



[FSW #1] Viral Writing

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Viral Writing Modules

Welcome to Mini-Course #1: Viral Writing

Module #1: Idea Generation

Module #2: Headlines & Hooks

Module #3: 25 Headline Templates Any...

Module #4: Formatting

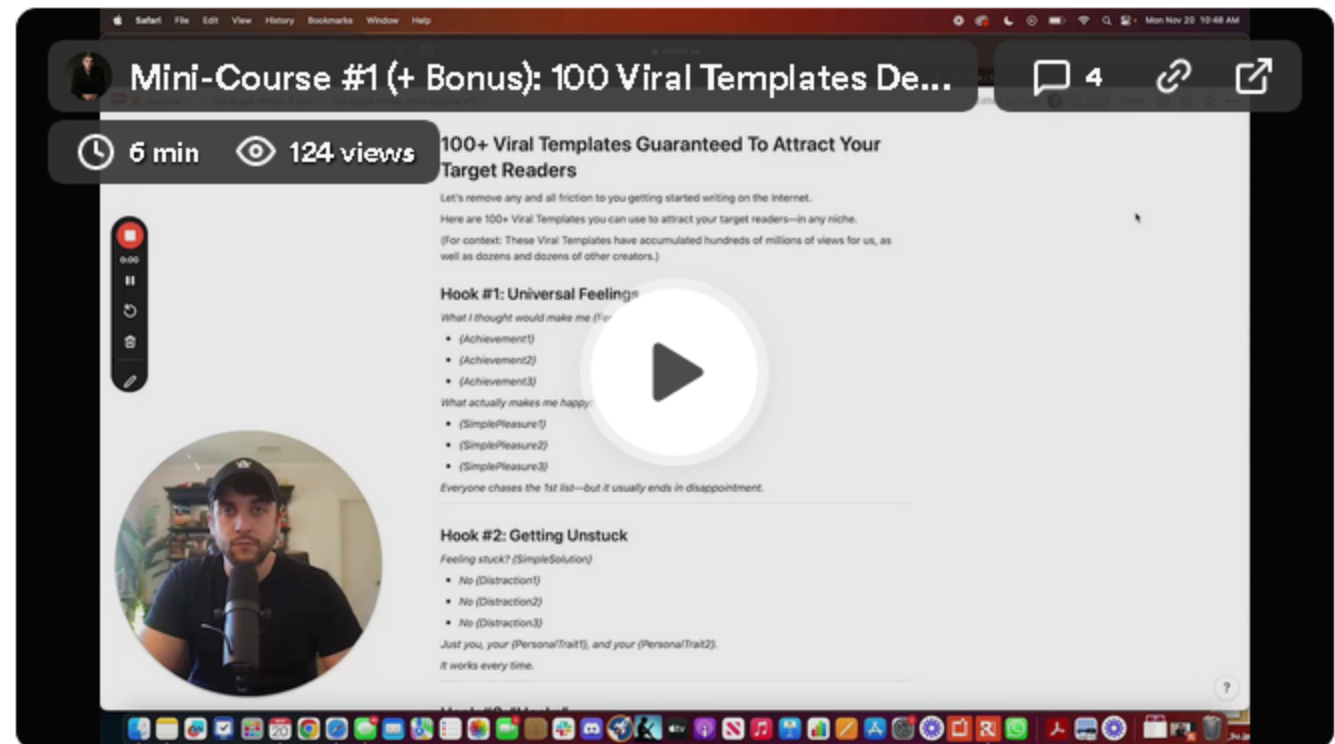
Module #5: Writing On X, LinkedIn, and ...

Module #6: Framework For Finding Your...

Module #7: Proven 30-Day Content Strat...

(BONUS) 100+ Viral Templates

(BONUS) 100+ Viral Templates



Let's remove any and all friction to you getting started writing on the Internet.

Here are 100+ Viral Templates you can use to attract your target readers—in any niche.

(For context: These Viral Templates have accumulated hundreds of millions of views for us, as well as dozens and dozens of other creators.)

Hook #1: Universal Feelings

What I thought would make me {Feeling}:

- {Achievement1}
- {Achievement2}
- {Achievement3}

What actually makes me happy:

- {SimplePleasure1}
- {SimplePleasure2}
- {SimplePleasure3}

Everyone chases the 1st list—but it usually ends in disappointment.

Hook #2: Getting Unstuck

Feeling stuck? {SimpleSolution}

- No {Distraction1}
- No {Distraction2}
- No {Distraction3}

Just you, your {PersonalTrait1}, and your {PersonalTrait2}.

It works every time.

Hook #3: "Hacks"

{X} "hacks" for better {ReachTopic}:

- {SimpleAdvice1}
- {SimpleAdvice2}
- {SimpleAdvice3}
- {SimpleAdvice4}
- {SimpleAdvice5}

Hook #4: Life Transformation

Me at {Age}

- {Negative1}
- {Negative2}
- {Negative3}

Me at {Age+}

- {Positive1}
- {Positive2}
- {Positive3}

{X} years can change everything.

Don't give up.

Hook #5: Easy/Hard Life Advice

If you are {Age} and you want {Outcome}, stop screwing around.

- Choose {HardDecision} over {EasyDecision}
- Choose {HardDecision} over {EasyDecision}
- Choose {HardDecision} over {EasyDecision}
- Choose {HardDecision} over {EasyDecision}

In the short-term, you'll look crazy.

In the long term, you'll be wildly successful.

Hook #6: Must-Have Skills

{X} must-have {PopularPlatform/Topic} skills everyone should know:

- Skill #1
 - Skill #2
 - Skill #3
-

Hook #7**: Don't Waste Time**

There are a zillion ways to waste time online.

(Everyone knows how to do that.)

But if you want to save time and accomplish 10x more, here are {X} {Tools} that will make your Internet time more productive:

Hook #8**: Lies You've Been Told**

{X} lies you've been told about {ReachTopic}:

- Lie #1
 - Lie #2
 - Lie #3
-

Hook #9**: Timeless Wisdom**

I am obsessed with learning about {ReachTopic}.

So I went and devoured {X} years of {FamousPerson} advice.

The result?

I walked away with {X} timeless principles from the greatest {FamousPersonStatus} in the world.

Hook #10**: Contrarian Views**

I used to see the world the same as the 99%.

But since adopting these {X} contrarian views held by the top 1%, how I view {ReachTopic} has completely changed (and got me to {GiantOutcome}):

Hook #11**: Brainstorming Hack**

Today I started brainstorming a new idea while I was {UnconventionalActivity}.

- {StepAlreadyDone1}
- {StepAlreadyDone2}
- {StepAlreadyDone3}

Takeaway: {UnconventionalActivity} is a {Niche} hack.

Hook #12**: People Think**

People think starting {Niche} is:

- {ConventionalWisdom1}
- {ConventionalWisdom2}
- {ConventionalWisdom3}

What it actually is:

- {UnconventionalWisdom1}
- {UnconventionalWisdom2}
- {UnconventionalWisdom3}

That's literally it.

Hook #13**: Anyone Can**

You can accomplish {NicheGoal} if you...

- {SimpleAction1}
- {SimpleAction2}
- {SimpleAction3}
- {SimpleAction4}

Congrats.

You {GoalAccomplished}.

Hook #14**: Simple Ways**

Ways {Niche} makes your life better:

- {Outcome1}
- {Outcome2}
- {Outcome3}
- {Outcome4}
- {Outcome5}

Every person should {NicheAction}.

Hook #15**: Unexpected Ways**

Unexpected ways {Niche} makes your life better:

- {UnexpectedOutcome1}
- {UnexpectedOutcome2}

- {UnexpectedOutcome3}
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- {UnexpectedOutcome4}
- {UnexpectedOutcome5}

Every person should {NicheAction}.

Hook #16**: Niche Tip**

{Niche} Tip: {Tip1}

Don't {WrongAdvice}.

Instead, {RightAdvice}.

This ensures {DesirableOutcome}.

Hook #17: Best Tools

Best {Niche} tools in {Year}:

- {ToolName}: {SentenceDescription}
 - {ToolName}: {SentenceDescription}
 - {ToolName}: {SentenceDescription}
 - {ToolName}: {SentenceDescription}
 - {ToolName}: {SentenceDescription}
 - {ToolName}: {SentenceDescription}
 - {ToolName}: {SentenceDescription}
-

Hook #18**: Individual Book Breakdown**

{BookMainTitle}

{BookSubtitle}

Back in {Year}, legendary {StatusTitle} {Author} distilled his {X} years of wisdom into {X} pages.

And in this book, {He/She} shared a simple {X}-step process for {Outcome}.

Here's the breakdown:

Hook #19**: Curated Blog Posts**

2.5 billion blog posts are published each year.

But it's impossible to read that much content.

So, ignore the 2,499,999,992 that aren't worth your time.

And just read these 8:

Hook #20**: Curated Twitter Threads**

{FamousPerson} once said:

{RelevantNicheQuote}

Lucky for you, {Niche} is a skill anyone can acquire.

Unfortunately, most people never learn it—because no one shows them where to start.

So here are {X} of the best {Niche} threads (so you can start learning today):

Hook #21**: 10 Years Of Practice**

They say it takes 10 years to master a craft.

But using this framework, I mastered {Topic} in 1/10th the time.

{Step #1}

{Step #2}

Here's how it works (so you can too):

Hook #22: 30 Second Explanation

Most people think learning {Topic} takes 10,000 hours.

But I can explain it to you in 30 seconds.

A quick breakdown on:

- {Main Point #1}
- {Main Point #2}
- {Main Point #3}

Let's dive in...

Hook #23: 90% Of Outcomes

90% of {Outcome} is really just:

- {Simple Habit #1}
- {Simple Habit #2}
- {Simple Habit #3}

The little stuff that makes all the difference.

Hook #24: Amateurs vs Pros

How amateurs {Topic}

- {Amateur Approach}
- {Amateur Approach}
- {Amateur Approach}

How the pros do it

- {Pro Approach}
 - {Pro Approach}
 - {Pro Approach}
-

Hook #25: Another Benefit

Another benefit of {Topic}:

{Benefit}

{Reason Why}

Hook #26: Old Life vs New Life

When I {OldLifeCompleted}, I {NewLifeBeginning}.

It was {NegativeDetail}.

{NegativeDetail}. {NegativeDetail}.

{X} years later, I just {LifeAchievement}.

Here's what those difficult years taught me about {Topic}:

Hook #27: Tools For Success

Anyone with an Internet connection can start an \$XXXK online business with nothing but a laptop:

{Tool1} is free.

{Tool2} is free.

{Tool3} is free.
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{Tool4} is free.

{Tool5} is free.

{Tool6} is free.

{Tool7} is free.

No more excuses.

Hook #28: Author Advice

Writing advice from best-selling author, {Famous Author}.

Stop {Writing Mistake}.

Start {Writing Tip}.

Hook #29: Biggest Mistakes

The {X} biggest mistakes {Topic People} make:

- *{Mistake #1}*
- *{Mistake #2}*
- *{Mistake #3}*

Let's fix them:

- *{Easy Solution #1}*
 - *{Easy Solution #2}*
 - *{Easy Solution #3}*
-

Hook #30: Books Worth Reading

Over the past {X} years, I have read over {X} {Topic} books.

99% were 1 idea stretched across 300 pages.

They should have been blog posts.

Save yourself the time and just read these {X}:

Hook #31: Best Books On Topic

The best books I've ever read on {Topic}:

- *{Book #1}*
- *{Book #2}*
- *{Book #3}*

All this knowledge for less than \$100!

Hook #32: Creativity On A Niche Topic

Being creative is draining.

Here's my cheat sheet so you'll never run out of {Topic} inspiration.

{X} easy ways to generate quality ideas:

Hook #33: Overcome These Challenges

{X} challenges you will experience when trying to {Topic}:

- *{Challenge #1}*
- *{Challenge #2}*
- *{Challenge #3}*

But, overcome these and you win.

Hook #34: Best Companies

The best {Topic} companies of all time:

- {Company #1}
- {Company #2}
- {Company #3}

Everyone should study their origin stories.

Hook #35: Another Framework

Another great framework for solving {Topic Problem} quickly:

- {Step #1}
- {Step #2}
- {Step #3}
- {Step #4}

Works every time.

Hook #36: Creators To Follow

Creators you should follow if you're interested in {Topic}:

- {Creator #1}
- {Creator #2}
- {Creator #3}
- {Creator #4}
- {Creator #5}

They will teach you more than any professor.

Hook #37: Fascinating Data

Fascinating {Year} data on {Topic}:

- {Data Point #1}
- {Data Point #2}
- {Data Point #3}
- {Data Point #4}

Signals of where the world is headed.

Hook #38: I Wake Up Ecstatic

Every single day, I wake up ecstatic to do 5 things:

1. {Activity1}
2. {Activity2}
3. {Activity3}
4. {Activity4}
5. {Activity5}

Each for different reasons:

Hook #39: Masterclass Synopsis

{FamousPerson} is one of the {Credibility} of all time.

- {FamousOutcome1}
- {FamousOutcome2}
- {FamousOutcome3}

So I watched {his/her} MasterClass (twice!).

Here are the golden nuggets:

Hook #40: The Godfather

The Godfather of {Industry}: {Name}

In {Year}, {he/she} published {BookName}, a book so good the original {RecordOutcome}.

And inside, {he/she} shared the {Topic} routine that helped {him/her} {Outcome1} and {Outcome2}.

Here's the breakdown:

Hook #41: The King Of {Platform}

The KING of {Platform}:

{Name}

Over the last 12 months, {He/She} has gained over {X} subscribers.

So I binge watched {X} hours of {His/Her} videos to study how {He/She/They} have grown so quickly.

And here's {His/Her} {X}-part framework for rapid growth (that you can use on any platform):

Hook #42: Topic 101

{Topic} 101

Over the past {X} years, I have {Credibility1}, {Credibility2}, {Credibility3}.

Want to know a secret?

I use the same {X} templates every time:

Hook #43: Zero To Hero (In Your Niche)

{X} years ago, I didn't know anything about {Niche}.

Today, I am {Achievement}.

Here are {X} unforgettable lessons I've learned about {Topic}:

Hook #44: The Bestselling Book Framework

{Book} is the {Number} best-selling book of the {Time Period}.

Only behind {Another Well-Known Book}

And {Author} used {Framework} for {Surprising Use}

Here's the breakdown:

{Include Image of Handwritten Breakdown}

Hook #45: My Favorite Framework

My favorite {Topic} framework:

{Step #1} {Step #2} {Step #3} {Step #4} {Step #5}

Works every time.

Hook #46: Reach The 1%

{Topic} goals you should strive for:

{Goal #1} {Goal #2} {Goal #3} {Goal #4}

Achieving these puts you in the top 1%.

Hook #47: Wild Stories

{Person/Company} has officially reached {GiantOutcome}.

Here's what you probably don't know:

When {Person/Company} first started back in {Date}, they had {NoOutcome}.

But just a few {Time} later, they {FirstBigOutcome}.

How did this happen? {Twist}

Here's the story:

Hook #48: Niche Tip

Good {Topic}

- *{Good Trait}*
- *{Good Trait}*
- *{Good Trait}*

Bad {Topic}

- *{Bad Trait}*
 - *{Bad Trait}*
 - *{Bad Trait}*
-

Hook #49: 1,000 Hours

I spent over 1,000 hours learning to {Skill} effectively— because college completely failed to teach me.

Here's everything I learned distilled into {X} tweets (that you can start applying today):

Hook #50: The Quick Fixes

Are you struggling with {Problem}?

I have spent the past {X} {Time} studying {Problem} relentlessly.

And what I've found is that it can be easily solved with {X} quick fixes:

Hook #51: Simple Habits, Giant Outcomes

{Giant Outcome} doesn't happen overnight.

But...

If you start practicing these {X} tiny habits on a daily basis, you'll start to feel like it's just around the corner:

Hook #52: The Best Examples

The best examples of {Topic} I've ever seen:

- *{Example #1}*
- *{Example #2}*
- *{Example #3}*
- *{Example #4}*

What others would you add?

Hook #53: Topic Habits To Live By

X habits the best {Topic} live by:

- *{Habit #1}*
- *{Habit #2}*
- *{Habit #3}*
- *{Habit #4}*

Hook #54: Topic Insights

Some insights on {Topic}:

- {Insight #1}
- {Insight #2}
- {Insight #3}

Do {Topic} long enough, and you'll learn these to be true.

Hook #55: Topic Inventions

The coolest {Topic} inventions of all time:

- {Invention #1}
- {Invention #2}
- {Invention #3}
- {Invention #4}
- {Invention #5}

What else would you add?

Hook #56: Unforgettable Lessons

Unforgettable lessons after doing {Topic} for {X} years:

- {Lesson #1}
- {Lesson #2}
- {Lesson #3}
- {Lesson #4}

Learning these changed my life.

Hook #57: Beginner Mistakes

Avoid these mistakes as a beginner {Topic}:

- {Mistake #1}
- {Mistake #2}
- {Mistake #3}
- {Mistake #4}

You'll save yourself so many headaches.

Hook #58: Best Podcasts On Topic

The best podcasts to learn about {Topic}:

- {Podcast #1}
- {Podcast #2}
- {Podcast #3}
- {Podcast #4}

Ignore everything else.

Hook #59: Thought Leadership Profile

While no one was looking, {ThoughtLeader} created {Creation}, {Description} {Status}.

Today, {Creation} is one of the world's most {Achievement}.

Here's {ThoughtLeader}'s story:

Hook #60: Transformation Story

Origin story: when I was {X}, I was stuck, experiencing:

- {Pain point #1}
- {Pain point #2}
- {Pain point #3}

{Y} years later, I'm here now.

One sentence of what's different now.

Here's what this journey taught me about {topic}:

Hook #61: Tips To Hang On Your Wall

{X} {Topic} tips you should hang on your wall:

Hook #62: Questions To Answer

{X} questions every {Topic} struggles to answer:

- {Question #1}
 - {Question #2}
 - {Question #3}
 - {Question #4}
-

Hook #63: The Best Book I've Read This Year

The best book I've read this year:

{BookTitle} by {AuthorName}.

Buried inside this gem are 4 short pages that pack more insights on {Outcome} than any book I've ever read.

Here are {X} quotes that will change the way you think about {Topic} forever:

Hook #64: Favorite Quote

My favorite {Topic} quotes:

- {Quote #1}
- {Quote #2}
- {Quote #3}
- {Quote #4}

Hang these on your wall.

Hook #65: Biggest Realizations

Biggest realizations I've had on {Topic}:

- {Realization #1}
 - {Realization #2}
 - {Realization #3}
-

Hook #66: Reasons To Start

Here are {X} reasons why anyone struggling with {Problem} should start {Topic}:

- {Reason #1}
- {Reason #2}
- {Reason #3}
- {Reason #4}

I firmly believe this.

Hook #67: Save 100s Of Hours

{X} resources for beginner {Topic}:

- *{Resource #1}*
- *{Resource #2}*
- *{Resource #3}*
- *{Resource #4}*

These will save you 100s of hours.

Hook #68: Opposite Strategy For A Goal

{Niche} 101

Don't {Mistake} and then start {Goal}.

Instead, {OppositeStrategy}.

Then once {OppositeStrategy} starts working, start {Goal}.

Hook #69: If You Use It Right

If you use it right, {PlatformName} is the most powerful platform in the world.

But {PlatformName} does a horrible job {Problem}.

Here are {X} {Features} you probably don't know exist:

Hook #70: Viral Opinions

A few controversial things I believe about {Topic}:

Hook #71: Mental Model To Know

A mental model {Aspirational Identity} should know:

{Concept Name}.

This is how {Credible Person} used this {Type of Concept} to decide to {Major Accomplishment}:

Hook #72: The "People's Choice"

I asked {Number} people for their favorite things of {Time Period}

- *{Category 1}*
- *{Category 2}*
- *{Category 3}*
- *{Category 4}*
- *{Category 5}*

Then I spent {Time} compiling answers to create the Best of {Time} Curation.

Here's the recap of each one:

Hook #73: The Trick

Most {Topic People} focus on {Wrong Action}.

This gets them nowhere.

Instead, the trick is to focus 100% of your attention on {Right Action}:

- *{Step #1}*
 - *{Step #2}*
 - *{Step #3}*
-

Hook #74: Most Niche Books Are A Waste Of Time

These aren't:

- {BookTitle}—{SentenceDescription}
- {BookTitle}—{SentenceDescription}
- {BookTitle}—{SentenceDescription}
- {BookTitle}—{SentenceDescription}
- {BookTitle}—{SentenceDescription}

Any others you'd add?

Hook #75: Timeless Quote

Some advice just never gets old.

{NicheTimelessQuote}

—{Name}

This was true {X} years ago, and it's still true today.

Hook #76: Another Mistake

Another {Topic} mistake I used to make:

{Proven Mistake}

And it took me a long time to learn the reason why was because {Why}.

Hook #77: Polarizing Leader Actions

If you {Experienced Something} at a high level, you see what {Credible Leader} is doing.

When a {Credible Leader} inherits a {Undesirable Situation}, the first thing they do is a series of {Challenging Actions}.

A good chunk of the {Team} will {Reaction}, which is the goal.

Then you {Desired Outcome}.

Hook #78: The Benefits

Benefits of {Topic}:

- {Benefit #1}
- {Benefit #2}
- {Benefit #3}
- {Benefit #4}

Which is why {Topic} is so valuable.

Hook #79: How I Spent My Weekend

{Trending Topic} can now {Powerful New Feature}.

I spent my weekend analyzing the {Benefit of New Capability} with help of the new {Feature}.

Here's EXACTLY how to {Desired Outcome} for {Long-Term Result}:

Hook #80: Some Of The Best Advice

Some of the best advice I've ever been given was behind closed doors:

Advice from:

{Authority Figure}

{Financial Status Figure}

{Topic} Experts

Industry Leaders

Hook #81: Desirable Skill Curation

{Iconic person} once said:

'{Impactful Quote}'

And luckily, {Desirable Skill} is a skill.

But most people have never tried to learn – because no one showed them where to start.

So here are {Number} of the best {Topic} threads (so you can start learning today):

Hook #82: Beginner Playbook

The First-Time {Niche} Playbook.

(Read this if you want to {Outcome1}, {Outcome2}, and {Outcome3}.)

Hook #83: How I Would Do It Again

In {Year}, I started {Activity}.

What followed was {Number} months of {Challenges With Activity}.

So if you're a beginner, let me save you {Obstacles}.

If I was starting over again, here's the exact playbook I would follow:

Hook #84: Things To Ruin You

These things ruin you as a {Topic Person}

- {Bad Habit #1}
- {Bad Habit #2}
- {Bad Habit #3}
- {Bad Habit #4}

Avoid as many of these as possible.

Hook #85: Weird Ways To Practice

If you want to become a successful {Career}, practice everywhere you go:

- {Weird place to practice 1}
- {Weird place to practice 2}
- {Weird place to practice 3}
- {Weird place to practice 4}

Don't wait for "the perfect place."

Just do it.

Hook #86: Professional Traits

5 traits of every {professional} I look up to:

- {Trait 1}
 - {Trait 2}
 - {Trait 3}
 - {Trait 4}
 - {Trait 5}
-

Hook #87: Top Industry Tools

Top {Industry} Tools for {Audience}:

1. {Tool Name}—{1 sentence explanation}

2. {Tool Name}—{1 sentence explanation}
3. {Tool Name}—{1 sentence explanation}
4. {Tool Name}—{1 sentence explanation}

Getting started has never been easier.

Hook #88: Free Tools

Free tools to help you get started as a {Topic}.

- {Tool #1}
- {Tool #2}
- {Tool #3}
- {Tool #4}
- {Tool #5}

The barrier to entry has never been lower.

Hook #89: Career Shortcuts

The early years of your {Industry} career are painful.

- {Paint Point 1}
- {Paint Point 2}
- {Paint Point 3}

Don't worry though. It gets way better.

Here are {X} career shortcuts to get you to "the good life," faster.

Hook #90: Another Good Tip

Another good {Topic} tip:

{Proven Tip}.

Here's why: {Reason}.

Works every time.

Hook #91: 10-Year Success In One Year

Most {Topic People} spend their entire careers striving for {Goal}.

But here's something they don't teach you in school:

Achieving {Goal} is way easier than you think.

Here's how to save yourself a decade and unlock {Outcome} this year:

Hook #92: Ditch College

The average {Topic} degree costs {\$X} per year.

That means, by the time you graduate, you're {\$Y} in debt!

(Before you've even started your career!)

Or, you could spend less than \$250 and read these {X} legendary books on {list 3 relevant niches to your industry}:

Hook #93: 1 Hour Of Consulting

For 1 hour of consulting, I typically charge {\$X}.

But the truth is, most beginners all ask the same {X} questions:

{Question #1}

{Question #2}

{Question #3}

Hook #94: Getting Better With Time

It took me {X time} to {do something the first time}.

It took me {X less time} to {do the same thing again}.

Now, I can {do X} in {very short amount of time}.

Here's the framework I use:

Hook #95: Hard vs Soft Skills

Hard skills get you {Desirable Outcome}.

But soft skills get you {More Desirable Outcome}.

I went from {Beginner Job Title} to {High-Level Job Title} in {X} years.

Here are {X} soft skills to accelerate your career:

Hook #96: If I Had Never Started

If I had never started {Topic}, I wouldn't have:

- *{Outcome #1}*
- *{Outcome #2}*
- *{Outcome #3}*
- *{Outcome #4}*

Start today—you won't regret it.

Hook #97: Jobs Don't Pay You In Knowledge

{Topic} jobs might pay you money (\$\$).

But they cost you a ton of time.

Instead of spending the next 30 years trying to master your {Topic} skills, I can explain everything you need to know in 3 minutes.

- *{Main Point #1}*
- *{Main Point #2}*
- *{Main Point #3}*

To start:

Hook #98: The Compounding Effect

Even if you are {Obstacle}, you can still:

- *{ActionStep1}*
- *{ActionStep2}*
- *{ActionStep3}*
- *{ActionStep4}*
- *{ActionStep5}*

The barrier to entry has never been lower.

And tiny steps compound over time.

Hook #99: Audience Challenges

{Audience} generally struggle with 1 of 4 challenges:

They don't {Problem1}

They don't {Problem2}

They can't {Problem3}

They have no {Problem 1}
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Review these and create a simple plan for each.

Hook #100: 5 Steps To Creating An Asset

5 simple steps to {write/create} a {Asset}:

- Step 1: {Step 1}
- Step 2: {Step 2}
- Step 3: {Step 3}
- Step 4: {Step 4}
- Step 5: {Step 5}

Here's the secret:

{Secret in 1 sentence}.

Hook #101: Stop Trying

Stop trying to:

{Short-Term Outcome}

{Short-Term Outcome}

{Short-Term Outcome}

Instead, just focus on {Action Step}.

The rest will take care of itself.

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[Click here to go to Newsletter Writing!](#) (And don't forget to mark this one as "done" so you know you've already completed it.)