

04

— FREE DOWNLOAD

THE VIRAL READINESS CHECKLIST

Score any video out of 100 before you post it, and the seven point review we run after. The same criteria the Get Known AI audit uses.

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BEFORE YOU READ

This is the same material we hand clients on day one. Not a watered down version, the actual thing.

I give it away because most people who read it will never hire us, and I would rather you post good content than bad. The industry has enough of the other kind.

If you get to the end and want it done for you, the content audit is free and it is thirty minutes. If you want the machine, the app is free for seven days. Both links are at the bottom of every page.

NICK

Nicholas Remondos, founder

CONFIDENTIAL

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01 SCORE IT BEFORE YOU POST

Not every video needs to go viral. Scoring tells you where a video is strong and where it is leaking. Be honest, and score the hook first because nothing after it matters if it fails.

HOOK STRENGTH

POINTS

0 to 20

ASK YOURSELF

Does it stop the scroll in the first two seconds? Is the first word doing work?

EMOTIONAL PULL

POINTS

0 to 20

ASK YOURSELF

Does it make someone feel something? Tension, recognition, surprise, anger

TREND ALIGNMENT

POINTS

0 to 15

ASK YOURSELF

Is the topic or format live right now, or timeless enough not to matter?

SHAREABILITY

POINTS

0 to 15

ASK YOURSELF

Would someone send this to a specific person, or save it?

CLARITY

POINTS

0 to 15

ASK YOURSELF

Could a stranger say what this is about within five seconds?

CTA STRENGTH

POINTS

0 to 15

ASK YOURSELF

Is there one specific action, and has the content earned it?

Reading the score

- 85 to 100: post it. Boost it if there is budget.
- 70 to 84: strong. A tighter hook or a clearer close pushes it up.
- 55 to 69: average. Rewrite the hook or find the emotional angle before posting.
- Below 55: rework. A key ingredient is missing.

Score sheet

VIDEO	HOOK	EMOTION	TREND	SHARE	CLARITY	CTA	TOTAL

02 THE SEVEN POINT REVIEW

Run this on the last three videos you posted. Most creators post and guess. The ones who grow review, diagnose and go again.

- ☐ Hook, 0 to 3 seconds. Does it stop the scroll? Is the first word strong? No "Hey guys", no "So today".
- ☐ Bridge, 3 to 8 seconds. Does it validate the hook and give a reason to keep watching?
- ☐ Pacing. Any dead seconds, breaths, or filler words still in? Each one is a swipe.
- ☐ Clarity. Could someone with no context say what it is about by second five?
- ☐ Visual variety. Does something change every three to five seconds? Angle, text, cut.
- ☐ Value. Does the body deliver what the hook promised?
- ☐ CTA. One clear action, earned by the content. "Follow for more" is not one.

The four drop-off points

■ 0 to 3 seconds	The hook grabs. If this fails nothing else matters
■ 7 to 10 seconds	A second hook. Restate the payoff or add new tension
■ Midpoint	A pattern interrupt. Angle change, b-roll, text reveal
■ Final 5 seconds	The CTA. Clear, direct, worth doing

Editing rules that hold retention

- Cut on energy, not on time. Remove every pause
- Text on screen for the key words. Most people watch with the sound off
- Captions, always
- Music supports the voice. It never competes with it

03 AFTER IT POSTS

■ Average watch time below 40 percent	Hook or early pacing is the problem
■ Low completion	The content did not deliver on the promise
■ High saves	Useful content. Saves signal the algorithm heavily
■ High shares	The strongest viral signal there is
■ Views with no profile visits	Wrong audience or no reason to look further
■ Profile visits with no enquiries	The page or the offer is the problem, not the video

The one line that decides it

Reach among people who already know you is a nice feeling. Reach among people who do not is marketing. One video of ours reached 450,382 people in thirty days for a food venue, and 97.1 percent of them were not following the page. That second number is the one that matters.

Want a machine to do this for you? The Get Known AI audit scores any video out of 100 and names the one fix that matters, free for the first seven days: app.getknown.com.au



04 WHERE TO FROM HERE

Reading this puts you ahead of most owners. Filming it puts you ahead of the rest. Three ways to make that happen, in the order we would pick.

01 · FREE, THIRTY MINUTES

BOOK YOUR FREE CONTENT AUDIT

We look at your account with you and tell you what to fix, whether or not you work with us. Done for you from there if you want it: plan, film, edit, post.

getknown.com.au

BOOK THE AUDIT →

02 · SEVEN DAYS FREE

TRY GET KNOWN AI

The seven brains we plan with, and a score for any video before you post it. No card to start.

app.getknown.com.au

START THE TRIAL →

03 · YOUR NEXT STEP

BOOK A FREE CONTENT AUDIT

Thirty minutes on your account with Nick and the team. If content is not your bottleneck, we will tell you.

getknown.com.au

BOOK THE AUDIT →