Intro

I've been making money from Facebook for **over 12 years**, and AI tools like ChatGPT and Sora are the biggest advancement and opportunity in the social media content creation business in all that time!

Creating original content, and in bulk, has ALWAYS been a challenge for us working on Facebook.

Facebook rewards *original content* with **more reach** and bigger Creator Bonus payouts!

In 2025, you don't *have* to steal other people's content.

It's so freakin' easy to create your own, **massively viral** images and reels using just Sora AI!

And here is the **best** part - Sora costs just $20 a month to make UNLIMITED videos and images.

Compare that to expensive AI video generators like VEO 3!

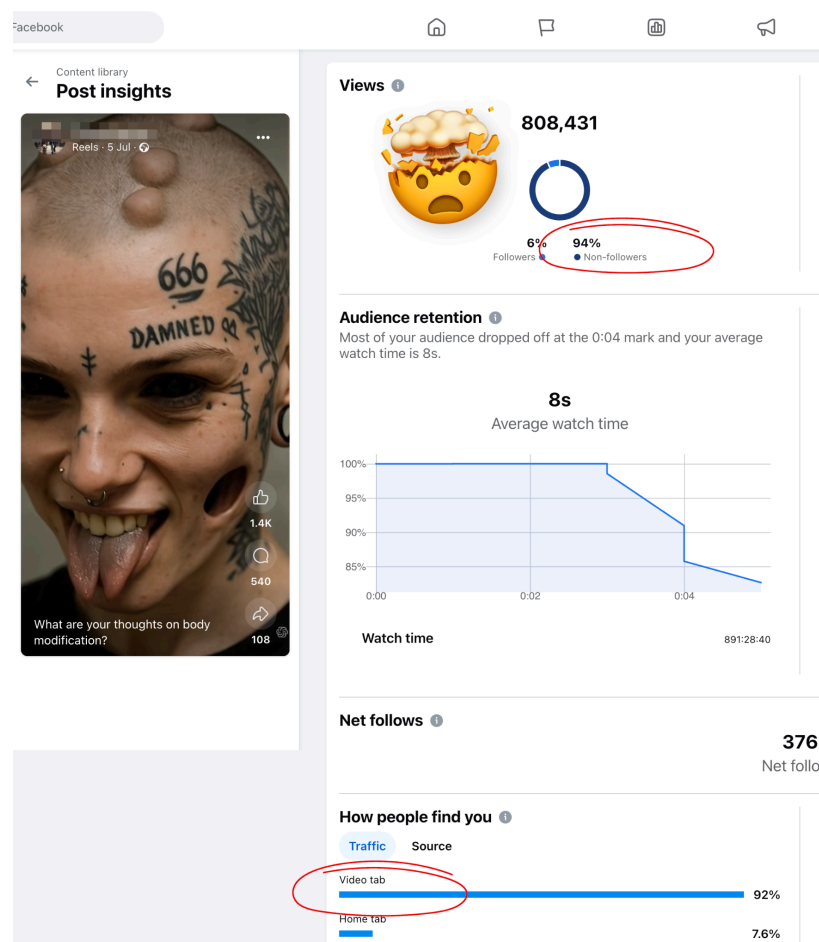## How I am making content that gets MILLIONS of views

There are a couple of techniques I've been using to generate killer original content that works *insanely* well for Facebook.

Both of these techniques involve a prompting that is *far simpler* than you might be used to with something older than Sora, like Midjourney.
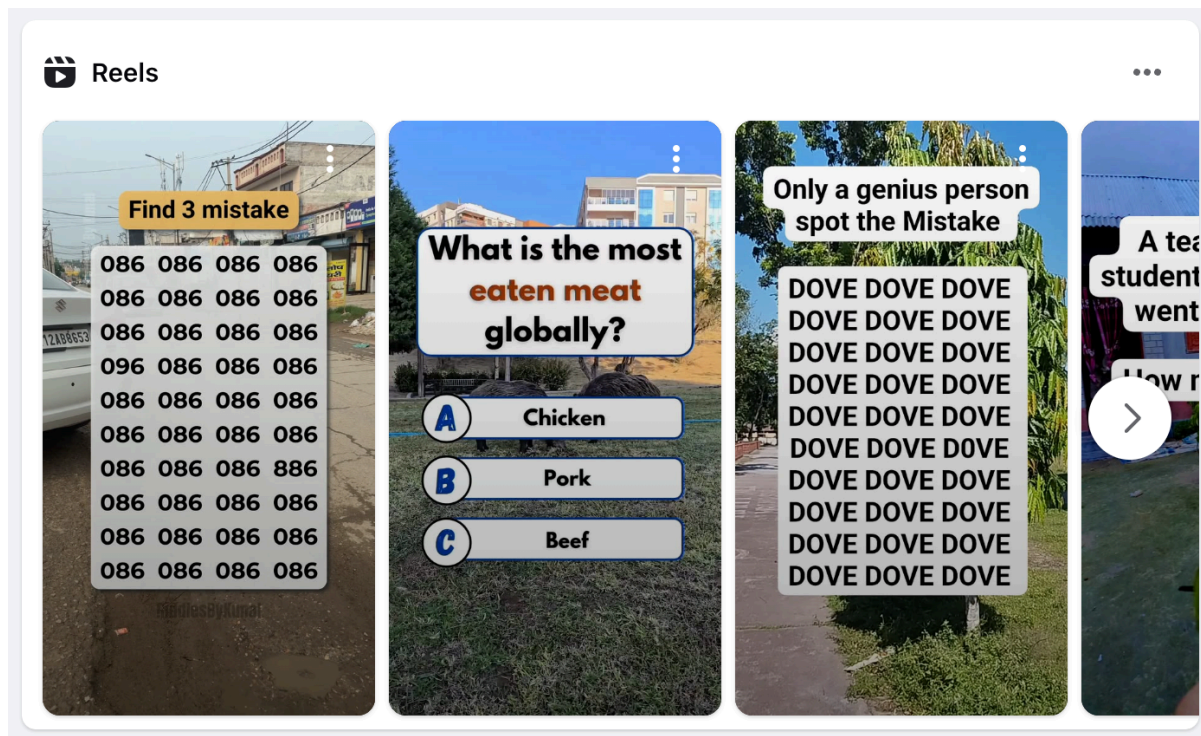
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In fact, in many cases, I used *no prompt at all* to generate the video; I just uploaded the source image and let Sora decide what to do with it!

Check out this viral reel I made with Sora in about 5 minutes!

It ramped up **808k views** in just a few days, reaching 94% non-followers, of which 376 followed my page - nice.

92% of users found the reel via the *video tab*, which means they didn't see the content from the main Facebook timeline.

This is why reels are banging right now, they are discovered *in their own feed*, so it's a more effective method to get 1,000s of new followers for your page than relying on the general Facebook feed alone.

Limitations

Before we get to the juicy bits, you need to be aware of a few limitations with Sora right now.

With the $20-a-month Sora plan, you can create videos **up to 10 seconds** long.

This is fine, because Facebook even pays out Creator Bonus bounties for reels *less than* 10 seconds long!

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For extra revenue, stitch two videos together, which you can also do in Sora, to make it over 15 seconds long. You can then earn extra revenue via In-Stream Facebook ads on your reel or video.

Sora currently offers no bulk creation or API tools. This will likely change in the near future.

Which is fine, because you **need** to maintain close quality control over your video output, so my process is to create them one by one in the background while I'm doing something else.

You can even use a second computer for this.

Once I have a batch of, say, 50 videos, I will go through them, trashing any that are malformed or have spelling errors, etc., and then downloading the good ones!

Another limitation is the lack of audio for Sora videos, but it's always best to add audio later, or none at all.

Facebook is very strict on finding and slapping pages for using **copyrighted music**, so it's best to avoid adding music to your videos or just use the music Facebook supplies directly and freely for video uploads.

Also, the $20-a-month plan adds a small watermark to the lower right-hand side of the image, which doesn't seem to affect how viral the video goes on Facebook.

But, if it bothers you, just overlay your logo to hide it, which I use Camtasia for.

Process 1: Using AI images as source material

In my extension tests and experiments with Sora, I found that trying to craft and run prompts to create videos was *very* hit and miss. Mainly miss!

So instead, I create the image *first* - either with or without text overlay - and use **that** as a source image on which to create the video.

This just saves a TON of haphazard prompting and wasted output.

For the viral body modification reel, I created around 50 AI images using Sora (Midjourney images also work), then chose the ones most likely to generate viral reels.

The results were excellent - I didn't need to add *any* prompts to get the video I wanted!

So my go-to method is to create the AI image **first** in Soras using the *image* setting and an *aspect ratio of 2:3* (which is closest to 9:16 for reels).

I often specify a *film grain, Polaroid,* or *aged* look to the source image, which helps make the video look more user-generated than the usual polished AI videos you see.

Specifying that the image should be a *1980s-era magazine photo* often works for a grainy, washed-out effect as well.

When you are happy with the result, upload the selected image back into Sora, this time with the *video* setting and a *9:16 aspect ratio*.

Process 2: Using old viral memes as source material

My second method, which has been very successful so far, is to use **old viral memes** as the source image for my viral reels.

I've been curating these viral memes for over a decade, and have 1,000s of source images to draw from for this.

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By using these old viral memes, you take some of the uncertainty out of whether it will go viral or not, as these images have *already* gone massively viral in the past, 10 or even 15 years ago!

And at this point, such viral images are essentially in the public domain and fine to use for this purpose.

I try to use taller images that will fit into the 9:16 aspect ratio needed for reels.

If they don't fit well enough into a reel format, I'll create a square video and use that instead, but the reach on these videos is lower than with reels right now.

Even old memes with text overlays work well with Sora, and usually, the text will come out fine on the video.

If it doesn't, I'll set the reel to be 5 seconds long, which gives Sora less time to make mistakes with the text overlay.

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The variables

I'll now test the video output using 2 variables, which I mix and match until I get the perfect result.

<u>Variable 1:</u> I'll test switching between the 5-second-long and 10-second-long output settings, **without** a prompt.

<u>Variable 2:</u> I'll test switching between the 5-second-long and 10-second-long output settings, **with** a prompt.

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The prompt is *as simple* as I can make it, sometimes with a wildcard factor.

For example, I might add the prompt:

"The woman turns to the camera and smiles cheekily."

"The camera pans up halfway through the video."

That's *about* as complex as my prompts go!

I'll trash 2 or 3 out of 5 of all the AI reels I make, but plenty come out **perfect,** and with unlimited tries, you can always get the result you want from Sora eventually.

That's a wrap for now, and we've **only just scratched the surface** of what is possible with this Sora! 🤯

If you enjoyed this free guide, then please check out my premium course, **The Facebook Traffic Blueprint**, which goes super in-depth into **making money from Facebook traffic and creating AI content** as a fast, reliable, and profitable revenue source.

Unlock the framework I use to get millions of visitors a month to my sites, and generate over **half a million dollars in revenue** on autopilot with FREE Facebook traffic! 💰💰💰