of small businesses fail within the first five years?"
    - **Popular Use**: Informational videos and industry analysis.

- **How-To**: Step-by-step guide for completing a task or solving a problem.
    - **Example**: "How to edit videos like a pro using free tools."
    - **Popular Use**: Tutorials and explainer content.

- **Myth-Buster**: Challenges common misconceptions or myths.
    - **Example**: "No, you don't need a massive budget to create viral videos!"
    - **Popular Use**: Thought-leadership and audience engagement.

- **Listicle**: Presents a list of items or ideas in an engaging format.
    - **Example**: "5 habits of highly successful people."
    - **Popular Use**: Blog-style videos and social media reels.

- **Framework Breakdown**: Explains a structured process or concept.
    - **Example**: "Let me show you the 3-step formula for closing more sales."
    - **Popular Use**: Coaching and consulting content.

- **Data Story**: Uses data or statistics to tell a compelling narrative.
  - **Example**: "Here's how this brand increased sales by 200% in one year."
  - **Popular Use**: Business and marketing case studies.

Storytelling Frames

- **Conflict Setup**: Establishes a problem or challenge that sets the stage for a solution.
  - **Example**: "Most people struggle with staying consistent. Here's why."
  - **Popular Use**: Storytelling or transformational content.

- **Hero's Journey**: A narrative structure that follows a character overcoming obstacles to achieve a goal.
  - **Example**: "I started with nothing, but here's how I built a 7-figure business."
  - **Popular Use**: Inspirational content and personal branding.

- **Before & After**: Highlights transformation by comparing the starting point and the end result.
  - **Example**: "Watch how we turned this outdated office into a modern workspace."
  - **Popular Use**: Makeovers, fitness, or renovation stories.

- **Relatable Moment**: Connects with the audience by sharing an experience they identify with.
  - **Example**: "Have you ever felt overwhelmed trying to start something new?"
  - **Popular Use**: Building trust and engagement.

- **Origin Story**: Explains how a person, brand, or product came to be.
  - **Example**: "It all started in my garage with just an idea and a laptop."

- ○ **Popular Use**: Personal branding and startup stories.

- **Moment of Failure**: Shares a setback or failure to highlight a learning experience.
  - ○ **Example**: "I lost $10,000 on my first campaign—here's what I learned."
  - ○ **Popular Use**: Authentic and relatable content.

- **Underdog Story**: Celebrates overcoming adversity or achieving success against the odds.
  - ○ **Example**: "From living in my car to building a thriving business."
  - ○ **Popular Use**: Inspirational and motivational content.

- **Cliffhanger**: Leaves the audience in suspense to maintain engagement.
  - ○ **Example**: "And that's when everything went wrong…"
  - ○ **Popular Use**: Episodic or storytelling content.

- **Flashback**: Uses a past moment to enhance the narrative.
  - ○ **Example**: "Let's go back to where this all started…"
  - ○ **Popular Use**: Building context and depth in storytelling.

Engagement Frames

- **Ask a Question**: Invites the audience to reflect or respond.
  - ○ **Example**: "What's the one thing you struggle with most in productivity?"
  - ○ **Popular Use**: Social media posts and Q&A content.

- **Challenge the Audience**: Encourages viewers to take action or participate.
  - ○ **Example**: "Try this tip today and let me know how it worked!"
  - ○ **Popular Use**: Tutorials and motivational videos.

- **Interactive Hook**: Engages the audience with an interactive element.

- ○ **Example**: "Drop your answer in the comments below!"
- ○ **Popular Use**: Live streams and engagement-focused content.

- ● **Hot Take**: Shares a bold or controversial opinion.
  - ○ **Example**: "Networking is overrated—here's why."
  - ○ **Popular Use**: Thought-leadership and debate content.

- ● **Poll the Audience**: Asks for input to involve viewers.
  - ○ **Example**: "Which strategy works better for you: A or B?"
  - ○ **Popular Use**: Instagram Stories and community posts.

- ● **What Would You Do?**: Poses a hypothetical scenario to the audience.
  - ○ **Example**: "If you were given $1,000 to invest, how would you use it?"
  - ○ **Popular Use**: Creative and interactive content.

- ● **Guess What Happens Next**: Builds suspense by asking viewers to predict the outcome.
  - ○ **Example**: "Can you guess what's about to happen?"
  - ○ **Popular Use**: Episodic or storytelling content.

- ● **Fill-in-the-Blank**: Encourages audience participation with an open-ended prompt.
  - ○ **Example**: "The best productivity tool is _____."
  - ○ **Popular Use**: Social media posts and audience-building.

Proof Frames

- ● **Transformation/Result**: Highlights the outcome of a process or effort.
  - ○ **Example**: "Here's how we turned a struggling business into a success story."

- ○ **Popular Use**: Case studies, testimonials, and product showcases.

- ● **Testimonial/Quote**: Shares direct feedback or quotes from others.
  - ○ **Example**: "This course changed my life!" - Happy Customer
  - ○ **Popular Use**: Social proof in marketing and promotional content.

- ● **Case Study**: Deep dive into a specific example or scenario.
  - ○ **Example**: "How we doubled our email subscribers in 90 days."
  - ○ **Popular Use**: Business and educational content.

- ● **Success Formula**: Demonstrates a repeatable method for achieving success.
  - ○ **Example**: "The 3-part formula we use to grow every campaign."
  - ○ **Popular Use**: Tutorials and coaching content.

- ● **Comparison**: Highlights differences or advantages of one option over another.
  - ○ **Example**: "Here's why our solution beats the competition."
  - ○ **Popular Use**: Product reviews and promotional videos.

- ● **Behind-the-Scenes**: Offers an insider look at a process or creation.
  - ○ **Example**: "Here's how we made this viral video."
  - ○ **Popular Use**: Building trust and relatability.

- ● **Live Example**: Demonstrates a process or idea in real-time.
  - ○ **Example**: "Watch me create this graphic from scratch."
  - ○ **Popular Use**: Tutorials and live presentations.

Emotional Frames

- ● **Heartfelt Confession**: Shares a vulnerable or deeply personal story to connect with the audience.

- ○ **Example**: "I used to struggle with anxiety every day—here's what helped me overcome it."
  - ○ **Popular Use**: Building authenticity and emotional connection.

- **Triumph Over Adversity**: Showcases overcoming challenges or obstacles.
  - ○ **Example**: "After losing everything, I rebuilt my business from the ground up."
  - ○ **Popular Use**: Motivational and inspirational content.

- **Empathy Builder**: Demonstrates understanding and support for the audience's struggles.
  - ○ **Example**: "I know how hard it is to balance work and family—it's something I've struggled with too."
  - ○ **Popular Use**: Relatable content and audience engagement.

- **Shock Factor**: Uses surprising or dramatic information to grab attention.
  - ○ **Example**: "What you eat every day might be slowly harming you—here's why."
  - ○ **Popular Use**: Hooks and awareness campaigns.

- **Celebration**: Highlights achievements or joyful moments.
  - ○ **Example**: "We just hit 1 million subscribers—thank you for being part of this journey!"
  - ○ **Popular Use**: Community building and milestone sharing.

Value Frames

- **Quick Win**: Provides an immediately actionable tip or result.
  - ○ **Example**: "Here's a 10-second trick to improve your focus instantly."
  - ○ **Popular Use**: Educational content and tutorials.

- **Tool Recommendation**: Recommends a helpful tool or resource.

- **Example**: "This free app changed how I manage my tasks—check it out."
  - **Popular Use**: Product reviews and tech tips.

- **Common Pitfalls**: Warns against mistakes or bad habits.
  - **Example**: "Avoid these 3 common mistakes when starting a business."
  - **Popular Use**: Educational and troubleshooting content.

- **One-Liner Wisdom**: Shares a concise, impactful insight.
  - **Example**: "Consistency beats talent every time."
  - **Popular Use**: Motivational quotes and quick tips.

Visual/Creative Frames

- **Time-Lapse**: Uses fast-forward visuals to show progress or transformation.
  - **Example**: "Watch as we transform this empty room into a home office in under a minute."
  - **Popular Use**: Makeovers and DIY projects.

- **Transformative Visual**: Highlights a dramatic before-and-after moment.
  - **Example**: "From cluttered to organized—check out this space-saving hack."
  - **Popular Use**: Lifestyle and design content.

- **Behind-the-Lens**: Provides a peek into the creation process.
  - **Example**: "Here's how we captured this stunning shot using just a smartphone."
  - **Popular Use**: Photography and creative tutorials.

- **Step-by-Step Graphic**: Breaks down a process visually.
  - **Example**: "Follow this simple chart to find your ideal content strategy."

- ○ **Popular Use**: Infographics and explainer content.

Challenge Frames

- ● **Dare to Try**: Challenges the audience to attempt something new or bold.
  - ○ **Example**: "Try waking up at 5 AM for a week—you might be surprised by the results."
  - ○ **Popular Use**: Motivational and self-improvement content.

- ● **Take Action Now**: Urges immediate participation or action.
  - ○ **Example**: "Sign up today to start your journey!"
  - ○ **Popular Use**: Calls-to-action and promotional content.

- ● **Consistency Challenge**: Encourages sustained effort over time.
  - ○ **Example**: "Post one video every day for 30 days—can you do it?"
  - ○ **Popular Use**: Growth and habit-building content.

- ● **Accountability Check**: Asks the audience to report back on progress or results.
  - ○ **Example**: "Let me know in the comments if you've tried this and how it worked for you!"
  - ○ **Popular Use**: Engagement and follow-up content.

Relatability Frames

- ● **This is You**: Directly connects with the audience's current experience or challenge.
  - ○ **Example**: "You're probably sitting at your desk right now, feeling stuck on what to do next."
  - ○ **Popular Use**: Relatable and empathetic content.

- ● **We've All Been There**: Normalizes a shared experience or struggle.
  - ○ **Example**: "We've all had that moment where nothing seems to go right."

- ○ **Popular Use**: Building trust and relatability.

- **Audience Hero**: Puts the audience in the spotlight as the protagonist.
  - ○ **Example**: "You're the kind of person who takes action and makes things happen."
  - ○ **Popular Use**: Empowering and motivational content.

- **Lighthearted Humor**: Uses wit or light comedy to engage the audience.
  - ○ **Example**: "If you're like me, you've Googled 'how to adult' more than once."
  - ○ **Popular Use**: Entertainment and engagement-focused content.

Educational Frames

- **Step-by-Step Demo**: Provides a visual or hands-on demonstration.
  - ○ **Example**: "Here's how to set up your camera for perfect lighting."
  - ○ **Popular Use**: Tutorials and how-to guides.

- **FAQ Answer**: Responds to common questions from the audience.
  - ○ **Example**: "One question I get all the time is, 'How do you stay consistent?'"
  - ○ **Popular Use**: Informational and audience-focused content.

- **Deep Dive**: Explores a topic in great detail for thorough understanding.
  - ○ **Example**: "Let's break down the psychology behind why people click on headlines."
  - ○ **Popular Use**: Educational and expert-level content.

- **Counterintuitive Insight**: Challenges conventional wisdom with surprising truths.
  - ○ **Example**: "Working longer hours doesn't make you more productive—here's what does."

- ○ **Popular Use**: Thought-leadership and awareness content.

Urgency Frames

- **Limited Time Offer**: Emphasizes scarcity or a time-sensitive opportunity.
  - ○ **Example**: "Sign up now—this deal ends at midnight!"
  - ○ **Popular Use**: Promotions and sales campaigns.

- **Act Before It's Too Late**: Warns of potential consequences of inaction.
  - ○ **Example**: "Don't miss this chance to grow your audience before the trend dies down."
  - ○ **Popular Use**: Calls-to-action and motivational content.

- **Don't Miss Out**: Highlights the fear of missing an opportunity.
  - ○ **Example**: "Everyone's talking about this strategy—are you?"
  - ○ **Popular Use**: Social proof and urgency-focused content.

- **Countdown**: Uses a ticking clock or deadline to create pressure.
  - ○ **Example**: "Only 3 days left to claim your spot!"
  - ○ **Popular Use**: Time-sensitive campaigns and events.

Social Proof Frames

- **What Others Are Saying**: Highlights testimonials or endorsements.
  - ○ **Example**: "Here's what people are saying about this course: 'Life-changing!'"
  - ○ **Popular Use**: Trust-building and promotional content.

- **Numbers Don't Lie**: Leverages impressive data or statistics to build credibility.
  - ○ **Example**: "Join over 10,000 satisfied users who have transformed their content."
  - ○ **Popular Use**: Marketing and promotional campaigns.

- **Real Stories, Real Results**: Shares authentic success stories from users or clients.
  - **Example**: "Meet Sarah—she used this system to double her revenue in six months."
  - **Popular Use**: Case studies and testimonials.

- **Community Wins**: Showcases collective achievements or user-generated content.
  - **Example**: "Our community just hit a major milestone—1 million hours saved!"
  - **Popular Use**: Building brand loyalty and fostering community.

Hook Frames

- **Bold Statement**: Opens with a powerful or provocative claim to immediately grab attention.
  - **Example**: "Everything you've learned about productivity is wrong."
  - **Popular Use**: Hooks for YouTube videos and attention-grabbing posts.

- **Intriguing Question**: Poses a thought-provoking question to pique curiosity.
  - **Example**: "What's the one thing holding you back from success?"
  - **Popular Use**: Opening lines in social media or blog posts.

- **Shock Value**: Uses surprising or extreme information to captivate the audience.
  - **Example**: "Did you know your phone is dirtier than a toilet seat?"
  - **Popular Use**: Viral content and awareness campaigns.

- **Promise of Value**: Highlights what the audience will gain by watching or reading.

- **Example**: "Learn how to save 10 hours a week with this simple system."
- **Popular Use**: Tutorials and educational content.

- **Call Out the Audience**: Directly addresses the target audience to make them feel seen.
  - **Example**: "Hey content creators, this is for you!"
  - **Popular Use**: Community-focused and niche content.

- **What Happens Next?**: Creates suspense by hinting at a surprising or dramatic event.
  - **Example**: "You won't believe what happened when we tried this…"
  - **Popular Use**: Episodic or cliffhanger-style content.

- **Relatable Problem**: Identifies a challenge the audience is likely facing.
  - **Example**: "Struggling to find time to work out? You're not alone."
  - **Popular Use**: Relatable and empathetic content.

- **Visual Hook**: Uses a striking or unexpected visual to capture interest immediately.
  - **Example**: A time-lapse of a storm forming over a city.
  - **Popular Use**: Instagram reels and TikTok content.

- **Breaking the Norm**: Challenges conventional ideas or norms to stand out.
  - **Example**: "Forget everything you've been told about goal setting."
  - **Popular Use**: Thought-leadership and opinion pieces.

- **Big Reveal**: Teases a surprising or transformative outcome.
  - **Example**: "Wait until you see the final result—it's worth it!"
  - **Popular Use**: Tutorials and storytelling.

- **Comparison**: Pits two ideas or products against each other to spark interest.
    - **Example**: "Apple vs. Samsung—who does it better?"
    - **Popular Use**: Reviews and debates.

- **Story Teaser**: Hints at an engaging or dramatic story.
    - **Example**: "I was about to give up—then this happened."
    - **Popular Use**: Personal branding and motivational content.

- **Emotional Appeal**: Tugs at the audience's heartstrings to draw them in.
    - **Example**: "This story will restore your faith in humanity."
    - **Popular Use**: Inspirational and feel-good content.

- **Challenge Hook**: Dares the audience to test themselves or their assumptions.
    - **Example**: "Can you go 7 days without checking your phone?"
    - **Popular Use**: Interactive and engagement-driven content.

Rehook Frames

- **Midway Shock**: Drops a surprising fact or twist to recapture attention.
    - **Example**: "And here's the part nobody talks about…"
    - **Use Case**: During an explanation to re-engage wandering viewers.

- **Personal Connection**: Shares a quick, relatable anecdote to re-engage.
    - **Example**: "This reminds me of the time I almost missed a big deadline…"
    - **Use Case**: In storytelling segments to reignite interest.

- **Question Rehook**: Poses a thought-provoking question to keep viewers curious.

- ○ **Example**: "Have you ever wondered why this happens?"
- ○ **Use Case**: Used during data-heavy or slower parts of the content.

- **Teaser Rehook**: Hypes what's coming next to maintain anticipation.
  - ○ **Example**: "But the best part? That's coming up next."
  - ○ **Use Case**: Right before transitioning to the final or most impactful segment.

- **Humor Rehook**: Inserts a funny moment or unexpected joke to refresh the tone.
  - ○ **Example**: "Okay, so I'm terrible at this, but here's what works…"
  - ○ **Use Case**: When explaining dense or serious topics to lighten the mood.