AN AGENT SKILL FOR CONTENT CREATORS AND BUSINESSES

Viral Hook Lab

User Guide + Evidence Report / Claude and Codex edition / October 25, 2026

1,000	17	0
Original starting templates	Linked video research cases	Fully verified opening cases

What this Skill is

NEXTMADE Viral Hook Lab helps an AI assistant turn a real video topic into filmable openings: spoken first-three-second lines, on-screen captions, camera/first-frame directions, and the payoff to show in seconds 3-12. It can be reused for founder stories, B2B marketing, real estate, AI workflows, ecommerce and related niches.

> Evidence boundary: The included 1,000 items are original, untested templates. The 17 linked cases carry third-party-reported view numbers only. The bundled release does not contain 1,000 individually verified viral hooks, and viral results are never guaranteed.

When to use it

- You have a video topic but cannot find a strong, natural opening.
- You have real footage or a demo and want several distinct hook angles.
- You want an evidence-aware content-writing workflow in Claude or Codex.

Every generated hook should include

Spoken 0-3s / on-screen caption / first-frame shot / 3-12s proof / hook mechanism / evidence grade / claim checks.

Works offline for drafting. Live view-count verification requires optional YouTube API access and a separate review of the actual opening.

SETUP

Install in Claude and Codex

The ZIP follows the Agent Skills structure: one top-level nextmade-viral-hook-lab/ folder containing one SKILL.md plus scripts, assets and references.

Claude (web app) - upload the ZIP

- In Claude, enable code execution / file creation if required by your plan or organization.
- Open Customize > Skills > + > Create skill > Upload a skill.
- Select NEXTMADE_Viral_Hook_Skill_Claude_Codex.zip; keep it zipped.
- Enable the imported Skill and ask Claude to use NEXTMADE Viral Hook Lab.

Codex - install the extracted skill directory

Unzip the archive. For personal use, place the folder in the Codex user skills directory. The shell example below starts in the same directory as the ZIP file.

```
unzip NEXTMADE_Viral_Hook_Skill_Claude_Codex.zip
mkdir -p "${CODEX_HOME:-$HOME/.codex}/skills"
cp -R nextmade-viral-hook-lab "${CODEX_HOME:-$HOME/.codex}/skills/"
```

For a shared repo, a project-local `.agents/skills/nextmade-viral-hook-lab/` path may also be supported. Reload Codex and ask it to use the named Skill.

Claude Code (local alternative)

Copy the extracted folder into `~/.claude/skills/nextmade-viral-hook-lab/` or the repository-local `.claude/skills/` directory. Some newer Claude Code sessions can also sync enabled Claude.ai Skills, depending on account sign-in.

> Important: Dropping a ZIP into an ordinary chat may attach it only as a file. It does not necessarily register a reusable Skill. Use the platform's Skill import/install mechanism.

Offline smoke test - optional

```
cd nextmade-viral-hook-lab
python scripts/test_skill.py
python scripts/audit.py
```

Python 3.9+ is sufficient; the bundled offline tools use only the standard library. Never place API keys inside the ZIP.

USAGE

From topic to a filmable hook

Start with an actual topic, a specific audience, and whatever real evidence you can show. The agent should choose different opening mechanisms - not five wordings of the same sentence.

Copy-paste this prompt in Claude or Codex

```
Use the NEXTMADE Viral Hook Lab Skill.
Topic: AI assistant that qualifies inbound B2B leads.
Audience: US small-business owners.
Proof: I have a real screen recording; no revenue data.
Give me 4 distinct short-form hooks with 0-3s script,
on-screen caption, first frame, 3-12s payoff and
evidence labels. No invented results.
```

Illustrative outputs (original drafts, not proven viral hooks)

Angle	Spoken opening (0-3s)	Opening visual and 3-12s payoff
Visible demo	"Watch this lead get qualified by AI."	Show a real inbound message on screen; reveal the actual qualification fields.
Head-to-head	"Same inquiry. Two completely different workflows."	Split screen manual inbox vs actual AI routing; compare observable steps.
Failure-first	"This AI replies fast. Here is where it still fails."	Show a confusing lead request; reveal the real human-handoff step.

Repeatable operating process

- 01 / Input: define target viewer, point of view, platform and evidence assets.
- 02 / Shortlist: pick five to eight different template mechanisms.
- 03 / Rewrite: make each hook natural, short, specific and filmable.
- 04 / Show: plan an understandable first frame even with muted audio.
- 05 / Verify: remove invented numbers or testimonials; label source quality.
- 06 / Test: publish an A/B/C comparison and record your own results.

Tip: If the user needs genuinely verified example videos, search only cases with direct opening review and primary statistics. This release has zero such completed records.

RESEARCH INTEGRITY

Evidence & verification

The case library is useful for discovery and attribution, but it is intentionally not presented as a fully validated database. The audit script recomputes labels from the bundled data, not from wishful claims.

Evidence stage	Required record	Can count as fully verified?
Original template	A new writing prompt, no linked published-video performance	No
Secondary source	Original video link plus third-party-reported views	No
Primary video metrics	Official platform views and timestamp; opening unreviewed	No
Opening reviewed only	Recorded observed 0-3s, but no primary metric verification	No
Video + opening	Timestamped primary views AND documented review of 0-3s	Yes (association, not causation)

Verification commands

```
# Show actual audit counts (offline)
python scripts/audit.py

# Find starting templates (offline)
python scripts/apply.py --topic "AI real estate" \
  --niche real-estate --audience creator --count 5
```

For YouTube-backed data, configure your own valid `YOUTUBE_API_KEY` (requires network access and quota), then use the optional utilities below. They do not automatically watch or transcribe the first three seconds.

```
python scripts/verify_youtube.py
python scripts/collect_youtube.py --target 1000
python scripts/review_openings.py --id CASE-001 \
  --spoken "ACTUALLY OBSERVED WORDS" \
  --reviewer "AB" --confirm-watched
python scripts/audit.py
```

> What views cannot prove: Public views describe the whole video, not its hook retention. Reach may depend on creator audience, topic, sound, timing, paid distribution and many other factors. A reviewed viral video documents an association, not the hook's causal impact.

PACKAGE + LIMITS

Deliverables and release notes

This report documents the attached portable Skill archive NEXTMADE_Viral_Hook_Skill_Claude_Codex.zip. There are no HTML previews, website files, third-party video clips, or private API credentials in the deliverable.

Inside the ZIP

Path	Purpose
SKILL.md	Claude/Codex reusable agent workflow and evidence rules
assets/1000_original_templates.jsonl	1,000 original, untested writing starting points
assets/source_linked_cases.jsonl	17 third-party-reported video research pointers
scripts/apply.py / audit.py / test_skill.py	Offline drafting, audit, compatibility smoke check
scripts/verify_youtube.py / collect_youtube.py	Optional official video-level metric retrieval
scripts/review_openings.py	Record first-three-second viewing evidence
examples/STARTER_PROMPTS.md	Reusable prompts for creator, founder and B2B use cases
references/RESEARCH_NOTES.md	Research sources, provenance and quality warnings

Pre-commercialization checklist

• Do not market this v0.2.0 release as 1,000 independently proven viral hooks.

• To sell a verified-video dataset, collect and timestamp primary metrics for each original source and log an authorized opening review for each.

• Check rights to reuse videos, audio, scripts, platform-derived data and third-party research compilations; outbound URLs do not grant redistribution rights.

• Keep generated opening claims factual and review output before publishing. Do not promise guaranteed reach, conversion or revenue.

Official documentation and research sources

Claude - Use skills | Claude - Custom skill ZIP format | OpenAI - Skills

YouTube Data API (videos) | PostOnce public Hook Vault (secondary-source reference) | Agent Skills specification

Release audit: 1,000 original templates / 17 linked secondary cases / 0 fully verified first-three-second openings.