



THE FREE GUIDE

Make viral reels with Claude

The shape every viral reel follows, 12 hooks that stop the scroll, 10 checks before you post, the ending that turns viewers into your audience, and what to type into Claude at each step.

4

parts of a reel that holds attention

12

hook patterns with examples

10

checks before you post

1

ending that builds your list

01 The shape of a reel that works

Strong short videos almost always follow the same four parts. Keep the whole thing to 30–60 seconds, about 75–150 spoken words.

0-2 S

Hook

One sentence that makes them stay.

2-6 S

Proof

The result or the most surprising fact, right away.

6-45 S

Three or four beats

Each beat is one concrete thing: a step, a number, a name. One or two short sentences each, with the picture changing as you speak.

LAST 5 S

Payoff + ask

Pay off the hook, then one ask.

02 12 hooks that stop the scroll

Use the pattern, write your own words. Every hook must be paid off in the video, or the comments will call it clickbait.

Ask Claude: "Write 5 hooks for [my topic] with patterns 01, 04 and 09."

01 The 99 / 1 split

"99% of people [weak use]. The 1% [strong use]."
99% of people use AI to write emails. The 1% use it to plan a month of content.

02 The callout

"If you're still [slow thing], [what it costs]."
If you're still writing captions from scratch, you're losing an hour a day.

03 News with stakes

"[Who] just [did what], and it changes [what] for you."
Say what changed, then who it hurts or helps.

04 Result first

Show the finished thing, then how you got there.
This reel took me ten minutes. Here's the whole setup.

05 The one thing

"This one [file, setting, habit] [big outcome]."
This one habit fixed my mornings.

06 The hidden feature

"[Tool] has a [feature] most people never turn on."
Your phone camera has a setting most people never turn on.

07 The number

Lead with the most surprising number, then explain it.
Three seconds. That's how long you have before they scroll.

08 Before / after

Two states on screen, one sentence.
Left: my first reel. Right: the same idea, six months later.

09 The mistake

"Your [thing] isn't [bad]. It's [the real problem]."
Your hooks aren't bad. They're just too slow.

10 The challenge

"Everyone says [belief]. Here's what [evidence] shows."
Everyone says post every day. Here's what my numbers say.

11 Time compression

"[Big task] in [short time]."
A week of content in one afternoon.

12 The insider

"The people behind [famous thing] do [method]."
Editors who charge \$500 a reel all do this one thing.

03 The 10 checks before you post



Frame one works as a thumbnail.

A face looking at the camera or the strongest shot, with words on screen from the first word.



The hook lands in two seconds.

No intro, no greeting, no "in today's video".



Numbers checked today, three sources.

Prices, dates and versions change. One wrong number costs you trust in one comment.



A new picture every 1.5–3 s, on the word.

When you say a thing, show that thing at that moment.



Captions are short and always readable.

Two or three words at a time, a dark backing on bright shots, never over a face or a number.



Numbers and names get a label.

On screen as you say them, spelled exactly as in your sources.



An AI presenter only while speaking.

Avatars close their eyes and press their lips right after a line. Cut on the last word.



No flash frames at cuts.

A cut inside your source clip near the start or end of a shot flashes for one frame. Move the shot.



Steady music from the first frame.

Start on a full beat, not the intro, keep it even under the voice. Final loudness around -14 LUFS.



Watch every frame of the final file.

Not the project and not a few samples: the exported video, start to end.

04 The ending that builds your list

End every reel with one ask: **"Comment GUIDE and I'll send you [the exact thing]."** A simple chain does the rest. **Ask Claude:** "Check my script against the 10 checks above and fix what fails."

STEP 1

Comment

Comments push the reel to more people.

STEP 2

Auto DM

A tool like ManyChat replies with your link.

STEP 3

Email

A one-line page trades the gift for an email.

STEP 4

Offer

Welcome emails build trust, then make one offer.

REEL STUDIO FOR CLAUDE CODE

Want Claude to do all of this for you?

Reel Studio turns this guide into skills Claude follows on every reel. You bring the idea and approve the script and the final video.

- Research with sources
- Voice and AI presenter
- Music and loudness
- A script with a strong hook
- Edit, captions, labels
- Frame-by-frame check

DM "STUDIO" to @agi_point

