

Module 03.6

Breaking News!

Module Overview



The Breaking News! hook leverages immediacy. Learn to create a sense of 'right now' excitement that keeps viewers glued.

Key Terms

TIMELINESS Capitalizing on current or recent events to make content feel urgent and highly relevant to viewers.

EXCLUSIVITY Positioning your news as insider knowledge, giving your audience a sense of privileged, first-to-know information.

SHAREABILITY A measure of how likely viewers are to repost or circulate your content, amplified by trendy, urgent topics.

Urgency is a magnet for curious eyes

ACTION PLAN:

Choose a recent event

Add a breaking spin

Highlight immediate impact

Post while it's trending

Capture the Now

Frame content as urgent or brand-new. Viewers crave staying in the loop and being among the first to know.

01

- ◆ Trigger curiosity fast
- ◆ Mention fresh info
- ◆ Use present-tense verbs

PRO TIP

Attach a “breaking” label to a niche update—viewers love feeling like insiders, even on smaller industry news.

- ◆ Strike while news is hot
- ◆ Seize trending topics
- ◆ Boost real-time visibility

Leverage Rapid Reaction

Immediate posts feed the algorithm's need for topical content.

Timeliness sets you apart from outdated sources.

02

Stay swift and relevant

SPEED AMPLIFIES TRACTION

News fosters urgency.

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