

THE "5 SECOND CURIOSITY SPARK" CHEATSHEET

written by

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FOLLOW THESE STEPS IN ORDER:

1. The One Sentence

For stories: use Hollywood's logline format.

- Irony
- Compelling mental image
- Audience

For explainer videos: Use the Band-Aid formula.

- Pain.
- Agitate.
- Band-Aid. Hint at a solution.

For introduction videos: Use the Struggle/
Discovery Formula

- Show your struggle in vivid detail.
- Hint at your Discovery (also test stating your Discovery)

2. The Headline

NOTE: The headline does not sell.

For YouTube:

- Just say what it is. Imagine someone saying "Have you seen that video about...?"
- Think SEO. Research keywords using TubeBuddy.



Girl Learns to Dance in a Year (TIME LAPSE) ▼


karenxcheng · 8,538,425 views

👍 104K 💬 6K




For Facebook:


- Take hints from things people actually like getting distracted by. BuzzFeed, Faithit, other news sources.
- This can also play a part in the "one sentence."



Can You Guess Which Fast Food Burger Has The Most Calories?




31 Things Millennials Used To Say That Will Make You Shudder



11 Relatable Tweets That Will Make You Say "Me With Bacon"

Promoted By Wendy's




Pick Eight Of Your Favorite TV Shows And We'll Tell You Which Fantasy Show To



A Pediatrician Just Laid Out How to Protect Your Child From Sexual Abuse—And She's Begging You to Listen
foreverymom.com

180 11 Comments 402 Shares

Like Comment Share



at the Walmart rant ahead. Last night I found myself sandwiched in line waiting to check out, this is not an odd occurrence. The woman in front of me had 5 children she was wrangling (which did not seem odd to me) , as well as the fact that the children were a mix of Cauca and Hispanic short people. (again my didn't notice until it was pointed out)

PARENTING

Couple Makes Fun of Struggling Mom's "Baby Daddies" in Walmart—Mom of 9 Steps in to Set Them Straight



faith it


Menu

INSPIRATIONAL 1979


The Heartbreaking Reason This Bride Did Her Whole Wedding Photoshoot Alone

Posted on May 11, 2017

Kelsey Straeter



Pick Six Bar Foods And We'll Tell You If You're More Budweiser Or PBR



QUIZ

What Kind Of Avocado Toast Are You?

Apple BBQ Wings

3. The Opening Shot

WARNING: Do not just do an opening because it's clever or intriguing. You don't want to waste ad spend on people who are just curious. Each of these should press your target audience's pain points and/or promise of benefits.

5 Ways to Spark Curiosity with the Opening Shot:

#1 Enter the Story at the Peak of Emotion

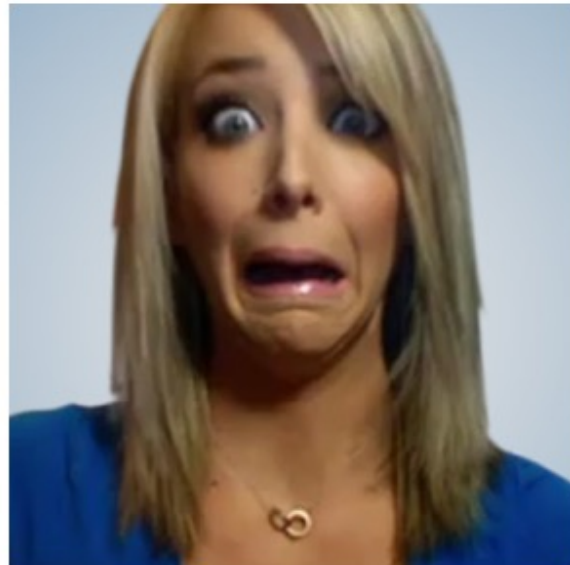
Commercial with woman throwing her husband's stuff out the window.



Or think of a scene opening with a person laughing hysterically. It makes the brain go, "What's going on here?"

#2 "Talking Head" Opening

Rant, questions. This is not about introducing yourself, it's about intriguing and



entertaining. Heightened emotions, charismatic storytelling. Think of the kind of spokespeople you like to watch. They act over the top for a reason.

#3 "WOW" Product Demonstration

This ad stops your target audience in their tracks. Even if you weren't thinking about protecting your phone, suddenly you feel like you should.



#4 "I Want That" Visuals

Simple, and definitely boring for people not in the market. But, for people who are... you'll turn their heads really quick.



Now I want that.

#5 Irony

An example of irony in the opening shot is the film "Sicario." A quite, average-looking neighborhood... and the FBI armed in full gear?



Irony immediately sets up an interesting story, an itch the audience needs to scratch.

More tips?

Look for more viewer psychology tips every day
in your inbox.

Welcome...