

# Make videos that go viral. Send every one to BizCheckout.

You get full creative freedom: your face, your voice, your take. We give you the **three plays** that raise the odds any single video hits, and the product knowledge to land it.

## PLAY 01 · PRIMARY

### Ava's 5X Rule

Find outlier videos (views  $\geq 5\times$  the creator's followers) and borrow their hooks and topics.

## PLAY 02

### Gary Vee Green Screen

React to a real article, headline, or post about buying and selling businesses.

## PLAY 03

### Steal the Hook

Copy a proven hook frame exactly, then work the comments for 30 minutes.

- **The one non-negotiable.** Every video routes back to BizCheckout. Not as a commercial. As the natural answer to whatever problem the video raised.

#### PRODUCT

bizcheckout.com · iOS App Store

#### GOAL

Downloads, free accounts, leads

#### CADENCE

3 per week minimum · 1 per day target

## KNOW THE PRODUCT

# The 60-second cheat sheet

Say this in your own words. Never read it.

**One line.** A listing is where a deal starts. BizCheckout is where it closes.

**The problem it kills.** Buying or selling a business today means trusting a stranger and an inbox. NDAs and financials scattered across email threads. Tire-kickers who never had the money. No proof the buyer has funds. Deals that die with no clear next step.

**The fix.** One verified deal room. Both sides ID-verified, funds verified, every document e-signed and stored, money held in escrow from offer to close. No stage advances until both sides act.

Inquiry

NDA

LOI

Diligence

Offer

Purchase Agreement

Escrow

Closed

ID-verified parties

Proof of funds verified

Escrow-secured

Two-party e-signature

## WHAT YOU CAN POINT TO

- **Verified listings** with NDA-gated financials. Plain-language or map search.
- **BizFacts™ Report, from \$49.** Five-layer diligence dossier: corporate standing, lawsuits, UCC liens, tax debt, industry benchmarks.
- **Free calculators, no account.** Buying Power, Affordability, SBA Eligibility, Exit Value.
- **The Network.** SBA lenders, M&A attorneys, CPAs, escrow officers, co-brokers bookable into a deal.

## WHO IT'S FOR · PRICING

- Buyers (first-time and serial), sellers, brokers and advisors
- Free account · Starter \$29/mo (full deal room, escrow, closing)
- Premium \$99/mo · Pro \$299/mo for brokers
- BizFacts from \$49 · AI LOI/APA from \$20

## WHERE TO SEND PEOPLE

"BizCheckout on the App Store" or bizcheckout.com. Your tracked link goes in bio.

# Ava's 5X Rule



## Watch Ava explain it (52 seconds)

This is the whole method in her own words. Watch it once before your first hook hunt.

Play the video on the live page: <https://claude.ai/code/artifact/c7a88a93-7d9f-4b05-9544-aa1403c457e3>

Full transcript is on the last page of this PDF.

Find viral videos from small to mid-sized accounts that have 5x the amount of views than that creator's following, because that means it's a viral video.

Ava, "What is the 5X Rule in Content"

**Why it works.** A big account gets views because it is big. A small account pulling five times its follower count got there on the hook and the topic alone. That is the signal you want.

| CREATOR'S FOLLOWERS | VIEWS THAT MAKE IT AN OUTLIER |
|---------------------|-------------------------------|
| 2,000               | 10,000+                       |
| 15,000              | 75,000+                       |
| 50,000              | 250,000+                      |

Skip accounts over roughly 500K followers. Their views don't prove the hook.

## The routine, 15 minutes

- 1 Open Instagram or TikTok. Search the niche keywords below.

- 2 When a video stops you, tap the profile. Divide views by followers. Five or more means it is an outlier. Save it.
- 3 Collect at least three outliers. Pull a **visual hook** from one (framing, what's on screen in second one), a **verbal hook** from another (their first sentence), a **written hook** from the third (the exact on-screen text).
- 4 Combine all three into one video.
- 5 **The value section is yours.** Your knowledge, your story, your opinion. Borrow the frame, never the content.
- 6 Land it on BizCheckout.

## Keywords to search

buying a business   buy a boring business   small business acquisition   sell my business

SBA loan   SBA 7a   business broker   due diligence   seller financing   search fund

entrepreneurship through acquisition   first time business buyer   silver tsunami

laundromat business   car wash business   HVAC business   landscaping business

franchise vs buying   escrow   LOI   business valuation

Adjacent niches with proven volume are fair game for the hook frame only: side hustle, real estate investing, passive income, finance tips, 9-to-5 escape.

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# Gary Vee's green screen loop

You are in the game of commenting because you all know the information. So every day, everybody can screenshot an article and then make a video over the article.

Gary Vee

You don't need to invent content. You react to what is already happening in the buy-and-sell-a-business world.

- 1 Find one article, headline, tweet, Reddit thread, or listing screenshot you have an opinion on. Agree, disagree, or "half right, here's the rest."
- 2 Screenshot it. Open TikTok or Reels, tap Effects, pick Green Screen. The screenshot is now your background.
- 3 Put a stolen hook as the on-screen text.
- 4 Talk for 20 to 40 seconds. Freestyle. Be a person.
- 5 Route to BizCheckout.

## SOURCES FOR THIS NICHE

- **News.** WSJ, Bloomberg, CNBC small-business and M&A coverage. Inc., Entrepreneur, Axios Pro Rata.
- **Industry.** BizBuySell Insight Reports, SBA.gov announcements, IBBA Market Pulse.
- **The silver tsunami.** Any stat about boomer-owned businesses closing or changing hands this decade.
- **Viral posts.** "Buy a boring business" tweets, Codie Sanchez-style content, r/smallbusiness, r/sweatystartup threads about deals going wrong.
- **Listings.** Real listings, names blurred, with a "would you buy this?" take.
- **Horror stories.** A deal that fell apart, a buyer ghosted, a seller wasted by a tire-kicker, money sent without escrow.

## SET IT ONCE

Google Alerts, or ask ChatGPT every morning: Give me the top 5 articles from the last 24 hours about buying or selling small businesses.

# Steal the hook

Copy the text exactly, the color of the text, the positioning of the text, the size of the text. Don't be clever.

Sabrina Ramonov

The hook is the first two to three seconds: on-screen text, first words spoken, how you're framed. Hooks are tested. When you copy a working hook frame you are borrowing science, not creativity.

## THE RULE

You copy the hook **frame**. Never the content. If their video is "5 things people get wrong about real estate," yours is "5 things people get wrong about buying a business."

## Hook bank, already plugged into BizCheckout

Use these when you don't have time to hunt. Match the on-screen text style of a current viral video in the niche.

### BUYER ANGLE

- " 5 things people get wrong about buying a business "
- " I'm a [profession] and I bought a business instead of starting one. Here's why. "
- " POV: you finally own a business that already makes money "
- " The business-buying industry doesn't want you to know this "
- " If you're sending a seller money without escrow, STOP NOW "
- " Watch this BEFORE you buy a laundromat "
- " This \$49 report replaces \$5,000 of lawyer time "
- " Nobody talks about the tax liens hiding inside businesses for sale "
- " Why your business deal keeps dying in the inbox "
- " The truth about "buy a boring business" "
- " Day [N] of trying to buy my first business "

#### SELLER ANGLE

- " I'm selling my business and I cannot believe buyers still do this "
- " Stop wasting weeks on tire-kickers who never had the money "
- " Your business broker is lying to you about [topic] "
- " If a "buyer" won't verify their funds, here's what it really means "
- " The cheapest way to find out what your business is actually worth "

#### BROKER AND ADVISOR ANGLE

- " 7 business broker secrets nobody tells you "
- " This is why solo brokers are winning right now "
- " I closed [N] deals this year. Here's the one tool every one ran on. "

# Every video lands on BizCheckout

The hook gets the view. The redirect gets the download. The formula: the problem the hook raised, your real take, BizCheckout as the obvious fix, one clear next step.

## Talk-tracks, say them your way

"...and that's exactly why I'd never send a seller a dollar outside of escrow. **BizCheckout** holds the money until the deal actually closes. Link in bio."

"Before you fall in love with a listing, run a **BizFacts report**. Forty-nine bucks, and it pulls the lawsuits, liens, and tax debt the seller forgot to mention."

"Every deal I've seen die, died in an email thread. **BizCheckout** puts the NDA, LOI, diligence, and signatures in one deal room that can't advance until both sides act."

"Sellers: stop showing financials before they sign an NDA and prove they have funds. **BizCheckout** does both before you ever talk to them."

"Not sure what you can afford? **BizCheckout** has a free buying-power calculator. No account. Just run the numbers."

"It's free to download. Go browse the verified listings and tell me which one you'd buy."

## Rotate the CTA level

| LEVEL  | USE ON                     | EXAMPLE                                                                |
|--------|----------------------------|------------------------------------------------------------------------|
| Soft   | Hook and education videos  | "It's called BizCheckout, it's free on the App Store."                 |
| Medium | Story and reaction videos  | "Link in bio, run the SBA calculator before you do anything."          |
| Hard   | Problem and horror stories | "Download BizCheckout and never send deal money without escrow again." |

**SHOW THE PRODUCT ON SCREEN, ONCE PER VIDEO**

Screen-record on your phone: the deal-room timeline, a BizFacts report, a calculator result, or a verified listing. Ten seconds of real product beats any voiceover.

## Content pillars, rotate all four

### BUYER EDUCATION

- How deals work
- What to check
- What goes wrong

### SELLER PROTECTION

- Tire-kickers
- NDA gating, proof of funds

### TREND REACTION

- "Buy a boring business"
- Silver tsunami, SBA news

### DEAL STORIES

- Died in an inbox
- Lien found last minute

# The non-negotiables

## FORMAT

- Vertical 9:16, filmed on your phone, native TikTok / Reels / Shorts editor
- 15 to 45 seconds
- On-screen hook in the first frame, spoken hook inside two seconds
- Captions on
- Your face on camera
- Audio under speech only, nothing that blocks reach

## CONTENT

- At least one stolen hook (5X outlier or hook bank)
- Name BizCheckout out loud *and* show it on screen
- One clear CTA
- Value in your own words. No scripts, no copied content
- Accurate to the product. Never invent features

## CAPTION

- 2 to 3 sentences with niche keywords
- 3 to 5 niche hashtags, same set every time, stolen from viral videos
- No #fyp, no #viral
- Tag @bizcheckout, tracked link in bio

## CADENCE

- Minimum 3 videos a week for 30 days
- Target one a day. Volume negates luck
- Consistent post times
- Weekly recap every Friday

## DISCLOSURE AND COMPLIANCE

- Paid-partnership toggle and/or #ad on every BizCheckout video (FTC).
- No promises of returns, guaranteed financing, or "get rich."
- No legal or financial advice. "I'd never do this without..." is fine. "You must..." is not.
- Blur seller names on listing screenshots.
- Don't disparage named competitors.

## FRIDAY RECAP INCLUDES

- Links to every post
- Views, likes, saves, shares, comments
- Your follower count at posting time (we run the 5X check on you)
- Which hook you used and where you found it
- Clicks on your tracked link

We track installs, free signups, BizFacts purchases, and deal rooms opened from your link. Winners get boosted and remade. BizCheckout may repost, clip, and run paid media on your videos, with credit, for the term of the agreement.

# Sixty minutes a day

|                  |                                                                                                                                                                                                                      |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Morning · 15m    | Search three niche keywords. Find three outliers with the 5X rule. Screenshot the hooks. Pull one article you have an opinion on.                                                                                    |
| Midday · 40m     | Film. Video one: green screen on the article with a stolen hook. Video two: a 5X hook with your own value. Video three: remake your best performer with a new twist. One retake max. Route every one to BizCheckout. |
| After post · 30m | Reply to every comment with a real sentence that ends in a question. Back-and-forth threads are the signal the algorithm reads.                                                                                      |
| Night · 5m       | Check views. Note the leader. Tomorrow you remake it.                                                                                                                                                                |

## AFTER YOU POST

**Comment bait:** leave one detail people can't help but correct. **Remake winners:** after ten posts, rerun the top performer with a new subject. **200 views is not a shadowban.** Keep posting, tighten the hook.

## QUICK-START CHECKLIST

- ☐ Download BizCheckout, make a free account, click through the deal room, run a calculator, look at a BizFacts sample. You can't sell what you haven't touched.
- ☐ Set up Google Alerts or a daily ChatGPT prompt for niche articles.
- ☐ Save ten outlier videos using the 5X rule.
- ☐ Pick your three to five hashtags.
- ☐ Put your tracked link in bio.
- ☐ Film video one today.

# Ava's 5X Rule, full transcript



## The original video

Ava, "What is the 5X Rule in Content." Transcribed below word for word. Play it at [the live page](#).

## What is the 5x rule on content?

Yeah, so that's basically what an outlier video is. When you're creating a video to 10x the likelihood it will actually perform, you wanna find outlier viral hooks and outlier viral topics from other videos in your niche to use in that video.

So on Instagram, I like to personally search updates-related keywords and find viral videos from small to mid-sized accounts that have 5x the amount of views than that creator's following, because that means it's a viral video, and use those hooks or video topics in my own content.

Now I like to go crazy and find a visual hook, a verbal hook, and a written hook, all from three different outlier videos in my niche, and use them in my one video. And then for the value of the video, use my own knowledge and expertise to make sure I'm not copying anything. But that way I'm able to give myself the most chance at having a successful video.

So the 5x rule is really just to determine what video is an outlier video and what ones you should be using for viral hooks and viral topics in your own videos.

Sources: Ava, "What is the 5X Rule in Content" (audio, transcribed). Jacques Potts, *The Daily Content Cheat Code*, built from Sabrina Ramonov's "Blow Up on TikTok in 30 Days" and Gary Vee's green screen daily loop. Product positioning from bizcheckout.com, September 14, 2026.



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