



# The 'Excuse Me' Format

The tested and proven format that gets over half a million views any time we've ever used it.

BY: ONE PEAK CREATIVE



# I'm about to share our most valuable discovery in content creation.

*If I had one day to get a million views to an account with zero followers, I would follow these pages to a tee.*

In the following pages I am going to help you to harness the power of "Stranger Content" to take your content to the next level.

**First, let's address the elephants in the room.**

No! We will not be using 'real' strangers. And the only people who are going to care are the same people who would stand up at a magic show and shout "it's not REAL magic".

As long as the magic is good, nobody is going to care.

So let's focus on making some **DAMN. GOOD. MAGIC.**

**Next, if this secret is so effective, why doesn't everybody do it??**

Even out of the people reading these words, only 1% will have the drive to actually make it happen.

I genuinely hope that you are the 1%. Because if you are, you are about to embark on success that will hit you so hard and fast, you'll remember this moment for the rest of your life.

So let's get into it.

**-Meg, Glen + Con**  
*(The One Peak Team)*

# The Format Structure

This format has 3 main parts that we'll dive deeper into throughout this guide.

## The Hook

(0-5 seconds)

**"Excuse me [insert unusual request + reason to watch until the end]."**

There is something so jarring about taking a stranger out of their day to ask them an unusual question that it's been proven time and time again to be a 'viral' hook. After that, we provide a reason people need to watch until the end.

## The Value

(15s-2m)

**Provide value with human connection.**

For the bulk of your video, you will be connecting with the stranger. This is your opportunity to share value that relates to your niche, ask questions about the stranger's life and answer the questions in the viewer's head.

## The Payoff

(last 5 seconds)

**Don't resolve the tension in your video until the final 5 seconds.**

As soon as people get what they came for (the answer to the hook), they're going to scroll. So wait to give it to them until the last 5 seconds. In this case, it could be the results of a challenge, or revealing something the viewer wants to see.





# #1. The Hook.

You have 5 seconds to convince a viewer that your content is worth their valuable time - this is what we call: **The Hook**.

**Your hook is going to start with 'Excuse me, [insert unusual question]'**.

You'll then give a reason for them to watch until the last moment.

Let's look at some examples.

### Gerry Carry (Click here to watch)

- The text on screen says "Asking Strangers if I can be their Caddy'.
- The script is "Can I caddy for you this afternoon?"
- The 'stranger' gives an awkward response
- He introduces stakes: 'If I can't get you a par on this hole, I'll give you this bag.'

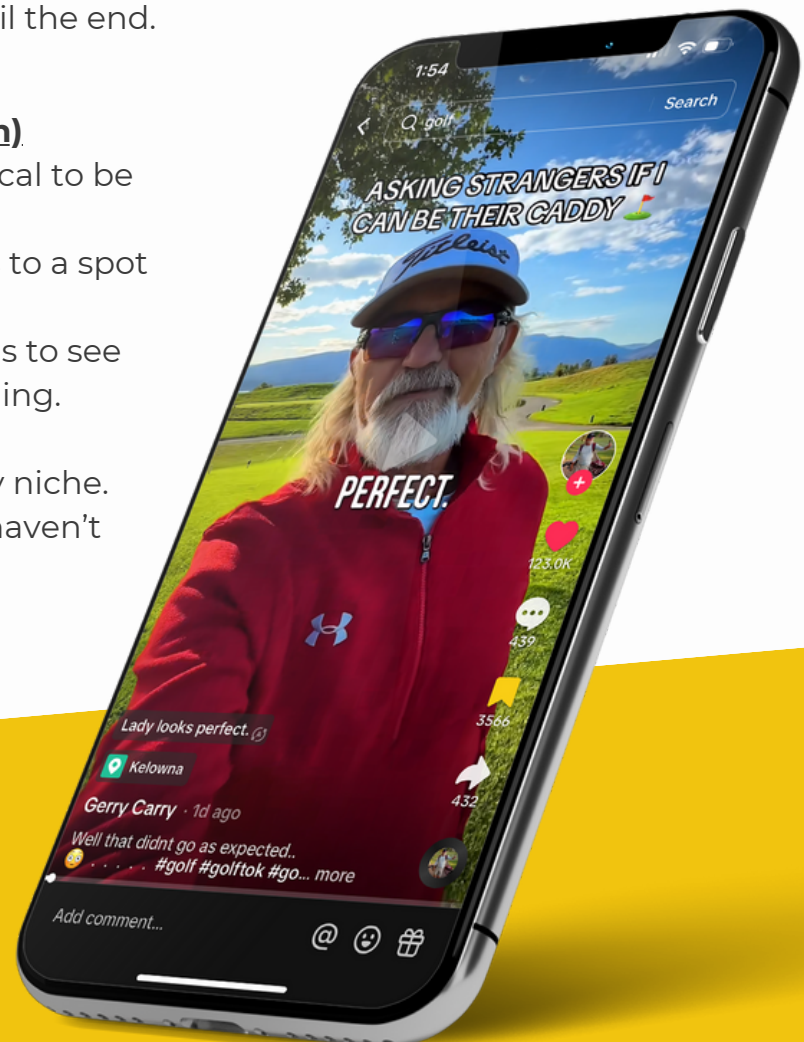
This gives people a reason to watch until the end.

### Shuswap Tourism (Click here to watch)

- The text on screen says "Asking a Local to be my Guide'.
- The script is asking a local to take us to a spot where locals go for sunset

The reason people watch until the end is to see the sunset spot promised at the beginning.

This hook is adaptable to absolutely any niche. (or at least, there hasn't been a niche I haven't seen it work for yet!)



## #2. The Value

*Remember, every single second matters in your video.*

Okay, so you have people captivated after the first 5 seconds with a killer hook. Now, you need to keep it that way. There can't be a single moment of lull in your video. If there is, your viewer is scrolling. The story has to be constantly moving forward and anything that doesn't drive you towards the payoff needs to go.

So how do you do that?

### **ASK QUESTIONS**

The more enticing the questions you ask the strangers, the more that people will be drawn in to keep watching!

### **GIVE TIPS/ADVICE**

This is a great way to position yourself as an expert. You have people's attention and can educate in an entertaining way.

### **ADD TWISTS**

If your video feels like it's losing momentum, you can add a secondary hook half way to drive people to the end. This could be a new challenge, or uncovering something from the stranger that the viewer will want to see.

### **KEEP IT INTERESTING**

You have people's attention and it's your job to do whatever you have to to HOLD ONTO IT!

## #3. The *Payoff*

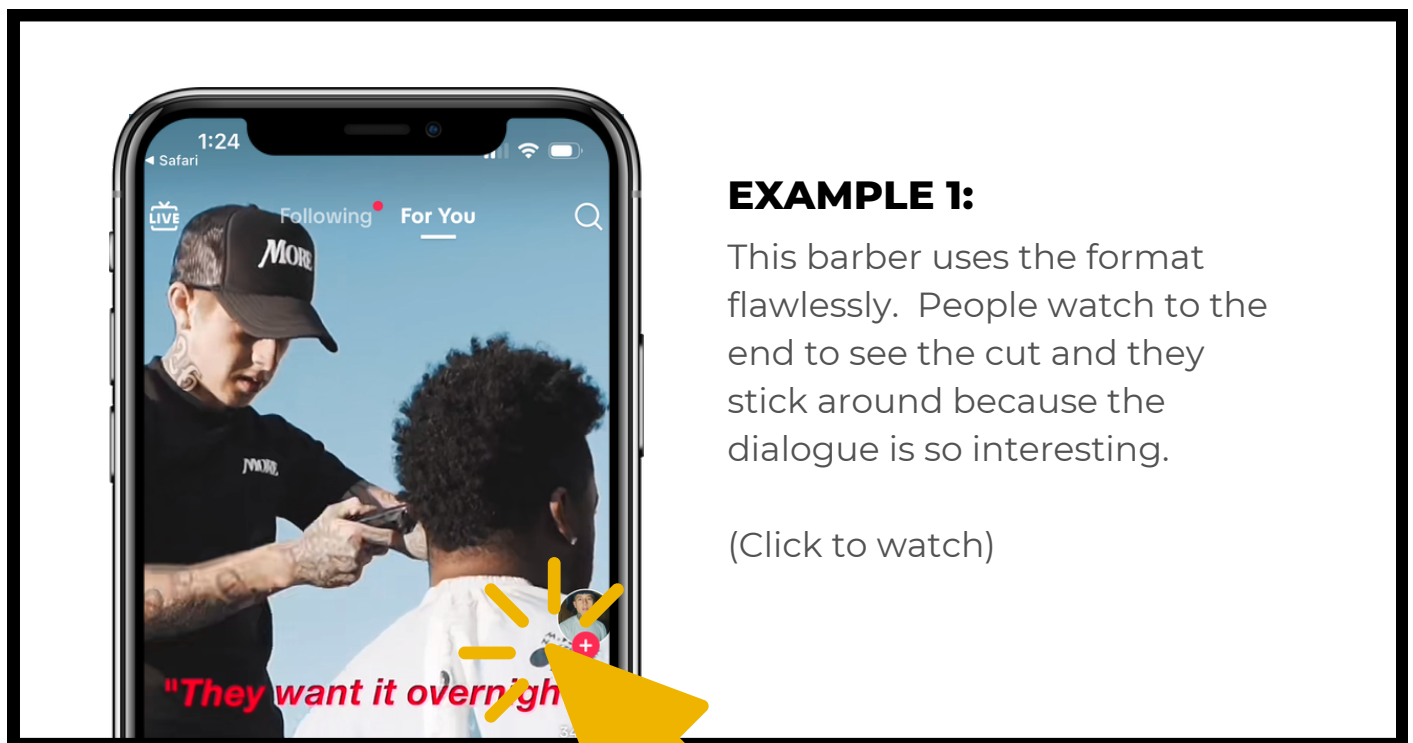
*End by resolving the tension you created in the first 5 seconds.*

The moment people get what they came for, they're going to scroll. If you revealed the results of your challenge halfway through his video, then went for a beer with the stranger and sang karaoke...

The karaoke night might be the funniest thing ever filmed but not a single person is going to see it because they'll assume it's over once their curiosity is satisfied, and they will have already scrolled.

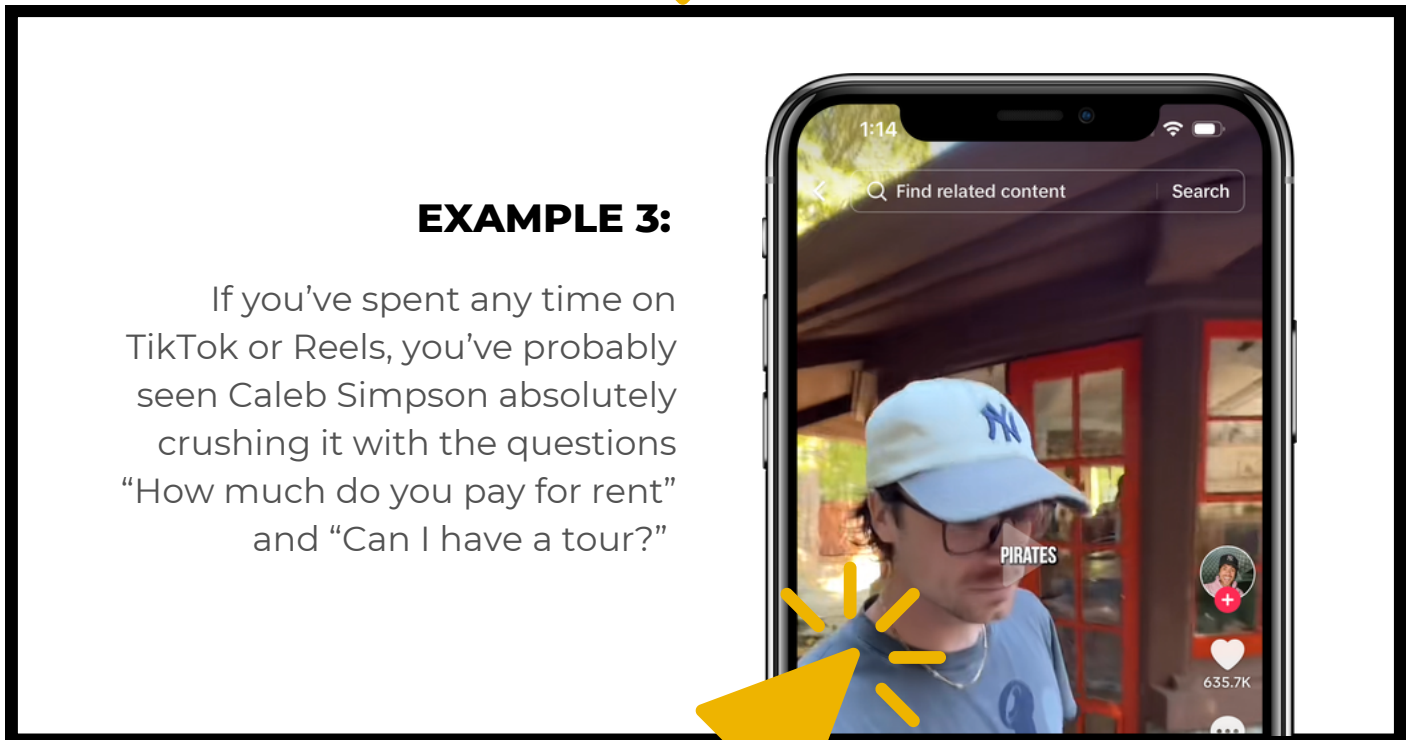
End the video the **MOMENT** you resolve your hook!

*This is the theory, next I'll show you examples to study.  
Take what you love from each, and leave the rest.*



## THE 'EXCUSE ME' FORMAT

# Examples



# #7. Bonus Tips!

If you've made it this far you should get prepared for a wave of dopamine as your video starts making it's way to hundreds-of-thousands of phones around the world. BUT there are a few more small details we check before we hit post on every video. Ready?



## **HASHTAGS**

We use specific hashtags for the niche the video is relatable to. If you use #honda, it will go to people who are interested in Honda. If you use #viral, it will go to ANYBODY. You have a better shot of a good watch time when you're intentional about who sees it first.



## **MUSIC/SOUND LABEL**

If you edited off the TikTok or Instagram platforms, you NEED to find the song you used, add it, and turn the audio all the way down. This way it hits people who like the audio and it won't get taken down if the song is copyright.



## **SUBTITLES OR CAPTIONS**

If you haven't added your own subtitles you'll probably want to use titles in the app. Make sure to add them while editing and make sure there are no typos. Most of the biggest creators on the app use subtitles so the video is enjoyable to anyone with the sound off.



## **THE THUMBNAIL**

The thumbnail won't make or break your video, but if it's a repeatable idea and people want to find it on your feed, that will be impossible without adding a title to the thumbnail. For example our Honest Ads have a big block title with Honda, Yeti, or Tesla.



**THANK YOU!!**

# It's time to take the next step.

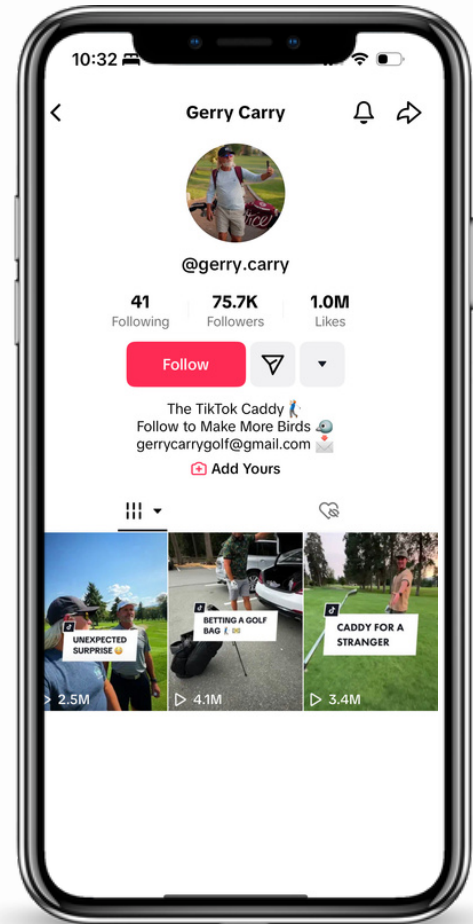
We go IN DEPTH into everything in this guide (and so much more) in our TikTok & Reels Creator Course.

So if you want to:

- Build an audience on social media
- Start consistently getting millions of views
- Start working with your dream brands and make money creating content

Click the link below to learn more!

**LEARN MORE**



## Here's what our students have to say about taking the course!

"I spent \$97 on the course and made \$4000 with it two days later.. And what's wild is, I think I can do even better on my next video."



You guys. It's been a week and we're literally up 44,000 followers. Everything we post is getting 100,000 to 400,000 views... This is insane.

