FREE GUIDE · FOR TEACHERS & SMALL BUSINESS OWNERS

# 6 viral reels you can film this week

The exact formats behind millions of views, a copy-paste AI prompt that writes your script, and a shot list for each one. All you need is a phone. By Melba Ande.

| 32.2M | 10.5M+ | +50% | 1 |
|---|---|---|---|
| views on one restaurant video | views for a small-town cafe | that cafe's sales after going viral | phone and 30 minutes to film yours |

## The Viral Flip formula

| | |
|---|---|
| **1. Hook**<br>0 to 3 sec | Show something that looks like a **problem, a fight, an accident or a big moment**. Big text in the middle of the screen. |
| **2. Tension**<br>3 to 10 sec | Let people wonder what happens next. **Don't explain yet.** This is why they keep watching. |
| **3. Flip**<br>10 to 15 sec | Reveal it was something else all along. A smile, a sign, a cake, a plate of pancakes. |
| **4. Product**<br>the payoff | Your offer is the answer to the mystery. **Hold it up on camera** with the price, date or link. |
| **5. Ask**<br>last 3 sec | One clear next step: comment a word, book a call, visit this Saturday. |

### What you need

- A phone, filming vertical (9:16)
- 1 to 4 friends or coworkers
- Your product, sign or offer
- Daylight or a bright room

### Keep it kind and safe

- Fake an "uh-oh," never a real emergency
- No fake injuries, crimes or 911 calls
- Get a yes from everyone on camera
- Keep it family-friendly

STEP 1 · COPY, FILL IN, PASTE

# The AI prompt

Paste this into ChatGPT or Claude. Replace everything in **[brackets]** and hit enter.

You are a short-form video coach for small businesses. Write a 15–30 second vertical video script for my business using the "Viral Flip" format: a hook that looks like a problem or a big moment, a few seconds of tension, then a surprise flip where my product or offer is the answer.

My business: **[name + what you sell, e.g. "Rosa's Bakery, custom birthday cakes"]**
My town: **[city, state]**
My customer: **[who buys from you, e.g. "busy moms planning kids' parties"]**
My offer for this video: **[one product, deal or event + price or date]**
Format I want to copy: **[Bus Surprise / Fake Proposal / Angry Window / Mystery Box / Fake Emergency / Fake Fight]**
Who will be on camera: **[me / me + 1 helper / me + 3 friends]**
Where I can film: **[inside my shop / parking lot / my kitchen / outside]**

Give me:
1. A hook line for the first 2 seconds (on-screen text, under 8 words)
2. A shot list with 4–6 shots, each with seconds and what the camera sees
3. The one funny line I say at the flip
4. On-screen text for each shot (short, big, easy to read)
5. A caption under 40 words with light humor and my call to action: **[comment a word / book at link / visit us Saturday]**
6. Three safety notes so no one thinks it's a real emergency

Keep it kind, family-friendly and easy to film with one phone in under an hour.

## Step 2 · pick your format

| FORMAT | VIEWS | THE HOOK | THE FLIP | HELPERS |
|---|---|---|---|---|
| **1. Bus Surprise** | **32.2M** | You run at the camera, something blocks the shot | You're fine, product safe | 1 |
| **2. Fake Proposal** | **2.2M** | Someone drops to one knee | The sign invites them to your event | 2+ |
| **3. Angry Window** | **3.2M** | An angry person storms up to a car | He smiles and invites you | 1 |
| **4. Mystery Box** | **4.8M** | A box nobody explains, everyone panics | A save-the-date sign | 2+ |
| **5. Fake Emergency** | **10.5M+** | Someone on the ground, people panic | The owner pops up with the product | 2+ |
| **6. Fake Fight** | **~9M** | A crowd shoving and yelling | They part to reveal a cake or gift | 4+ |

Views: formats 1–4 from each original post's counter; 5 from Marketing Brew (Judy's Family Cafe); 6 from Global News (one teacher's fake-fight birthday surprise).

**Tip:** ask the AI for 3 hooks and pick the one that makes you laugh.

STEP 3 · FILM IT

# Scripts + shot lists

## 1. Bus Surprise

32.2M views

**Why it worked:** the interruption makes you ask "is she okay?", and the answer is the ad.

**Your version:** walk toward the camera with your product. A helper (or a big box) crosses the frame and blocks the view. Cut to you on the curb, product safe in your hands.

**"Was that close? Yes. Is the [product] okay? Also yes. Come get yours at [place] this [day]."**

| 3 sec | 2 sec | 1 sec | 5 sec | 3 sec |
|---|---|---|---|---|
| Wide: you walking with the product | Helper crosses and blocks the shot | Empty frame, pause | You on the curb, smiling, product up | Close-up: product + price |

## 2. Fake Proposal

2.2M views

**Why it worked:** everyone recognizes a proposal, so they stay for the "yes."

**Your version:** kneel in front of a friend holding a sign or tablet turned toward you. Turn it around.

**On the sign: "Will you come to my [workshop / sale / grand opening] on [date]?"**

| 3 sec | 2 sec | 2 sec | 2 sec | 3 sec |
|---|---|---|---|---|
| You kneeling, sign hidden | Friend gasps, hands over mouth | Crowd reacts | You flip the sign | Close-up of the sign, friend laughs "yes" |

## 3. Angry Window

3.2M views

**Why it worked:** tension at the car window, then the anger turns into an invitation.

**Your version:** film from inside your car. A helper storms up, splashes the windshield with water, glares at the window, then smiles.

**"You. Yes, you. [Event / sale] this [day]. Doors open at [time]. Don't be late."**

| 3 sec | 2 sec | 2 sec | 1 sec | 6 sec |
|---|---|---|---|---|
| Helper walks up fast | Water splash on the glass | Angry face at the window | The smile | The line + date and time on screen |

## 4. Mystery Box

4.8M views

**Why it worked:** a box nobody explains makes everyone wait to see what's inside.

**Your version:** set a plain box in your shop. Someone spots it and jumps back. Another person opens it slowly. Film the reveal from inside the box if you can.

**On the sign inside: "You've been warned: [sale / launch] on [date]."**

| 3 sec | 2 sec | 3 sec | 2 sec | 3 sec |
|---|---|---|---|---|
| Wide, security-cam style | Someone sees the box and panics | Slow open | Shocked faces from inside the box | Sign pulled out |

## 5. Fake Emergency

10.5M+ views

**Why it worked:** the first second looks like an emergency, the owner is the punchline, and the product shows up at the payoff. Judy's Family Cafe posts about eight of these a month.

**Your version:** friends stand around someone "lying" by a car or a door, hands on their heads. The camera finds you on the grass, holding your product.

**"You guys want some [product]?"**

| 3 sec | 2 sec | 2 sec | 4 sec | 3 sec |
|---|---|---|---|---|
| People panicking, hands on heads | Wide: someone on the ground | Camera moves closer | You, grinning, product up | Your one funny line |

## 6. Fake Fight

~9M views

**Why it worked:** chaos grabs attention, and the twist makes people stay.

**Your version:** a group crowds together, shoving and shouting. They step back to reveal someone holding a cake, a gift or your product.

**On screen: "Wait... is this a fight?" then "Happy [birthday / grand opening] from [business]!"**

| 3 sec | 1 sec | 2 sec | 4 sec | 3 sec |
|---|---|---|---|---|
| Tight shot of the crowd pushing | Someone yells "stop!" | The crowd parts | The reveal, everyone cheers | Product close-up + offer |

### Caption formula

[Funny line about the fake drama]. [What it really was]. [Your call to action].

*"Nobody got hurt. The cupcakes are fine. Get a dozen this Saturday at Rosa's on Main St."*

### Pick your cover wisely

Choose a cover frame from **before** the reveal. If the thumbnail shows the twist, the mystery is gone and so are the views.

STEP 4 · TICK IT OFF

# Your posting checklist

### Before you film

- [ ] Write your script with the AI prompt
- [ ] Get a yes from everyone on camera
- [ ] Film vertical, phone at eye level
- [ ] Film each shot 3 times

### When you edit

- [ ] Hook text big, in the middle, first 2 sec
- [ ] Keep it 15–30 seconds
- [ ] Add word-by-word captions
- [ ] End on the product + price or date

### When you post

- [ ] Caption under 40 words
- [ ] Cover frame from before the reveal
- [ ] Same times every week
- [ ] Reply to comments in the first hour

**The real secret: do it every week**

Judy's Family Cafe didn't go viral once and stop. They post about eight videos a month, with the owner as the star every time. One flip video a week is enough to start.

## Want us to film it for you?

**Free video session ($0, only 5 spots):** a 15-minute planning call, then about an hour at your business to film 3 short videos in a proven viral format. We edit them, you approve and post them, and the videos are yours to keep, even if you never hire us.

**Then put it on autopilot:** a one-time AI marketing setup ($497 for the first 5 clients, regularly $1,497). Your own AI assistant drafts your weekly Facebook and Instagram posts, emails and replies. Nothing posts without your OK, about 10 minutes a week.

**Not local? Book a free virtual session.** We plan your 3 videos together on a video call, then you film them with the shot lists in this guide. Same link, anywhere in the U.S.

**Book: calendly.com/melbaande10/new-meeting**

**Text HOLIDAY to (904) 834-0595**

In-person sessions: Jacksonville and St. Augustine. Virtual sessions: anywhere. Results aren't guaranteed. Details and terms at getprofitmore.com.