

BRAND EMPIRE CHALLENGE

Day 3 Worksheet: VIRAL Growth Formula

Write hooks and content people save, share and come back for.

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Every post should be **Value-Packed**, **Instantly Engaging**, full of **Relatable Stories**, with **Actionable Steps**, packaged as **Lists & Frameworks**.

| Choose 3 templates to master

- ☐ Mistake to Breakthrough: "I made a \$10K mistake that taught me everything about [topic]."
- ☐ Controversial Truth: "Unpopular opinion: [bold statement]."
- ☐ Before & After: "6 months ago I was [struggle], now I'm [success]."
- ☐ Ultimate List: "X things I wish I knew before [milestone]."

| 5 hook variations

A strong hook does three things: **pattern interrupt**, **promise value**, and **create curiosity**.

Hook 1

Hook 2

Hook 3

Hook 4

Hook 5

Your first post

Template I'm using

Hook

The body (story, lesson, steps or list)

Call to action

Your next 7 days of content

DAY	TEMPLATE	HOOK	SCHEDULED?
1			
2			
3			
4			
5			
6			
7			

Your Day 3 action plan (45–60 minutes)

- ☐ Choose 3 of the templates to master
- ☐ Write 5 hook variations using the Hook Formula
- ☐ Create your first post using one of the templates
- ☐ Schedule your content for the next 7 days

Go deeper: When one of these posts takes off, be ready. **The Viral Switch Blueprint** is the step-by-step plan for turning a breakthrough moment into leads, revenue and a lasting brand, with a fillable workbook. Use code **EMPIRE20** for 20% off. [Get The Viral Switch Blueprint.](#)