



THE HOOK PLAYBOOK

How to Write a **Scroll- Stopping** Hook

The first 3 seconds decide everything. Here's the framework leading creators use to stop the scroll for your brand, product, or niche.

- ⚡ The 3-layer hook framework the best video creators swear by
- ⚡ 9 proven hook formulas you can steal and adapt today
- ⚡ A fill-in-the-blank swipe file for your exact niche
- ⚡ The test-and-scale system that turns hooks into revenue

START HERE

Why the hook is the whole game

Your hook is the first line, first frame, and first 3 seconds of your content — and it decides whether anyone sees the rest. You can have the best offer in your market, but if the hook doesn't land, the algorithm never shows your post and the customer never scrolls. Great content with a weak hook is just a secret.

71%

of viewers decide whether to keep watching in the first few seconds

3 sec

is all you get to earn the scroll — roughly 10–14 spoken words

60%+

3-second retention is what gets you pushed to more feeds

Translation for your business: the hook isn't a "nice to have." It's the single highest-leverage piece of any post. Improve your hooks and you increase reach, watch time, and the number of people who ever hear your offer — without spending another dollar on ads.

A Great Hook = Curiosity + Clarity + Relevance

Make them feel something. Make it understandable in 2 seconds. Make it about them.

Miss any one of the three and the hook leaks attention. Too clever and you lose clarity. Too broad and you lose relevance. Too safe and you lose curiosity. Every formula in this guide is just a faster way to hit all three at once.

Remember: A hook is a promise. It tells the viewer exactly what they'll get for staying. If the rest of your content doesn't pay off that promise, you train people to scroll past you next time. Hook honestly.

THE FRAMEWORK

Hook in 3 layers, not 1

Top video creators don't write one hook — they stack three, and align them to the same message. A viewer should get the point even with the sound off, even mid-scroll. Hit all three layers and your stop rate climbs.

LAYER 1

Visual Hook

What they **see** before a word is spoken. Motion, a bold first frame, a pattern interrupt, a striking setting. This is what stops the thumb.

LAYER 2

Verbal Hook

What they **hear** first. A confident, direct opening line that tells them why this matters to them right now — in the first 3 seconds.

LAYER 3

Text Hook

The words **on screen**. A short, punchy caption that adds context or teases the payoff for the 85% watching on mute.

Alignment is the secret: visual, verbal, and text should all reinforce one idea. When they fight each other, the viewer gets confused — and confusion always loses to the scroll.

STEAL THESE

9 hook formulas that consistently win

1 • The Mistake Warning

Calls out an error your audience is making right now.
"If you're boosting posts, you're lighting money on fire."

2 • The Contrarian Take

Says the opposite of what everyone expects.
"Posting every day is killing your reach. Here's why."

3 • The Curiosity Gap

Hints at the answer without giving it away.
"The one tweak that doubled our leads in 30 days..."

4 • The List Tease

Promises a specific, countable payoff.
"3 hooks that stop the scroll for any small business."

5 • The Direct Question

Names the exact problem in their head.
"Why does your ad get likes but no sales?"



6 · Before / After

Shows the transformation up front.

"From 0 to \$1.2M in a month — here's the content that did it."

**7 · The Bold
Result**

Leads with a specific, hard-to-ignore number.

"This single email made us 4x ROAS."

**8 · The "Stop"
Pattern Interrupt**

A direct command that breaks the scroll.

"Stop scrolling if your landing page isn't converting."

**9 · The Relatable
Callout**

Speaks to one specific person and their moment.

"Small business owners: this is why your posts flop."

MAKE IT YOURS

Fill-in-the-blank swipe file

Drop your brand, product, or niche into the brackets. Write 5 versions, pick the punchiest.

- ✂ **Mistake:** "If you're still [common habit], you're [costing yourself X]."
- ✂ **Curiosity:** "The [#1 reason] your [audience] won't [desired result]..."
- ✂ **Contrarian:** "Everyone says [common advice]. They're wrong — here's what works for [niche]."
- ✂ **Result:** "How we got [specific number] for [type of client] in [timeframe]."
- ✂ **Question:** "Why does your [product/service] get [attention] but no [sales/bookings]?"

TURN HOOKS INTO REVENUE

The test-and-scale system

1

Write 3–5 hooks per piece.

Never marry your first idea. Rotate 5–10 formulas so you never sound the same twice.

2

Watch retention, not likes.

Check the 3-second drop-off. A hook that holds 60%+ past 3 seconds is a winner — scale it.

3

Double down on what holds.

Turn winning hooks into ad creative, email subject lines, and your next 10 posts.

The bottom line: Hooks aren't a guessing game. They're a system — write more, test fast, scale the winners. That's how attention turns into action, and action into revenue.



**JC Performance
Marketing**

CONTENT THAT PERFORMS

LET'S BUILD

Great hooks are step one. A system is the win.

You've got the framework. If you'd rather have a partner build the content engine — hooks, ads, landing pages, and email that all work together — that's exactly what we do.

We help small businesses turn attention into action, and action into revenue.

Book a free strategy call →

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