

20+ VIRAL HOOK TEMPLATES

THAT GOT ME 2+ BILLION ONLINE VIEWS

(Plus the 4-Step Method That Led to \$100+ Million)

- Craft scroll-stopping hooks using the VyraPAST Method™
- Write openers that build instant authority and intrigue
- Reverse-engineer viral angles from 2B+ client post views
- Apply 20+ fill-in-the-blank templates for any niche or CTA



KYLE KENDRICK & ALI MOIZ

INTRODUCTION

THE POWER OF ATTENTION

Hey there, Creator!

As you've probably heard...

In today's economy, attention is the most valuable currency in the modern world.

It decides who gets heard, who gets paid, and who gets left behind.

Every scroll, every click, every pause in the feed is a battle.

You're not competing with other writers — you're competing with everything.

Headlines. Notifications. Algorithms.

And in that chaos, only one thing cuts through.

A signal strong enough to override noise.

And that power beacon?

That's your the hook.

It's not decoration. It's survival.

The difference between content that disappears...
and content that dominates.

Welcome to the Lab...

WHY THE HOOK IS EVERYTHING

Contrary to popular belief...

A hook isn't simply a "first line" — it's an emotional arc.

It's the ignition system that turns curiosity into connection, and connection into conversion.

A real hook captures attention, stirs emotion, builds curiosity, and sets the tone for everything that follows.

It's psychology, structure, and storytelling fused into one motion. When it lands, it doesn't just get views — it gets belief.

It moves people.

It makes them remember.

It makes them act.

If it fails, nothing else matters.

If it hits, everything compounds — views, trust, clients, revenue.

That's why this playbook exists:

To hand you the same hook systems and emotional frameworks that built billion-view brands and helped my clients dominate their industries.

But that's just part of the story...

Most people write simply for attention.

But at Vyralab...

We teach how to write for impact

Over the last few years, I've ghostwritten for founders, investors, and creators who quietly run the internet.

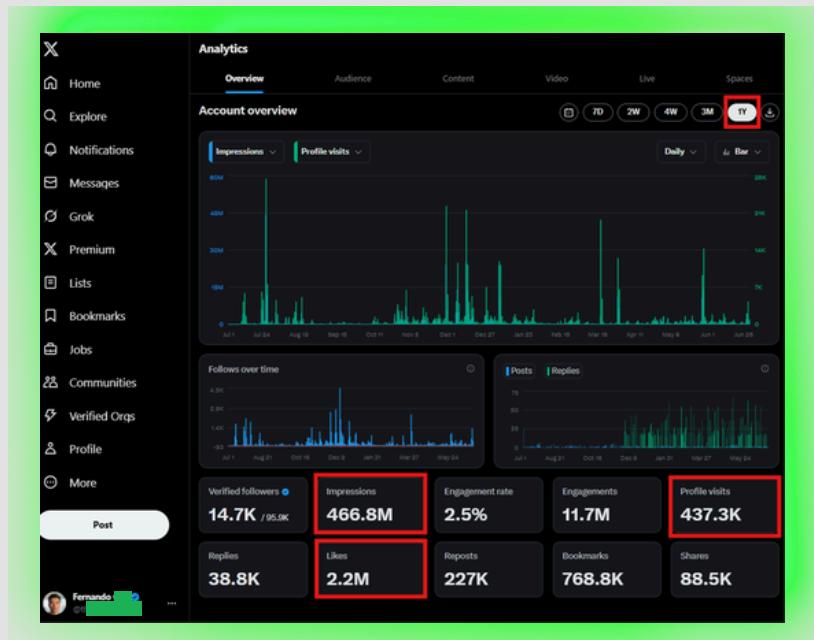
Our content has pulled over 2 BILLION organic views, driven \$100 M+ in client revenue, and been reposted by names you'd never expect — including Elon Musk.



But none of that started with an audience.

It started with a hook.

Here is one of my client's X (TWITTER) stats after just one year:
(466.8M Views | 437.3K Profile Visits | 2.2M Likes)



WHY DID I CHARGE SO LITTLE?

I could've charged WAY more for this entire system.
(Most people would.)

But that's not the point.
My mission is simple.

To help serious ghostwriters, branding specialists, and creators:

- Escape the noise
- Land high-paying clients
- Build leverage using their words

Because when you master hooks, you gain control:

Control over attention.
Control over opportunity.
Control over your income.

That's the real power of writing in 2025 and beyond.

So here's my gift to you:

- 20+ Proven Hook Templates that generated billions of views
- The 4-Step VyraPAST™ Method that makes them hit every time
- The VyraHook™ Rating System to evaluate your hooks with precision
- The Emotion Stack™ Cheat Sheet to engineer viral depth on demand

Use them wisely.
Use them often.

Apply them with precision — and they'll change your career.

If you're ready to learn the systems that built billion-view brands...
If you're ready to master the psychology behind attention and authority...

Then let's get into it.

Welcome inside the Lab...



THE VyraPAST™ METHOD: VYRALAB'S 4-STEP HOOK FRAMEWORK



The 3-Second Rule of Virality

You have < 3 seconds to win the scroll. In reality, the average thumb hovers for about 1.7 seconds before moving on.

That moment — that microscopic window — decides everything.

Hooks are the bridge between attention and curiosity.

They don't just make people look. They make them lean in.

Every viral hook activates at least one of the three primal triggers that govern attention:

- Hope — the promise of gain or transformation.
- Fear — the risk of loss or regret.
- Envy — the tension of comparison and desire.

These triggers create a psychological gap — what Made to Stick calls the Gap Theory of Curiosity.

When readers sense they're missing a piece of information, their brain demands closure.

That's why the most powerful hooks don't just tell — they withhold.

Example:

- ✗ 5 habits that make you successful
- ✓ I studied 100 millionaires. They all did this one uncomfortable thing.

Enter the PAST Method™—one of the many elite hook systems we teach inside Vyralab.

It's helped generate over 2 billion views and \$100+ million in client-attributed revenue.

This particular structure is engineered for scroll-stopping sequences that drive tension, curiosity, and emotional weight line by line.

It's a 4-part psychological trigger stack designed for content that moves people—and moves deals.

1. Problem – Call out the core tension or risk with clarity and edge. It should feel undeniable.
2. Agitation – Intensify that tension with an emotional, high-stakes expansion.
3. Solution – Introduce the reaction or twist that changes the equation.
4. Transformation – Tease the bigger picture or payoff that's still to come.

These aren't optional.

They are required to create hooks that don't just get attention—but demand it.

Let's see it in action...

20+ Viral Hooks that Got Me 2+ BILLION Views

Here's a real example I wrote for a client using the “\$12 Google Domain” story that received almost a million views and over 3.8K likes:



Notice the full VyraPAST structure.

This is how you stop the scroll—and hook your next \$3K-\$5K+ client and 1K+ followers:

This post exploded because it does everything a high-level hook should.

It opens with immediate conflict (“Google accidentally put their website up for sale”), triggers curiosity (“he bought it for just \$12”), and creates emotional tension around the outcome.

Every line advances the story without resolution, pulling the reader deeper through the VyraPAST structure — Problem, Agitation, Solution, Transformation. It’s not a headline; it’s a cinematic arc compressed into five lines.

Now that you’ve seen and felt the power of hooks in action, it’s time to break them down — and arm yourself with 20+ viral hook templates that have generated billions of views across every industry.

Stage	What It Does	Example Line
Problem	Creates dissonance or shock	“In 2015, Google accidentally put their website up for sale.”
Agitation	Raises emotional tension	“A domain receiving billions of visits—available for \$12.”
Solution	Adds action, reaction, or a pivotal moment	“He bought it. Google had no choice but to give him whatever he wanted.”
Transformation	Teases a deeper reveal or unexpected shift	“Instead of cash, he asked for something no one expected...”





POWER PLAYS & CORPORATE SHOWDOWNS

1. The Billion-Dollar Ultimatum

DESCRIPTION

A tension-filled, high-stakes hook that spotlights power, money, and consequence. It triggers awe and curiosity by revealing who holds control when everything's on the line.

BEST USED FOR

Business, tech, or political stories about major deals, conflicts, or bold leadership moves.

TEMPLATE

[Public figure] just threatened [major company] with a [\$X Billion] [action or penalty].

They were given 2 options: [option 1] or [consequence].

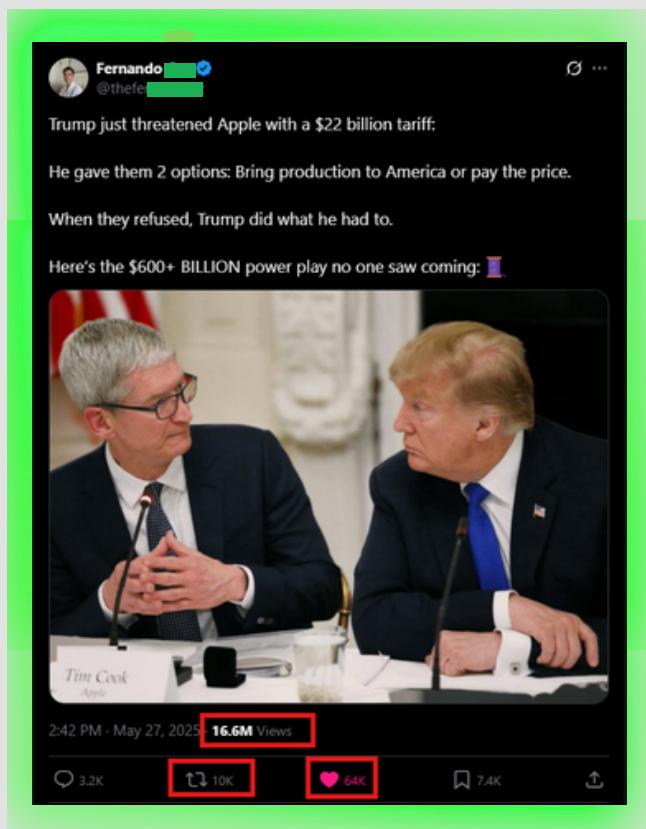
When they refused, [name] did what they had to.

Here's the [\$X+] power play no one saw coming:

Cont...

The Billion-Dollar Ultimatum (Cont.)

EXAMPLE



20+ Viral Hooks that Got Me 2+ BILLION Views

2. The Empire Gambler

DESCRIPTION

A comeback-driven hook that blends desperation, risk, and redemption. It hits deep emotional notes of fear, grit, and triumph under impossible odds.

BEST USED FOR

Founder stories, startup turnarounds, or any narrative centered on risk-taking, resilience, and legendary comebacks.

TEMPLATE

After losing [huge fortune or company], [founder] was [on edge/days from collapse].

[Tesla/company] was losing [\$X/month]. Everyone thought it was over.

Their response? Bet their last [\$X] on [a crazy move or long shot].

Here's how [the risk] turned into [legendary comeback]:

EXAMPLE

After losing his \$180 Million PayPal fortune...

Elon was 3 weeks from bankruptcy.

Tesla was losing \$10 Million/month. Everyone thought he was finished.

Then, he bet his last \$6 Million on his cousin's dying startup.

Here's how a family meeting saved him:

3. The Life-Changing Post

DESCRIPTION

A shock-and-reveal hook that flips chaos into strategy. It evokes intrigue and admiration by showing how a risky public move became a masterstroke.

BEST USED FOR

Viral business, marketing, or founder stories where bold decisions defy logic but lead to massive payoff or long-term vision.

TEMPLATE

In [month + year], [founder or CEO] lost [\$X] with a single tweet—on purpose.

When they announced [shocking company decision]...

[Market/reactions] crashed. Everyone called them crazy.

Here's why it was actually the most [power adjective] move in [industry] history:

EXAMPLE



MISSED OPPORTUNITIES & REJECTIONS TO WINS

4. When Saying “No” Wins

DESCRIPTION

A defiance-driven hook built on conviction and long-term vision. It stirs respect and curiosity by spotlighting someone who risked everything to bet on themselves.

BEST USED FOR

Founder or startup stories about rejection, independence, and refusing life-changing offers that later proved genius.

TEMPLATE

This [person] is the most [stubborn/fearless/unshakable] [position] in history:

In [year], [corporate giant] offered [\$X Billion] for [“dumb” or niche business].

[Founder] refused. Everyone called them insane.

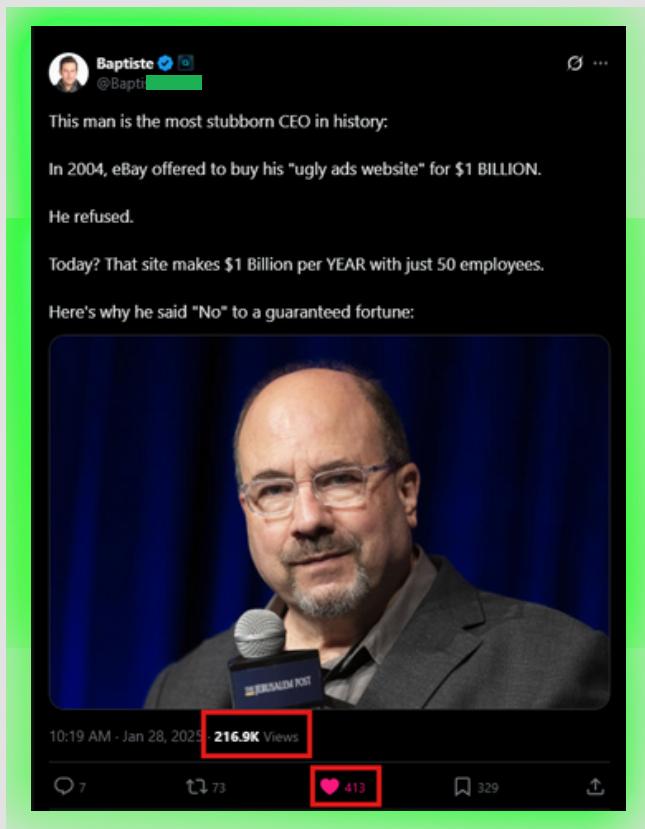
Today, that same business makes [\$X/year] with [tiny team or no funding].

Here's why they said “no” to a guaranteed fortune:

Cont...

When Saying “No” Wins (Cont.)

EXAMPLE



This man is the most stubborn CEO in history:

In 2004, eBay offered to buy his "ugly ads website" for \$1 BILLION.

He refused.

Today? That site makes \$1 Billion per YEAR with just 50 employees.

Here's why he said "No" to a guaranteed fortune:



10:19 AM · Jan 28, 2025 · 216.9K Views

7 73 413 329

The image shows a screenshot of a Twitter post. The post is from a user named Baptiste (@Bapti), who has a verified blue checkmark. The tweet text discusses Paul Graham's refusal of a \$1 billion offer from eBay in 2004, which led to the creation of Y Combinator and its success. Below the tweet is a large photo of Paul Graham, a man with glasses and a beard, speaking into a microphone. The post has received 216.9K views, 7 replies, 73 retweets, 413 likes, and 329 bookmarks. The timestamp indicates it was posted at 10:19 AM on January 28, 2025. A red box highlights the '216.9K Views' count.

20+ Viral Hooks that Got Me 2+ BILLION Views

5. The Lost “Breakthrough” Moment

DESCRIPTION

A regret-fueled hook built on missed opportunities and costly mistakes. It triggers disbelief and hindsight envy by showing how one decision changed everything.

BEST USED FOR

Business, tech, or investing stories about failed acquisitions, strategic blunders, or “what could have been” industry moments.

TEMPLATE

In [year], [company] had the chance to buy [now-dominant company] for cheap.

Instead, they bought a dying asset—and paid the price.

Today, that “miss” is worth [\$X Billion].

Here's why critics still call it the [curse or dumbest move in tech]:

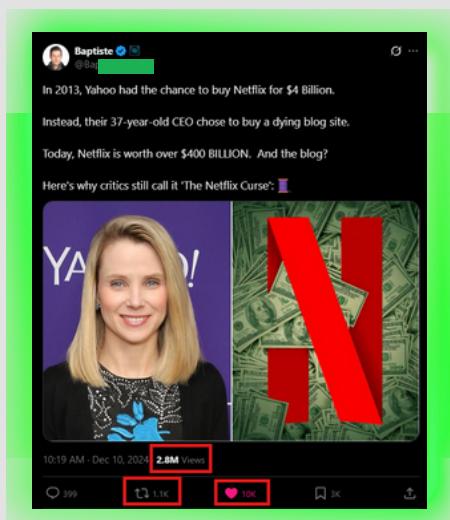
EXAMPLE

In 2013, Yahoo had the chance to buy Netflix for \$4 Billion.

Instead, their 37-year-old CEO chose to buy a dying blog site.

Today, Netflix is worth over \$400 BILLION. And the blog?

Here's why critics still call it “The Netflix Curse”:





INSIDER LEAKS & WHISTLEBLOWERS

6. The Forbidden Confessional

DESCRIPTION

A shock-value hook that humanizes power. It sparks fascination and disbelief by exposing unfiltered truths from figures usually guarded by PR.

BEST USED FOR

Political, business, or influencer content breaking down candid interviews, leaked insights, or off-script confessions that reveal hidden motives or power dynamics.

TEMPLATE

[Unexpected high-status figure] just revealed [never-before-admitted truth] on [casual/unfiltered platform]:

- * [Controversial insight #1]
- * [Conspiracy/suspicion-confirming insight #2]
- * [Shocking stat or leak #3]

Here are the [number] most [emotionally loaded adjective] moments:

Cont...



The Forbidden Confessional (Cont.)

EXAMPLE

Baptiste

@Baptiste

JD Vance revealed things on Theo Von's podcast no VP has ever admitted:

- Why Elon turned against Trump
- How tech hooks us through addiction
- How DOGE found at least \$170B in government waste

Here are the 5 most revealing moments:



8:30 AM · Jun 18, 2025 **130.7K** Views

9 134 868 885

20+ Viral Hooks that Got Me 2+ BILLION Views

7. The Insider Detonator

DESCRIPTION

An explosive, truth-to-power hook built on exposure and secrecy. It triggers outrage and curiosity by promising inside knowledge the public “wasn’t supposed to see.”

BEST USED FOR

Breakdowns of whistleblower stories, leaked reports, insider memoirs, or tell-all's that reveal corruption, cover-ups, or hidden agendas in major companies or governments.

TEMPLATE

[High-ranking insider] just dropped a [tell-all/revealing format] that exposes everything:

From [founder/exec's scandal] to [global conspiracy or hidden agenda], nothing's off limits.

Now, [company/institution] is scrambling to shut it down.

Here are the [number] most shocking details from the [platform/accolade] bestseller:

EXAMPLE

Meta's global policy director just exposed everything in her tell-all book:

From Zuck's private scandals to secret Chinese deals, nothing's off limits.

Now, Facebook's trying to shut her down.

Here are the 3 most shocking details from her Amazon bestseller:

8. The Truth Bomb

DESCRIPTION

A revelation-driven hook that blends mystery, danger, and moral tension. It hits hard by exposing the hidden cost of innovation and the people brave enough to challenge it.

BEST USED FOR

Tech, science, or ethics stories about whistleblowers, innovators, or researchers who uncovered disturbing truths inside powerful systems or corporations.

TEMPLATE

The most [superlative] [profession/type of person] in [industry] isn't [well-known person] or [well-known person].

It's a [age]-year-old [profession] they call the “[nickname or title].”

After discovering [disturbing truth] inside [company or system], [he/she] risked everything to expose it.

Here's why [powerful entity] paid [him/her] [\$X] to keep quiet:

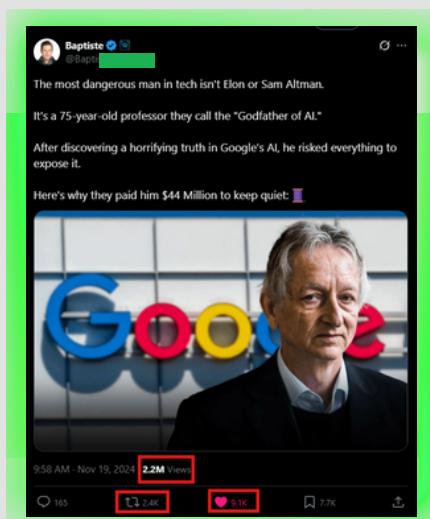
EXAMPLE

The most dangerous man in tech isn't Elon or Sam Altman.

It's a 75-year-old professor they call the “Godfather of AI.”

After discovering a horrifying truth in Google's AI, he risked everything to expose it.

Here's why they paid him \$44 Million to keep quiet:



UNDERDOGS WHO WON

9. The Rogue Underdog

DESCRIPTION

A rebellion-fueled hook that celebrates defiance and disruption. It evokes shock and admiration by showing how an underestimated outsider beats the system.

BEST USED FOR

Stories about young disruptors, underrated founders or rogue creators who challenge institutions, expose corruption, or turn rebellion into income.

TEMPLATE

This is [unexpectedly young/unknown person].

They just got [punished/shamed/fired] by [elite institution or company].

Not for [expected wrongdoing]...

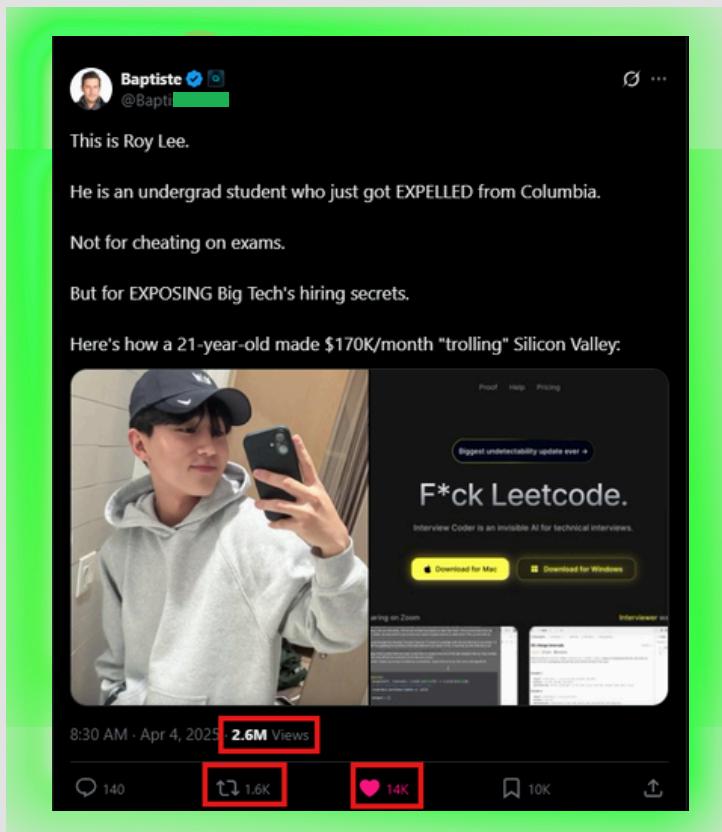
But for [exposing/revealing/attacking] [high-stakes industry secret].

Here's how a [age]-year-old [provocative verb] their way into [\$X/mo] "trolling" [powerful group]:

Cont...

The Rogue Underdog (Cont.)

EXAMPLE



20+ Viral Hooks that Got Me 2+ BILLION Views

10. The Good Samaritan

DESCRIPTION

A feel-good yet suspenseful hook built on irony and integrity. It draws readers in with tension, then flips expectations through humility or moral surprise.

BEST USED FOR

Stories about accidental opportunities, ethical choices, or everyday people outsmarting corporations with unexpected grace or character.

TEMPLATE

[Major company] [accidentally or recklessly] [did something unthinkable].

When [unlikely character] realized it, they [unexpected action] for just [\$X].

[Company] had no choice but to [forced response].

Their response? Not [\$larger amount]. Not [\$even larger amount].

Here's what they asked for instead:

EXAMPLE

In 2015, Google accidentally put their website up for sale.

When this former employee realized it, he bought it for just \$12.

Google had no choice but to give him whatever he wanted.

His response? Not \$100,000. Not \$100 Million.

Here's what he asked for instead:

11. The Quiet Assassin

DESCRIPTION

A stealth-success hook that highlights quiet mastery and underestimated genius. It inspires awe by revealing how someone ignored became unstoppable.

BEST USED FOR

Startup, tech, or innovation stories about unknown founders, inventors, or disruptors who quietly built billion-dollar solutions while everyone doubted them.

TEMPLATE

At [age], [unknown person] shocked [industry or market].

Not through [expected trend or field].

But by solving the one problem [companies or leaders] couldn't crack.

Here's why [entire industry or top competitors] are now fighting over their invention:

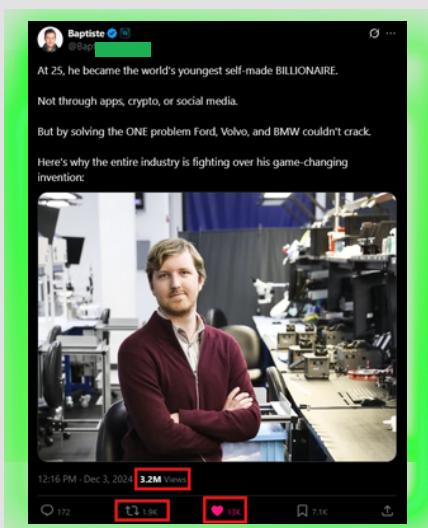
EXAMPLE

At 25, he became the world's youngest self-made BILLIONAIRE.

Not through apps, crypto, or social media.

But by solving the ONE problem Ford, Volvo, and BMW couldn't crack.

Here's why the entire industry is fighting over his game-changing invention:



12. The Silent Exit

DESCRIPTION

A reflective, intrigue-heavy hook that mixes success with mystery. It evokes fascination and quiet disbelief over why someone would leave at their peak.

BEST USED FOR

Stories about early founders, acquisitions, or creators who disappeared after massive exits — perfect for lessons on timing, legacy, or the hidden cost of success.

TEMPLATE

In [year], [young founders] sold [startup] for [\$.X Billion].

Then vanished—no interviews, no headlines, no second act.

Today? That startup is worth [\$.XX Billion].

Here's why they walked away from the most valuable site in history:

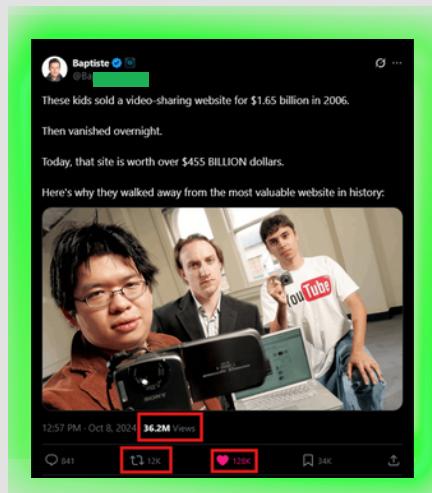
EXAMPLE

These kids sold a video-sharing website for \$1.65 billion in 2006.

Then vanished overnight.

Today, that site is worth over \$455 BILLION dollars.

Here's why they walked away from the most valuable website in history:



13. The Unseen Power Shift

DESCRIPTION

A tension-charged hook built on unexpected alliances and shifting influence. It sparks curiosity and drama by revealing how new relationships disrupt existing power structures.

BEST USED FOR

Political, tech, or media stories involving surprising partnerships, rival reactions, or behind-the-scenes moves that reshape control and influence.

TEMPLATE

[Public figure] has never had a [relationship type] like [unexpected ally].

And [rival companies or critics] aren't holding back their reactions.

[Insider name] just warned [person] could become a “[concerning label or threat].”

And they're not the only one... Here's what others are saying:

EXAMPLE

Donald Trump has never had a friend like Elon.

And other tech giants are not holding back their thoughts on the matter.

Meta's Nick Clegg just warned Elon could become a “political puppet master.”

And Clegg's not alone... Here's what others are saying:



CEO PSYCHOLOGY & STRATEGIC RISK

14. The Genius Filter

DESCRIPTION

A curiosity-driven hook that reveals hidden wisdom behind genius-level decision-making. It triggers fascination by promising access to a private filter used to spot greatness.

BEST USED FOR

Leadership, hiring, or founder psychology stories that unpack how icons identify talent, make decisions, or apply unconventional methods to build world-class teams.

TEMPLATE

[Legendary founder] interviewed [#] of people at [company].

But only hired the ones who answered [one specific question] perfectly.

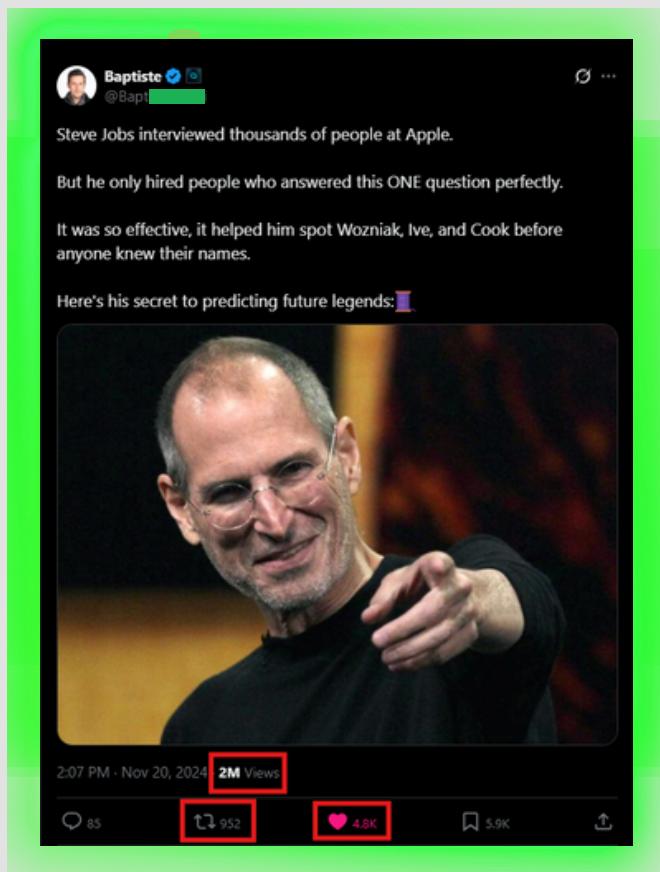
It was so effective, it helped him spot [famous hires] before anyone else.

Here's his secret to predicting future legends:

Cont...

The Genius Filter (Cont.)

EXAMPLE



20+ Viral Hooks that Got Me 2+ BILLION Views

15. The Billionaire's Bet

DESCRIPTION

A high-risk, high-reward hook that captures the thrill of defiance and payoff. It pulls readers in with tension, disbelief, and the promise of mastering chaos.

BEST USED FOR

Finance, investing, or economic stories highlighting bold contrarian moves, crisis-era wins, or the mindset behind billionaire-level risk-taking.

TEMPLATE

In [year], [famous investor] risked their career on a single trade.

Everyone said it would fail. Markets crashed. Panic spread.

But by [month], they had turned [\$X] into [\$XX Billion].

Here's their contrarian playbook for winning in chaos:

EXAMPLE

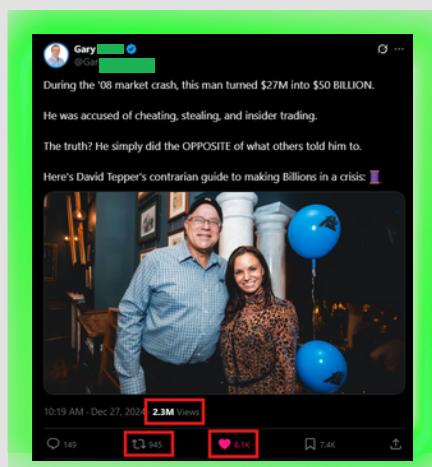
During the '08 market crash, this man turned \$27M into \$50 BILLION.

He was accused of cheating, stealing, and insider trading.

The truth?

He simply did the OPPOSITE of what others told him to.

Here's David Tepper's contrarian guide to making Billions in a crisis:



16. The Hidden War

DESCRIPTION

A rivalry-fueled hook that turns business competition into psychological warfare. It hooks readers through conflict, retaliation, and the drama of power plays between giants.

BEST USED FOR

Business, tech, or startup stories centered on rivalries, poaching, lawsuits, or bold counterattacks that expose the dark side of innovation and ambition.

TEMPLATE

In [year], [underdog company] started stealing [dominant company]'s top talent.

Then they raised [\$X Billion] to dethrone their biggest rival.

But [rival founder] found out—and took matters into his own hands.

Here's the message they sent that no one will forget:

EXAMPLE

In 2020, Rivian started stealing Tesla's employees & raised \$12 BILLION to dethrone Elon Musk.

When Elon found out, he took matters into his own hands.

His response?

A message to Rivian they'd never forget:

PREDICTIVE POWER & UNCANNY INSIGHT

17. The Master Predictor

DESCRIPTION

A credibility-fueled hook that blends foresight with fear. It grabs attention through proven prediction power and teases another coming disruption.

BEST USED FOR

Finance, economics, or geopolitical content featuring analysts, investors, or thinkers whose past warnings came true — ideal for forecasting or market psychology stories.

TEMPLATE

In [month/year], [economic expert] made a [prediction that sounded crazy].

Everyone ignored it.

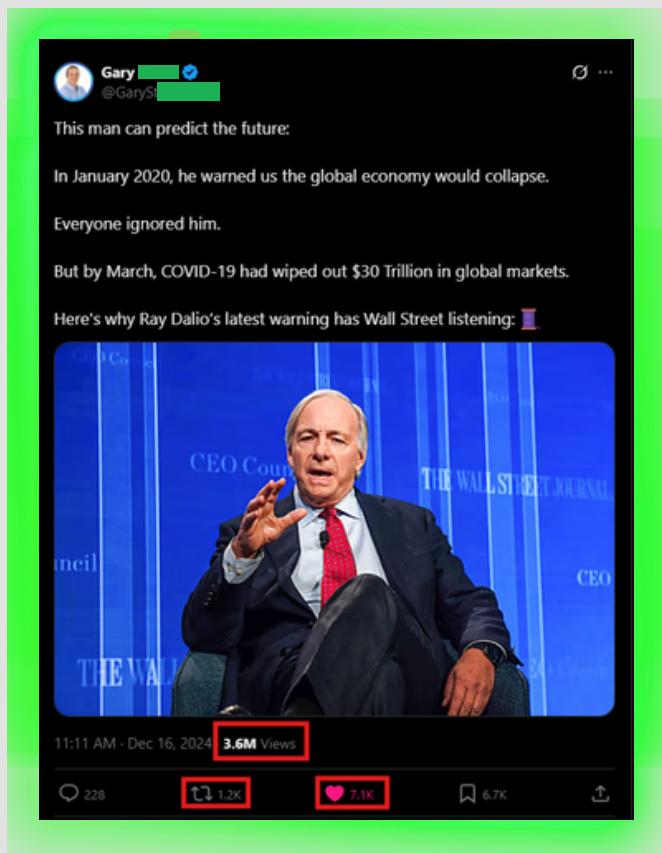
Then [global event] wiped out [\$X Trillion]—exactly as they warned.

Here's why their latest forecast has Wall Street on edge:

Cont...

The Master Predictor (Cont.)

EXAMPLE



20+ Viral Hooks that Got Me 2+ BILLION Views

18. The Foresight Savior

DESCRIPTION

A redemption-style hook that turns chaos into clarity. It evokes respect and fascination by showing how one person's vision saved a company everyone else had written off.

BEST USED FOR

Business or investing stories about contrarian moves, market foresight, or the people who turned collapsing companies into generational empires.

TEMPLATE

This [person/executive/investor] saved [company] from total collapse.

In [year], [company] lost [\$X Billion] in [crisis or market crash].
But while everyone panicked, [he/she] saw an opportunity..

After a call with [founder/CEO], [he/she] bought stock for just
[\$X/share or amount].

Here's the move that built an empire:

EXAMPLE

This man saved Amazon from total collapse:

In 2001, Amazon lost \$27 BILLION in the dot-com crash.

But while everyone panicked, he saw an opportunity...

After a call with Bezos, he bought stock for just \$15/share.

Here's the call that built an empire:



FITNESS LIES & PERFORMANCE TRUTH

19. The Health Myth

DESCRIPTION

A belief-shattering hook that challenges conventional wisdom with data-backed truth. It triggers curiosity and self-reflection by exposing what people thought they knew about health.

BEST USED FOR

Fitness, wellness, or medical content focused on debunking myths, reframing common health excuses, or revealing science-backed lifestyle insights.

TEMPLATE

[Harsh truth or unpopular claim].

[Cause or excuse] didn't kill your [health outcome]—[modern factor] did.

That [# pounds or symptom]? Research shows it wasn't [common belief].

Here's what actually happened (and [#] ways to fix it):

Cont...



The Health Myth (Cont.)

EXAMPLE



20+ Viral Hooks that Got Me 2+ BILLION Views

20. The Holiday Health Blueprint

DESCRIPTION

A results-driven hook that promises rapid transformation without pain or sacrifice. It builds excitement and trust by offering a realistic shortcut to visible change.

BEST USED FOR

Fitness, health, or lifestyle content tied to deadlines—perfect for seasonal challenges, event prep, or motivational transformation threads.

TEMPLATE

I've cracked the code to losing [# pounds] before [event or deadline]:

- No [painful method #1]
- No [painful method #2]
- No [negative experience #3]

So if you want to walk into [event/season] in [desired condition]...

Start these [#] [tips/hacks/habits] today:

1. [Simple/shocking advice]

EXAMPLE

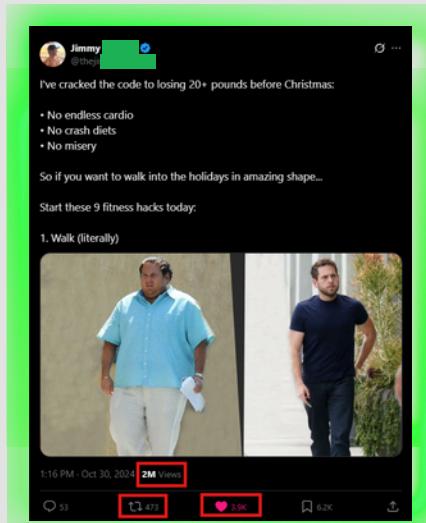
I've cracked the code to losing 20+ pounds before Christmas:

- No endless cardio
- No crash diets
- No misery

So if you want to walk into the holidays in amazing shape...

Start these 9 fitness hacks today:

1. Walk (literally)





BONUS: SPORTS & RECREATION

21. The Sport Savant

DESCRIPTION

A tech-meets-talent hook that fuses innovation with human performance. It sparks awe and curiosity by showing how science and strategy redefine what's possible.

BEST USED FOR

Sports, tech, or performance stories about breakthrough training methods, wearable technology, or unconventional systems that elevate human potential.

TEMPLATE

This [rookie/prodigy/athlete] just changed [sport or industry] forever.

Not with [expected skill #1], [expected skill #2], or [expected trait #3].

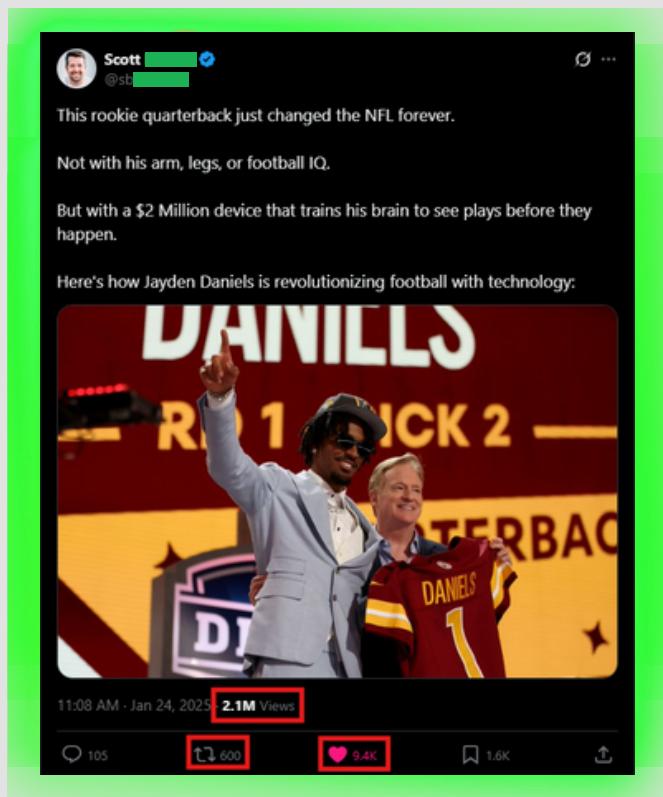
But with a [\$X innovation/tool] that trains [unique ability or advantage].

Here's how [name] is revolutionizing [sport/field] with [technology or method]:

Cont...

The Sport Savant (Cont.)

EXAMPLE



20+ Viral Hooks that Got Me 2+ BILLION Views

22. The Legend's Gamble

DESCRIPTION

A conviction-driven hook that celebrates foresight and independence. It evokes admiration and curiosity by showing how a bold, unconventional partnership became a generational win.

BEST USED FOR

Sports, business, or entrepreneurship stories where trusted names bet on underdogs, create new categories, or turn unconventional brand moves into fortune and legacy.

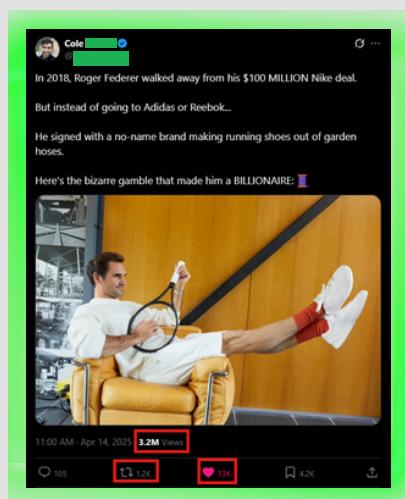
TEMPLATE

In [year], [celebrity/athlete/founder] walked away from a [\$X Million] deal with [major brand].

But instead of joining [obvious alternative or rival]...

They partnered with a [small/unknown/unexpected] company making [unusual or overlooked product].

Here's the [shocking] move that made them a [billionaire/icon]:



EXAMPLE

In 2018, Roger Federer walked away from his \$100 MILLION Nike deal.

But instead of going to Adidas or Reebok...

He signed with a no-name brand making running shoes out of garden hoses.

Here's the bizarre gamble that made him a BILLIONAIRE:

23. The Engineered Miracle

DESCRIPTION

An innovation-fueled hook that blurs the line between mastery and manipulation. It captivates readers by revealing how science, money, and precision made the impossible finally happen.

BEST USED FOR

Sports, science, or tech stories about human performance, engineered achievements, or groundbreaking innovations that redefine what limits are possible.

TEMPLATE

This is the biggest [scientific/athletic/technological] breakthrough in history:

[Major company or institution] spent [\$X Millions] creating the perfect conditions for [impossible achievement].

But it didn't happen in a [real/tested/public] environment...

Here's how [person or team] ["broke the rules" / "cheated science" / "rewrote history"] to break [historic barrier]:

EXAMPLE

This is the biggest physical breakthrough in history:

Nike spent MILLIONS to create the perfect conditions for the impossible run.

But it wasn't in a real race...

Here is how Eliud Kipchoge cheated to break the 2 hour marathon barrier:





YOUR NOT JUST HERE TO WRITE

YOU'RE HERE TO BUILD LEVERAGE...
AND INCOME

Most people chase content that gets likes.
You're here to create content that gets clients.

That's a different game entirely.

This playbook just gave you the tools...
The templates...
The real-world examples that pulled
2+ billion views and
closed 5-figure retainers.



But tools mean nothing without execution.
And attention means nothing without direction.
You have the proof.
You've seen what's possible.
Now it's time to build your own system of income, influence, and control
— One post at a time.
No audience? Doesn't matter. No brand? You'll build one.

No idea where to start?

Let's fix that today....

YOUR EXCLUSIVE OFFER

THE 5-DAY AI GHOSTWRITER TRAINING™



The Next 5 Days Could Fund Your Next 5+ Years

Most writers don't fail because they're "bad" at writing.

They fail because they're winging it.

They post without a plan.

They write without leverage.

Then they wonder why no one's listening.

The 5-Day AI Ghostwriter Training™ changes that—fast.

- Land \$3K–\$10K/month retainers
- Write viral content that pulled millions of views
- Build inbound client engines—without a following

And for a limited time, the **first 100 people** get this **\$197 value—for only \$37**.

[CLICK HERE TO GET YOUR EXCLUSIVE 5-DAY TRAINING DEAL](#)

But that's not all...



GET THE ONLY ALL-IN-ONE SYSTEM... BEHIND 2B+ VIEWS & \$100M IN CLIENT REVENUE

Most writers beg for attention.

Vyralab™ was built to **make you money**.

It's the first and only platform built for ghostwriters...
By ghostwriters.

We combine **elite training, proven frameworks, and AI-powered tools** into one growth engine to turn words into income.

Inside, you'll get exclusive access to:

- A **proven course** that shows you how to turn content into \$5K–\$10K/month retainers.
- The **all-in-one ACE™ App**, your shortcut to producing client-ready content, funnels, and offers in minutes.
- The **VyraSphere™ community**, where experienced ghostwriters share strategies, swap templates, and pass live client deals.

But here's the catch:

Only the **first 100 people** get on the **exclusive waitlist**.

Everyone else stays outside.

Ready to change your life? **Get your name on the VIP list today!**

**CLICK HERE TO GET YOUR 5-DAY TRAINING DEAL
+ VIP ACCESS**

“Tools Real Ghostwriters Use”

“The Vyralab creators have done what few ghostwriters even attempt: they've built a complete course + community + platform of tactical firepower that pulls from deep wells of knowledge and expertise. Their method is as rigorous as it is potent.”

Hosun Chung, COO
Thoughtleadr.xyz



Meet the Vyrab Archtects

At **Vyrab**, we believe there's a smarter, faster way to turn words into income—one that weaponizes your existing skills, multiplies your value with AI, and positions you to land high-ticket clients without begging for followers or burning out on busywork.

Our mission is simple:

Empower ghostwriters and content pros to land elite clients, scale their income, and build leveraged businesses—so they can dominate their space and own their financial future.

Kyle Kendrick, M.A., PMP

Founder | CEO

Kyle is the Lab Director behind Vyrab—engineering the systems, strategies, and viral frameworks that have turned ghostwriters into six-figure operators. From the trenches to the top, he built Vyrab for the writers who want to run client pipelines, not just post for applause.

With a master's degree in I/O Psychology, a 2+ billion-view track record, and the discipline of a Special Ops trainer, Kyle runs Vyrab like a high-performance lab: building experiments, running playbooks, and scaling results that convert attention into income. He's trained 100+ ghostwriters, helped clients earn \$100M+, and turned obscure founders into industry magnets.



Ali Moiz

Chief Operating Officer | Head Architect

Ali "The Architect" is the engineering mind behind Vyrab's AI-powered growth engine. As Chief Architect, he designs the frameworks, automation, and prompt systems that turn Vyrab's playbooks into repeatable results. Ali is a certified AI Prompt Engineer from Vanderbilt University, ensuring Vyrab stays at the cutting edge of both technology and execution.

With a background in product development and AI-driven content automation, Ali specializes in transforming big ideas into scalable, actionable blueprints. He leads the development of Vyrab's tools, the ACE app, and all the internal systems that power fast, high-ticket client outcomes. If it runs smooth, it's because Ali architected it.



The ONLY proven system built exclusively for ghostwriters - By ghostwriters

Most writers never land high-paying clients--not because they're untalented, but because they don't know how to systemize content that converts.

That's where Vyralab™ comes in.

We've built a complete, plug and-play tactical stack for freelancers and ghostwriters who are ready to turn ideas into income.

Because you don't need more theory.

You need the right tools for more revenue.

Inside you'll find:

- How to find post ideas that convert—even if your client has no clue what they want
- How to write scroll-stopping hooks in minutes using the VyraPAST™ Method
- How to add CTAs that generate leads without sounding desperate or salsey

You'll also learn:

- How to use AI to build authority content at scale and close your first (or next) client
- How the best ghostwriters research new niches—and reverse-engineer viral ideas
- How following the DISOVER → CREATE → CONVERT process helps writers land clients without an audience

Kyle Kendrick, M.A., PMP and Ali "the Architect" Moiz, the creators of Vyralab, have helped generate over 2 Billion views, \$100M+ in client-attributed revenue, trained 100s of ghostwriters, and built content that's gone viral across X, LinkedIn, Instagram+Threads, and newsletters.

Now they're here to help you do the same—with precision, proof, and results that speak for themselves.

Go to Vyralab.com

For more frameworks, GPT tools,
& video walk-throughs.

ISBN: 978-VYRA-STACK-2025