



Scroll The Bible

JCBSN LLC · launched Dec 17, 2025

One founder. **TikTok** for the **Bible**.

How a 10-month-old app gets its UGC to **32,089** saves: the accounts, the 5-step video, the 3 formats it rotates, and how to run it for your own app.

FREE WHAT'S INSIDE

5

Step video

The “sermon first” shot list, second by second.

3

Formats it rotates

With the real first frames, views and saves.

6

Accounts behind it

Persona pages, some with the app in the handle.

12

Hooks to copy

Rewritten so they work for any app.

Scrolling is the habit. Scripture is the feed.

A full-screen vertical feed, one verse at a time, “just like your favorite social app”. Free to scroll, with a subscription for study tools.

Dec 17

2025 launch, one developer (JCBSN LLC)

18,355

US App Store ratings, 4.8 average

15K+

downloads a week by July 2026

~\$1.8M

a month, third-party estimate

About the revenue. ScreensDesign estimates \$1.8M and 300K installs. A viral X post on Oct 27 said \$2M MRR. Neither is confirmed by the founder, so treat both as estimates. What is on the record: Gabriel Jacobson built it, started Instagram and Facebook ads in July, and hit 15,000+ downloads a week (Heartlander News, Jul 29).

THE SYSTEM IN ONE LINE EACH	
ACCOUNTS	Faith creators posting daily, some on pages named after the app (audrey.scrollthebible, joseph_scrollsthe).
VIDEO	60 to 90 second talking heads. Sermon or prayer first, the app at around 40 seconds, then the payoff.
PAID	Instagram and Facebook ads since July, on top of the organic feed.
PAYWALL	Free scroll, one-week free trial on the yearly plan for the study tools.
MISSION	Part of every subscription goes to a ministry the subscriber picks. It gives creators something to talk about that isn't a sales pitch.

6 accounts. 10 posts. 1.08M views.

Every post in the Handler library tied to Scroll The Bible. Views $\times$, the outlier score, is views $\div$ that account's normal views.

ACCOUNT	POSTS	VIEWS	SAVES	BEST *
01 @audrey.scrollthebible	3	649K	14,956	96 $\times$
02 @lily.prays	3	178K	7,920	106 $\times$
03 @joseph_scrollsthe	1	103K	4,799	85 $\times$
04 @jules4jesus	1	80.8K	2,807	24 $\times$
05 @izackforchrist	1	40.9K	952	14 $\times$
06 @abidewithmel	1	25.2K	655	31 $\times$

3.0%

saved across all 10. The median app TikTok in Handler gets saved 0.5% to 1% of the time.

52%

of the views come from one video. Most posts do 20K to 120K. They keep posting anyway.

Handle

Two pages carry the app in the name, so the profile does the selling and the video doesn't have to.



The “sermon first” video

The biggest one: @audrey.scrollthebible, **556K** views, **12,521** saves, 96× that account's normal views, 70 seconds.

- 0 TO 3S**

1 Frame 1: a sign for one person

Big text, sentence case or caps. “God has a message for your mom.” Name who it's for: your mom, a young woman, someone alone in their room.
- 3 TO 8S**

2 Ask them to stay or share

“Don't skip this.” “Send this to her.” The share request comes before anything is asked of them.
- 8 TO 40S**

3 Give the real thing first

A real prayer, sermon or Bible story, soft voice, Bible open in frame. No app yet. This is what earns the saves.
- 40 TO 50S**

4 The app as the better habit

“If you scroll for hours, scroll the Bible instead.” A screenshot or App Store card on screen, one sentence, back to the message.
- 50S TO END**

5 Pay off the hook

Deliver the prayer the hook promised. People who stayed for it see the app twice and leave on a high, not an ad.

Why it's long. 60 to 90 seconds is far over the usual app TikTok. It works because the hook promises something personal and the payoff comes last. Cut the payoff and people leave at the app.

Three formats, one structure

All three run the same 5 steps. Only the hook changes, and with it who the video is talking to.

A

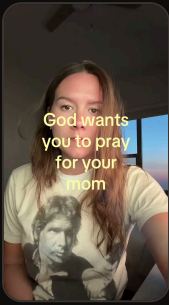
The prayer for someone

"God has a message for your mom"

674K

4 posts · 2.3% saved

Promise a prayer for a person the viewer loves. Pitch the app. Then pay the prayer off, so they stay to the end.



556K

12,521

@audrey.scrollthebible



51.8K

1,351

@audrey.scrollthebible



41.6K

1,084

@audrey.scrollthebible

B

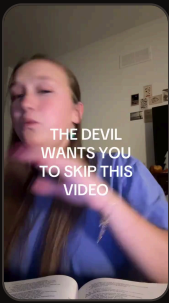
The guilt hook

"The devil wants you to skip this"

259K

4 posts · 4.1% saved

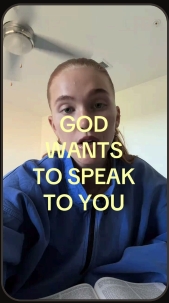
A line that makes skipping feel like losing. The tone drops to gentle right after, and the app is the better habit.



119K

5,081

@lily.prays



80.8K

2,807

@jules4jesus



37.6K

1,628

@lily.prays

C

Alone in your room

"If you're alone in your room right now"

144K

2 posts · 4.0% saved

Talk to one person, at night, on their phone. The app is the thing to open instead of the feed that made them feel bad.



103K

4,799

@joseph_scrollthe



40.9K

952

@izackforchrist

An Naya

@consumerxai

Data: Handler library + App Store, Oct 2026

Nobody asks “what app is this?”

Handler reads the comments under every post. Under these, people pray. They don't talk about the app.

“God please protect my mom amen”

top comment, @audrey.scrollthebible, 555.6K views

“I just cried because I was about to relapse, thank you.”

top comment, @joseph_scrollsthe, 103.2K views

“Don't feel guilty of skipping it is all right. He still loves you even if you skip.”

top comment, @lily.prays, 118.9K views, pushing back on the hook

1

Trust converts, not curiosity

On most app TikToks, “what app is this?” in the comments is the buy signal. Here it's saves and shares. The video gives something real first, so the app reads as advice.

2

Paid catches the warm ones

Organic builds the trust, and Meta ads since July catch the people who saw a video and didn't tap. The jump to 15K+ downloads a week came after the ads started.

3

The guilt hook has a cost

Under the devil hook, a good part of the comments argue with it. It still has the best outlier score (106×). Test it, watch the comments.

The hooks, for any app

The faith is the content here, not the trick. What carries over: talk to one person, ask for the share first, promise a payoff and deliver it after the app.

A SIGN FOR ONE PERSON	[Someone] has a message for your [mom / sister / best friend] a gratitude or journaling app
A SIGN FOR ONE PERSON	A sign for the [young woman / new dad / student] who needs this tonight a self-care or parenting app
GUILT	The part of you that wants to quit wants you to skip this a fitness or habit app
GUILT	Your [future self / bank account] is begging you not to scroll past a budgeting or study app
ALONE IN YOUR ROOM	If you're in bed scrolling right now, this is for you a sleep or screen-time app
ALONE IN YOUR ROOM	To the person who opened TikTok to avoid [the thing] a focus or to-do app
PROMISE AND PAY OFF	Stay till the end, I'll [read your sign / build your plan / fix your bio] an astrology, fitness or creator app
PROMISE AND PAY OFF	I'll pray / plan / rate one thing for everyone who stays any app with a result you can show
BETTER HABIT	If you scroll for 3 hours a day, scroll [this] instead learning, language or reading apps
BETTER HABIT	I replaced [bad app] with this and my mornings changed a habit, journal or blocker app
SHARE FIRST	Send this to the one person who needs it today anything emotional or relationship-based
SHARE FIRST	Don't skip this if you've been [struggling with X] health, mental health or recovery apps

Run it **this week**

The same system, for an app that has nothing to do with the Bible.

1 Pick the habit you replace
Their pitch is a swap: the same scroll, a better feed. Name the habit your app replaces in one line.

2 Open 3 to 6 persona pages
Creators who are the user, posting daily. Put the app in the handle on at least one or two.

3 Brief the 5 steps, not a script
Frame 1, the share ask, the real value, the app at ~40s, the payoff. Let them say it their way.

4 Rotate 3 hooks per creator
Prayer-for-someone, guilt, alone in your room. Same video structure, new first line.

5 Judge on saves, not comments
A 2 to 3% save rate means it's working even if nobody asks for the app name.

6 Put paid behind the winners
Once a format clears 10× the account's normal views, run it as an ad through the creator's page.

BEFORE YOU SHOOT, CHECK VSC

VIRAL	Is it a story or an ad? The reference video should be 10× its account's normal views.
SCALABLE	Can 5 creators run it, 30 times, before it gets old?
CONVERTIBLE	Is the app the reason the video works? Cut the app out. If it still makes sense, it won't sell.

— HANDLER

Find the **next one** in your niche

Every number in this teardown came from Handler: TikToks beating their own account's normal views, with the brief and the comment read on each. Six new ones in your niche every morning.

7-DAY FREE TRIAL

Free

No card needed

gethandler.ai

Want creators to shoot it for you? agniverse.co/media