

# Steal Like An Artist

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

**"Good artists copy, great artists steal" - Pablo Picasso**

It's true, nothing is original. Everything is an adaptation of another idea seen somewhere else and you can use that in the world of content to never run out of video ideas.

### **In this video we cover:**

- How to generate infinite video ideas
- Popular video formats
- The power of a good series

### **Generating Unlimited Viral Video Ideas**

#### **"Steal Like An Artist":**

Inspired by Picasso's philosophy, the essence of creating viral content lies in drawing inspiration from existing successful videos within your niche on platforms like TikTok and Instagram. Analyzing and adapting elements from these videos such as hooks, themes, and presentation styles can be a goldmine for content creation.

#### **The Platform Will Tell You:**

Both TikTok and Instagram provide "Inspiration" tools within their analytics sections, offering curated suggestions of trending content similar to yours. This feature is really useful for understanding what content resonates with audiences, effectively guiding you toward videos that have already gone viral and you should get inspiration from.

#### **Adapting and Personalizing:**

It's a good idea to not completely rip off content. Instead, infuse borrowed ideas with your unique perspective, experiences, and flair. This approach not only respects original creators but also ensures your content stands out.

#### **Exploring Across Niches:**

Venturing into viral videos from different niches and adapting the concept to fit your niche can introduce fresh, innovative content that captivates your audience.

### *Popular Video Formats:*

Diversifying your content with different video formats can significantly enhance its engagement and virality. Here are the most popular formats:

1. **Social Interview:** Ask people questions and film their answers. Everyone loves to see real reactions and you never know what they might say.
  - Link: <https://vm.tiktok.com/ZMMMApS1h/>
2. **Educational:** Offers valuable knowledge or insights, appealing to viewers' desire to learn and curiosity.
  - Link: <https://vm.tiktok.com/ZMMMA3aWj/>
3. **Skits:** Provides entertainment through relatable humor, encouraging shares and reactions.
  - Link: <https://vm.tiktok.com/ZMMMAc84M/>
4. **Reaction Videos:** Engages audiences with emotional or humorous commentary on existing content.
  - Link: <https://vm.tiktok.com/ZMMMACrkG/>
5. **Information Aggregation:** Curates and condenses information, saving viewers time and effort.
  - Link: <https://vm.tiktok.com/ZMMMAWxuP/>
6. **Story Time:** Shares compelling personal experiences, creating emotional connections.
  - Link: <https://vm.tiktok.com/ZMMMA46PU/>
7. **Day in the Life:** Offers a glimpse into unique lifestyles or professions, satisfying viewer curiosity. This is great if you are a working professional like a dentist, doctor or lawyer.
  - Link: <https://vm.tiktok.com/ZMMMAfF1E/>
8. **Challenges & Experiments:** Sparks interest with outcomes of unique challenges or experiments, often becoming trends.
  - Link: <https://vm.tiktok.com/ZMMMA4wEU/>
9. **Expertise Showcases:** Show off skills or talents you might have. This doesn't need to be ground breaking either. Another way to showcase skill is talk about a topic you have a lot of expertise in.
  - Link: <https://vm.tiktok.com/ZMMMAG1fq/>

### *The Power of a Good Series*

Creating a content series can transform a single viral video idea into a recurring theme that encourages viewers to follow your journey, enhancing audience retention and growth. This will also play into what niche you pick to make videos in.

- **Consistency:** A well-executed series maintains a consistent theme or structure, giving viewers a reason to return for each video. This is where you build a lot of fan loyalty.

### **Example:**

Let me tell you a quick story.

So when i'm not making videos teaching you guys how to be creators yourselves, I actually have an Instagram account and TikTok all about the craft of filmmaking.

Just over 3 months ago the Instagram account had just around 30K followers and the TikTok had just around 9000 followers. And it took me 5 years to get them to this point. I decided that I would start an Instagram and TikTok series where I could make a video once a day for 100 days straight where I would give daily filmmaking and camera tips and tricks. I called it the 100 Day film school. And over the next 100 days I grew my Instagram account to just around 200K followers and my TikTok to around 130K followers.

People would come back for every episode and the average views per episode was really good!

Other great examples of a series are:

- "How many [blank] can hold me,"
- "European castles vs. Canadian real estate"
- Amazon Finds You need or don't

**Spending time to think of a series you can create content around will pay off massively over the long run. It will also make it easier to come up with content ideas.**

### **ACTION STEP:**

After learning about the different formats of videos that you see on TikTok and Instagram. Think about the ones you would be most drawn toward doing yourself. Write down any quick ideas that pop to mind and whether they could turn into good video ideas.