

VIRAL SHORTS GENERATOR

FIND THE ANGLE.
HOOK INSTANTLY.
BUILD THE PAYOFF.

- IDEA + HOOK ENGINE
- 15-60 SECOND STRUCTURES
- SHOT + CAPTION WORKFLOW
- PUBLISHING SCORECARD

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A complete route from raw topic to publish-ready vertical video. Follow the system once, then reuse the worksheets, prompts and scorecard for every new Short.

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QUICK ROUTE

Complete page 6, paste pages 7-8 into your AI assistant, choose one concept, then use page 15 before publishing.

The viral reality

A generator can improve the decisions behind a Short. It cannot guarantee distribution, views, followers or revenue. Build a repeatable system that makes each creative test stronger.

What you can control

- Choose a precise viewer and viewing moment.
- Make one honest, relevant promise.
- Place comprehension in the first frame.
- Deliver one complete idea with visible proof.
- Remove delay, repetition and competing CTAs.
- Publish consistently enough to learn from evidence.

THE CREATOR CONTRACT

- VIEWER - Who should stop?
- PROMISE - What will they receive?
- PROOF - What makes it credible?
- PATH - How does the idea progress?
- PAYOFF - What completes the promise?
- ACTION - What relevant step follows?

Virality is an outcome, not a format

A Short can be excellent and still remain small because demand, competition, timing, distribution and audience history are outside the creator's direct control. The practical goal is to increase the quality and speed of useful experiments while protecting trust.

A BETTER SUCCESS DEFINITION

- The right viewer understands the idea immediately.
- The video fulfills the opening promise without a bait-and-switch.
- The result produces a useful signal: completion, replay, save, share, comment or qualified click.
- The next version is informed by evidence rather than random changes.

THE EXPERIMENT LOOP

OBSERVE a real tension -> BUILD one clear concept -> PUBLISH a responsible test -> READ the signal -> CHANGE one variable -> DOCUMENT what you learned.

PREMIUM PRINCIPLE

Do not ask AI to manufacture originality. Supply a real audience insight, observation, demonstration or point of view, then use AI to explore stronger expressions of it.

USEFUL RESTRAINT

A smaller, complete promise is stronger than a dramatic promise the duration cannot support.

Audience & angle

A broad topic becomes a viable Short when it is attached to a specific person, immediate tension, credible payoff and visual proof.

1. Name the viewer

Describe experience, situation and motivation. 'New freelance designers pitching their first client' is more useful than 'creators'.

2. Capture the moment

What just happened before the person stopped scrolling? A mistake, desire, question, surprise or unfinished task?

3. Find the tension

State the gap between what the viewer wants and what currently blocks progress.

4. Choose one payoff

Promise one idea, demonstration, decision or transformation the duration can honestly complete.

5. Select visible proof

Use a before/after, screen recording, real object, comparison, process or transparent experience.

ANGLE FORMULA

TOPIC + SPECIFIC VIEWER + IMMEDIATE
TENSION + HONEST PAYOFF + VISIBLE PROOF =
A REASON TO STOP

EXAMPLE

Broad: 'AI video tips.' Focused: 'Three caption fixes for solo coaches whose talking-head Reels lose clarity - shown with mobile before-and-after frames.'

ANGLE TEST

Can the intended viewer say, within one sentence: 'This is for me, I understand the problem, and I can see what I will get'? If not, narrow the concept before writing the hook.

FOCUS FILTERS

- One viewer situation
- One immediate tension
- One credible payoff
- One visible proof

REJECT THE ANGLE WHEN

- It needs invented facts
- The proof is unavailable
- The promise needs more time
- It copies a creator's identity

ONE-SENTENCE BRIEF

For [SPECIFIC VIEWER] who is [VIEWING MOMENT], show [VISIBLE PROOF] that delivers [ONE PAYOFF] within [DURATION].

Hook laboratory

The opening must create comprehension before curiosity. Generate several honest mechanisms, then select the one that best fits the idea and first visual.

OUTCOME FIRST

Show or state the useful result.

SPECIFIC QUESTION

Ask what the viewer already wonders.

CONTRARIAN INSIGHT

Challenge an assumption with proof.

PATTERN RECOGNITION

Name a situation the viewer recognizes.

CONSTRAINT

Solve the problem with a real limit.

COMPARISON

Put two options side by side.

MISTAKE REVEAL

Name a costly or common error.

BEFORE / AFTER

Contrast two visible states.

LIVE TEST

Begin the experiment immediately.

MICRO STORY

Open at the moment of change.

CHECKLIST GAP

Reveal a missing step or condition.

OPEN DEMONSTRATION

Let the evidence create curiosity.

FIVE-SECOND HOOK SCORE

RELEVANCE / CLARITY / CREDIBILITY / VISUAL STRENGTH / PAYOFF FIT. Score each 0-2. Reject any hook that creates a promise the video cannot fulfill.

AVOID

Slow greetings, vague claims, fake urgency, invented stakes, unsupported numbers and 'wait until the end' without a real narrative reason.

TIGHTEN PROMPT

Rewrite the hook in 12 words or fewer. Preserve the exact promise and proof. Remove generic intensity words and any claim not supported by the brief.

VISUAL MATCH PROMPT

Suggest one first-frame action that makes this hook clearer without adding a second idea, fake result or distracting decoration.

READ-ALoud TEST

If the hook sounds like an advertisement instead of the creator's voice, rewrite it before scripting.

Creator input sheet

Complete the brief before using the Master Prompt. Short answers are enough, but the model must not invent missing facts, rights or proof.

TOPIC / RAW IDEA

What is the useful subject or observation?

VIEWING MOMENT

What is happening when they encounter it?

CORE PAYOFF

What one result will the Short deliver?

DURATION

15, 30, 45 or 60 seconds?

FORMAT / ASSETS

Host, faceless, screen, product, B-roll, footage.

PRIMARY CTA

One relevant action, or no CTA.

TARGET VIEWER

Who is it for and what do they already know?

TENSION / DESIRE

What do they want, fear or struggle to finish?

PROOF / DEMO

What makes the message credible and visible?

TONE / CREATOR VOICE

Energy, vocabulary and phrases to avoid.

FACTS / SOURCES

Verified claims, examples and current references.

PLATFORM / MARKET

Destination, language, region and audience rules.

READY TO GENERATE

- Viewer is specific
- Payoff fits duration
- Proof is available
- Claims are sourced
- Assets are feasible

STOP AND CLARIFY

- Audience is 'everyone'
- Outcome is guaranteed
- Rights are uncertain
- Facts are missing
- CTA conflicts with value

BRIEF CHECK

If changing an answer would materially change the concept, do not leave it for the AI assistant to guess. Mark unknowns explicitly and request questions before generation.

SAVE THE APPROVED BRIEF

Keep the completed input sheet with the final script, source links, license notes and exported video. This makes future revision and repurposing safer.

Master prompt: generate & rank

Copy this page and page 8 into your AI assistant. Replace every bracketed field. Ask for CONCEPTS ONLY if you want to approve the direction before scripting.

ROLE

You are a short-form video strategist and concise scriptwriter. Develop original, platform-aware concepts that prioritize viewer value, immediate comprehension, credible proof and a complete payoff. Never promise guaranteed virality.

INPUTS

- TOPIC / RAW IDEA: [INSERT]
- TARGET VIEWER: [INSERT]
- VIEWING MOMENT: [INSERT]
- TENSION / DESIRE: [INSERT]
- CORE PAYOFF: [INSERT]
- PROOF / DEMO: [INSERT]
- DURATION: [15 / 30 / 45 / 60 SEC]
- TONE / CREATOR VOICE: [INSERT]
- FORMAT / AVAILABLE ASSETS: [INSERT]
- VERIFIED FACTS / SOURCES: [INSERT]
- PRIMARY CTA: [INSERT / NONE]
- PLATFORM / LANGUAGE / MARKET: [INSERT]
- RIGHTS OR PRODUCTION LIMITS: [INSERT]

CONCEPT PROCESS

- Identify the strongest audience tension and honest payoff.
- Flag missing information, uncertain claims and rights questions. Never invent them.
- Generate 10 distinct concepts using different angles and visual proofs.
- For each, provide: one-sentence concept, first-frame visual, hook, payoff and feasibility note.
- Reject duplicates, generic advice and concepts without a complete payoff.
- Score each 0-10 for relevance, clarity, proof, originality and production feasibility.
- Rank the best three and explain the tradeoff of each.
- If I write CONCEPTS ONLY, stop and wait for approval.

Master prompt: script & package

Continue from page 7 after selecting one concept. These rules control the script, mobile production plan, publishing assets and verification output.

SCRIPT REQUIREMENTS

- Open on the selected visual and hook; remove greetings and setup delay.
- Use one narrative spine: setup, tension/value, payoff.
- Write short, spoken sentences that remain clear as captions.
- Deliver the first useful detail early and escalate with specific evidence.
- Keep narration separate from [SHOT], [ON SCREEN], [DEMO], [SFX] and [PAUSE].
- Add claims only from supplied sources; label opinion or experience.
- Avoid copied phrasing, fake quotes, fabricated statistics and imitation of a living creator.
- Use one relevant CTA only when it supports the viewer.
- Fit the target duration and provide a version 20% tighter.

OUTPUT FORMAT

- A. Audience tension and core payoff
- B. Three hook options with mechanisms
- C. Selected hook and reason
- D. Timestamped narration script
- E. Shot-by-shot production plan
- F. Exact on-screen text and captions
- G. Sound / silence recommendations
- H. Caption copy and three title options
- I. CTA plus no-CTA alternative
- J. Fact, rights and disclosure checklist
- K. 20% tighter version
- L. Two A/B variants changing one variable

FINAL QUALITY CONTROL

- Confirm that the first frame is understandable without sound.
- Confirm that the payoff fulfills the hook and arrives without artificial delay.
- Check duration using a natural read, not word count alone.
- Remove repetition, vague adjectives and unnecessary visual changes.
- List anything a human must verify before publishing.
- Never claim that the concept will go viral or guarantee performance.

Duration blueprints

Time is a creative constraint. Select the shortest structure that can deliver the promised value without rushing comprehension.

15 SEC	0-2 Hook / proof	2-10 One mechanism	10-15 Payoff / clean close	
30 SEC	0-2 Hook	2-8 Tension + context	8-24 Value / demo	24-30 Payoff + CTA
45 SEC	0-3 Hook	3-12 Setup + proof	12-36 Escalating beats	36-45 Payoff + next step
60 SEC	0-3 Hook	3-15 Context	15-48 Three useful beats	48-60 Payoff + CTA

READ-TIME REALITY

Delivery speed, pauses, demonstrations, reaction time and caption comprehension all consume seconds. Record a scratch voiceover and time the actual edit before locking the script.

ONE-IDEA RULE

If the script needs several explanations, disclaimers or unrelated examples, it may be multiple Shorts or a longer video. Compression should remove friction, not meaning.

TIMING CALIBRATION

- Read once at natural speed.
- Add time for demonstrations and holds.
- Cut setup before cutting proof.
- Leave the payoff room to register.

LOOP RULE

Loop only when the final beat naturally reconnects to the opening. Do not sacrifice a satisfying ending merely to force a replay.

DURATION CHOICE

Use the shortest version that remains complete, credible and comfortable to follow.

The retention engine

Momentum comes from relevance, clarity, progress and payoff. Every second should either advance the idea or help the viewer understand it.

STOP	FIRST FRAME Recognizable tension, result or demonstration.
ORIENT	NEXT BEAT Viewer understands topic, stakes and direction.
PROGRESS	MIDDLE New information, proof or visible change arrives.
RESOLVE	PAYOFF Opening promise is completed clearly.
CONTINUE	NEXT STEP One relevant action, response or natural loop.

MOMENTUM CONTROLS

- Specific nouns and active verbs
- Visible progress or contrast
- Short caption units
- Meaningful shot changes
- Strategic silence before proof

TRUST DESTROYERS

- False urgency or fabricated stakes
- Delayed answers and filler
- Unrelated pattern interrupts
- Misleading before/after claims
- CTA before value is delivered

RETENTION AUDIT

Mark every second as PROMISE, CONTEXT, VALUE, PROOF, PAYOFF or ACTION. Cut or rewrite anything with no clear job.

Mobile production map

Plan visuals for comprehension, proof and rhythm. A busy edit is not automatically an effective edit.

FIRST FRAME

One readable subject, action or result. Assume muted autoplay.

A-ROLL / HOST

Direct address for trust, explanation and reaction.

DEMONSTRATION

Screen, object, process, comparison or before/after proof.

B-ROLL

Context and emotional texture that supports the narration.

ON-SCREEN TEXT

Short phrases, steps, names and numbers inside safe areas.

CAPTIONS

Readable units synchronized to speech; avoid covering key UI.

SOUND

Authorized voice, music and effects that support meaning.

SILENCE / HOLD

Give an important result enough time to register.

SHOT-LIST PROMPT

For every spoken beat, recommend the simplest feasible visual that proves, clarifies, compares or emotionally supports the message. Preserve continuity and rights. Remove any shot that is merely decorative.

MOBILE TEST

At arm's length, can you identify the subject, read the caption and understand the change without pausing?

CONTINUITY TEST

Do position, direction, lighting, labels and object state remain understandable between cuts?

RIGHTS FILE

Store the origin, license and permitted use for music, footage, images, templates and voices. Never clone or imitate a person's voice without appropriate rights and consent.

EXPORT CHECK

Preview the final file on a real phone before upload.

Platform adaptation

Create one strong master video, then verify current platform specifications, audience behavior and disclosure rules before each upload.

YOUTUBE SHORTS

Official guidance currently allows square or vertical Shorts up to three minutes. Titles may be up to 100 characters. YouTube distinguishes total views from Engaged views in Analytics.

- Confirm the promise quickly
- Use relevant title language
- Review audience setting
- Check music and AI disclosures

INSTAGRAM REELS

Use a clean vertical master, native-safe captions and an opening that works for non-followers. Instagram's creator resources emphasize creation, engagement, reach, monetization and guidelines.

- Avoid visibly recycled branding
- Design for muted viewing
- Use a useful caption
- Test with current creator tools

TIKTOK

Recommendation can use interactions and video information such as captions, sounds and hashtags. Strong interest signals matter more than simply adding many tags.

- Make the idea native to feed
- Choose accurate metadata
- Label realistic AI media
- Respect community rules

PRE-PUBLISH PLATFORM CHECK

- Export a clean vertical master and preview it on a real phone.
- Recheck current duration, resolution, music, advertising, copyright and synthetic-media rules.
- Adapt caption, title, cover and CTA to the platform rather than uploading identical packaging everywhere.
- Keep source files and license evidence for voice, music, footage, images and templates.
- Do not present platform recommendations as permanent; features and policies change.

OFFICIAL REFERENCES

YouTube Help: support.google.com/youtube/answer/10059070 | Instagram Creators: creators.instagram.com/best-practices | TikTok Newsroom: newsroom.tiktok.com/en-us/how-tiktok-recommends-videos-for-you

RESPONSIBLE AI CHECK

Disclose realistic generated or materially altered media when required. Review the latest platform policy at upload time, because labeling tools and eligibility rules can change.

PACKAGING RULE

Adapt the wrapper; preserve the truth of the content.

Testing & repurposing

Use performance data to form the next hypothesis. Do not change five variables at once and pretend you learned which one mattered.

HOOK VARIANT

Same payoff and edit; change only the opening mechanism.

FIRST-FRAME VARIANT

Same spoken hook; change only the first visual.

PACING VARIANT

Preserve meaning; remove 15-20% and compare clarity.

PROOF VARIANT

Test demonstration, comparison or example.

CTA VARIANT

Compare one relevant CTA with a clean no-CTA ending.

CAPTION VARIANT

Test shorter units or stronger hierarchy, not decorative styles.

SIGNAL REVIEW

- Did viewers stop and continue?
- Where did attention visibly fall?
- Was the payoff worth the setup?
- Did saves, shares or comments match the goal?
- Were clicks qualified or merely curious?

REPURPOSE SAFELY

- Extract one standalone insight
- Rewrite for a new viewing moment
- Use a fresh hook and complete payoff
- Change platform packaging
- Avoid near-duplicate spam uploads

LEARNING LOG

Record: concept / audience / hypothesis / single variable / result / interpretation / next test. One post is a data point, not a universal rule.

INTERPRET CAREFULLY

Compare like with like where possible. Audience size, traffic source, topic demand and publishing context can change the meaning of a metric.

RULE

Preserve the winning idea, not necessarily the exact wording or edit.

Worked example

This planning example demonstrates the expected level of direction. It is not a finished script to copy.

COMPLETED BRIEF

- TOPIC: Cleaner smartphone talking-head audio
- VIEWER: Solo consultants filming at home
- MOMENT: Playback sounds distant and echoing
- PAYOFF: One placement fix + instant comparison
- PROOF: Live before/after recording
- DURATION: 30 seconds
- TONE: Calm, direct, no gear hype
- FORMAT: Host + phone + captioned waveform
- CTA: Save for the next recording

SELECTED CONCEPT

First frame: host moves the phone from arm's length to a closer position. Hook: 'Before you buy a microphone, move your phone here.' Payoff: a side-by-side audio comparison demonstrates the improvement without promising studio quality.

Timestamped plan

0-02

Show distant position; hook over action.

02-07

Play one-second 'before' sample.

07-15

Move phone closer; explain distance-to-voice principle.

15-23

Play matched 'after' sample with labels.

23-27

Clarify limit: room noise and phone vary.

27-30

Payoff recap; optional save CTA.

WHY IT WORKS

The viewer and problem are specific. The proof is audible and visible. The hook creates curiosity without guaranteeing a result. One mechanism fits the duration, and the disclaimer protects accuracy.

Final publishing scorecard

Score the draft honestly before upload. Any zero in Trust or Rights is a stop condition.

AUDIENCE	Viewer and viewing moment are specific.	0 1 2 3
HOOK	Opening is clear, relevant and honest.	0 1 2 3
FIRST FRAME	Subject and action work without sound.	0 1 2 3
STRUCTURE	One narrative spine; no detours.	0 1 2 3
PAYOFF	Opening promise is completed.	0 1 2 3
PROOF	Claims have evidence, example or label.	0 1 2 3
MOBILE CLARITY	Captions and key visuals are readable.	0 1 2 3
PACING	Every beat advances understanding.	0 1 2 3
TRUST	No false urgency or unsupported claims.	0 1 2 3
RIGHTS	Voice, music, footage and images are cleared.	0 1 2 3
PLATFORM	Current format and disclosure rules checked.	0 1 2 3
CTA	One relevant action, or none.	0 1 2 3

PUBLISH DECISION

33-36: ready after final mobile preview / 25-32: revise the weakest criteria / below 25: return to the brief / Trust or Rights = 0: do not publish.

FINAL ACTION

Watch once muted, once with headphones and once at normal phone distance.

Create Shorts worth stopping for.

You now have a complete positioning system, idea engine, hook laboratory, two-part master prompt, timing blueprints, production map, testing workflow, example and publishing scorecard.



HELP KEEP PRACTICAL GUIDES ACCESSIBLE

If this toolkit saved research time, removed guesswork or helped you prepare a stronger Short, consider supporting Digital World Pulse. Even a small contribution helps fund the next original guide.

- TEST - Practical workflows and clearer examples
- UPDATE - Maintenance when tools and policies change
- CREATE - Original templates, visuals and free downloads

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Your next step

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