

The Importance Of Video Ideas

[2. Idea Creation & Why Videos Go Viral](#)

The idea is everything!

In this video we go over:

- The importance of a good video idea
- What makes a good video idea

The video idea is the single most important part of your video as everything like the video quality, sound, hook and other parts can be less than perfect and you can still have a mega viral video.

Overall there are 4 key metrics that determine if a video idea is good or not. Now the idea doesn't need to hit all 4 of them but the more it hits the better.

And they are:

- Relatability

Can the audience relate to what your video is about? Is this video about an experience that a lot of people have? A common problem people face?

- Give The Viewer Questions

Does the hook of the video create a question in the viewers mind that they feel needs to be answered before moving on? This is how you increase watch time a ton and keeps people glued to your video.

- Provoke A Reaction

Does the video idea provoke a reaction from the audience? It can be any reaction like shock, joy, laughter, anything. A great video idea should make the viewer react in some way like saying "What! How does that work? That's crazy!"

- Seem Unrealistic

The more unrealistic it seems the more likely the viewer is to stick around and watch the video. This is because they want to potentially see something they never have before. This also doesn't have to be anything profound, even presenting a challenge in a creative way is enough to seem unrealistic.

ACTION STEP:

Think of content you've made in the past and try to take the ideas for those videos and apply them to these 4 points. At a quick glance, can you think of ways to improve these ideas if you were to make the video again based on what you learned about these 4 points?

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