Viralframe
CONTENT MARKETING AGENCY

FREE RESOURCE

Analyze any viral reel with *Claude* for free.

A step-by-step guide to break down any reel, see why it worked, and turn it into your own idea.

You are not copying a video. You are learning *why* it worked.

The goal is to pull out the hook, the structure and the format, then rebuild them with your own business and your own words.

1

Pick the reel

Choose a reel from your industry (or one you admire) that clearly did better than the account's usual videos. Compare its views to the account's other reels, not to the whole platform.

2

Get the words

Claude cannot watch the video itself, so you need the text. Use any transcript tool you like, or type out the first 15 seconds by hand. The hook matters most, and it is short. Copy the caption too.

3

Run the prompt

Open Claude, paste the prompt on the next page, fill in the brackets and send it. A free account is enough for a few reels at a time (limits vary).

Copy this. *Fill the brackets.*

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You are a short-form video strategist. Below is the transcript and caption of a reel
that performed well, with its numbers. Analyze it.

1. Hook: quote the first sentence and name the hook type. Say what the viewer feels in
the first 3 seconds.
2. Structure: split the reel into hook, context, development and reward, with
approximate timestamps.
3. Format: how was it filmed (talking head, POV, sketch, screen recording, voiceover)?
4. Call to action: what does it ask for, and where does it appear (as a percent of the
video)?
5. Why it likely worked: give 3 reasons tied to attention, curiosity or identification.
6. Adapt it: write 3 new hooks and one 30-second script for my business, using the same
structure but completely different words. Do not copy any phrase.

Transcript: [paste it here]
Caption: [paste it here]
Views, likes, comments: [paste the numbers]
My business: [what you do, who you serve, which city]
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Tip: paste one reel per chat. Keep your business details the same each time and the answers become easy to compare.

What to look for in *the answer.*

The hook is concrete

It names a result, a person, a mistake or a number in the first sentence. If it opens with a greeting, it is not a hook worth copying.

One idea only

The strongest reels teach or show one thing. If the analysis lists five ideas, the reel probably did not do well because of them.

The payoff comes late

Look for the moment the promise is answered. In many top reels it lands near the end, right before the call to action.

The call to action is specific

"Comment this word and I will send you that" beats "follow for more". Note where it appears and what it offers.

The format matches the idea

A demo is easier on screen, a story works to camera, a debate works as a sketch. Ask why this format fit this idea.

From a reel you admire to *a reel you can film.*

Do

- Keep the structure and the type of hook.
- Change the topic, the words and the examples.
- Use your own real cases and numbers.
- Test two hooks and keep the one people react to.

Do not

- Repeat anyone's sentences or reuse their footage.
- Claim results you have not achieved.
- Copy a format that does not fit your business.
- Trust one reel. Look at five.

Your 30-minute routine

Pick three reels. Run the prompt on each. Compare the hooks and the structure. Film the one idea that fits your business best this week.

Reminder: the analysis is a starting point. It is a model's reading of a transcript, so check it against what you actually see in the video.

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Want us to do the research *for you?*

We study what works in your industry and turn it into scripts and reels made for your business.

viralframeagency.com

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