

The 5-Beat Viral Video Structure

TikTok & YouTube Shorts that actually get shared. Hook, problem, reveal, payoff, CTA. In 30 seconds.

2s

HOOK WINDOW

30s

SWEET SPOT

9:16

ASPECT RATIO

1-2s

CUT CADENCE

• The 5 beats — for a 30-second video

0:00-0:02

1 • HOOK

Start mid-thought. Pattern interrupt.
"You're playing RDR2 wrong." Or visual:
the most striking frame of your video.

2 • PROBLEM (0:02-0:08)

Show the pain. Visual. "Scrolling endless wikis." "Forgot the answer."

3 • REVEAL (0:08-0:15)

Show your app solving it. Screen recording of the specific feature. Match-cut into the demo.

4 • PAYOFF (0:15-0:25)

The wow moment. The result. Reaction shot. The "oh that's actually useful" beat.

5 • CTA (0:25-0:30)

"Link in bio" or "Search [app] in App Store." Quick. Don't oversell.

• Hook patterns that work

Verbal hooks

- "You're playing [X] wrong"
- "This single feature changed how I play"
- "Stop using wikis. Do this instead."
- "The mistake everyone makes year one"
- "I asked AI every [X] question I had"

Avoid at all costs

- "Hi guys, today I want to..."
- "What's up everyone..."
- Any greeting (3 seconds wasted)
- Horizontal video
- Sound-only narration with no captions

PRO TIP

Most users watch sound-off.
Captions + on-screen text are mandatory. CapCut auto-generates both.

VOLUME BEATS PERFECTION

80%+ of your videos will flop. 1-5% perform well. That's normal — iteration is the path.

EDITING RHYTHM

- 1 **Cut every 1-2 seconds**
New shot or visible jump cut
- 2 **Zoom on key moments**
Feature screenshot, reaction
- 3 **Speed-ramp transitions**
1.5-2x for boring sections
- 4 **Match-cut problem → solution**
Visual continuity sells the contrast

AI TOOLS FOR PRODUCTION

- 1 **Claude / GPT**
10 script variations in seconds
- 2 **ElevenLabs**
Voiceover if not using yours
- 3 **CapCut / Descript**
AI cuts silences + captions
- 4 **Sora / Runway**
B-roll cutaways

Full guide: djenterprises.ai/blog/viral-video-guide → 3-5 videos/week for 90 days. Volume + iteration.

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