LINEWISE

ONE STEP. EVERY DAY.

THE LINEWISE CREATOR GUIDE

HOW TO MAKE VIRAL STICKMAN SHORTS

The complete system:
from idea to millions of views



9 CHAPTERS | 50 CONCEPTS | TEMPLATES | NO DRAWING NEEDED

CHAPTER 1 · THE RESEARCH

We studied the films that hit 3–29 million views

Before making a single film, we studied sixteen of the most-viewed stickman Shorts in the genre, between 3 and 29 million views each, one frame per second.

For every film we logged the length, the number of distinct "screens" (a new text card, a new state or a new location), the camera moves, the lighting, the effects, the music credit and whether the platform had found any speech in it. We also measured more than 160 genre Shorts for their music credits and looked at the accounts behind them.

Three findings changed how we work:

1. **Nobody is talking.** Six of the biggest films (29M, 17M, 11M, 10M, 6.6M and 3.5M views) have no caption track at all: the platform detected no speech. Music, on-screen text and light sound effects do everything.
2. **Every film stands alone.** None is "part 2" of anything. A character is only a labelled trait (Discipline, Ego) or simply "YOU", so each film works for a total stranger.
3. **Small accounts win.** Several channels reached 2–17 million views with fewer than ten uploads. The format carries the reach, not the follower count.

> **DATA NOTE**
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> Figures are public view counts gathered in November 2026 from YouTube copies of genre films, which the same creators cross-post from Instagram and TikTok. Counts keep moving; treat them as a snapshot.

Eight rules the viral films share

1. One idea per film

A single lesson, told once, with no plot carried between videos. If you need a sentence with "and" to describe it, it is two films.

2. No narration

Music plus text plus sound effects. Silent autoplay still works, and the film travels across languages.

3. One of two shapes

Trait lanes (several figures racing at the same task) or a contrast montage (four to six small visual metaphors). Both are explained over the page.

4. Premise visible on frame 0

The first frame already shows the layout and the question ("WHO REACHES THE DIAMONDS?") or the first metaphor mid-action with its label. No logo, no intro, no slow fade-in.

5. Text names the picture

One card per beat, 2–6 words, changing every 2–3 seconds. The keyword is coloured to match its figure. Speech bubbles hold 2–4 words ("I'll start Monday.").

6. A payoff, a moral, a loop

A light event (a sunrise, a bulb, a beam), then a one-line moral or "Which one are you?", then a cut straight back to frame 0 so the replay feels seamless.

7. A dark, rhythmic bed

Slowed phonk, hardtekk or Brazilian funk, with impacts and whooshes placed on the cuts. Four tracks cover about 70% of the credited films we measured.

8. Flat 2D on near-black

Side-on figures, one or two light sources, a single accent colour, dust and sparks. No 3D, no hand-drawn wobble, no expensive hardware.

WHY THIS MATTERS TO A BEGINNER

Every rule above lowers the skill needed. No voice to record, no lip-sync, no backgrounds to paint, no continuity between episodes. You are not competing on drawing ability. You are competing on ideas and timing, which this book teaches.