



MASTER OF VISUALS

VIRAL VIDEO FORMATS

Master of Visuals

HOW TO USE THIS GUIDE

- Choose 4 or more formats to test every 30 days.
- Evaluate winners and losers after the testing period.
- Double down on winning formats.
- Replace underperforming formats with new tests.
- Test at least 6 posts per format before deciding.
- Combine formats when appropriate.

DIRECT-TO-CAMERA STYLES

- Talking Head
- Mock Podcast
- Raw Selfie with Headline Text
- Sitting on Floor
- Respond to Comment
- Part Video Series
- Using a Prop
- Good vs. Bad Comparisons

VOICEOVER & STORYTELLING FORMATS

- Voiceover
- My Story
- Storytelling
- Day in the Life (Voiceover)
- Day in the Life (Audio + B-Roll + Text)
- ASMR Day in the Life

INTERACTION & CONVERSATION FORMATS

- Clone Conversations
- On-the-Street Interview
- Talking While Doing
- One-Person Q&A;
- Multiple People Q&A;
- Stitch / Reaction Video

CREATIVE CONCEPTS

■ Comedy Skit (Avatar Relatable)

■ Audio + B-Roll + Text

■ Setting Changes

■ Whiteboard

■ Green Screen

■ Split Screen