

Advanced Theory

Nuanced Hooks

Big Small Hook

Module 03

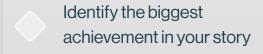
Big Small Hook

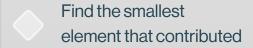
Module Overview

he Big Small Hook creates intrigue by highlighting extreme contrasts between two elements in your story, drawing viewers in to discover the connection between them.

How did something so small get so big? Or how did something so big become so small?

ACTION PLAN:





Key Terms

BIG SMALL CONTRAST

Pairing an extremely significant element with a seemingly insignificant one to create curiosity

about their connection.

SENSATIONALISM

Using dramatic

elements that grab attention by emphasizing extreme aspects of a story.



The structure showing how elements transform from beginning to end, creating narrative tension.

- Draft a hook connecting these elements
- Test your hook with a trusted colleague
- Refine your script to deliver on the promise

Key Takeaways

The Power of Contrast

This hook works by creating cognitive tension between extremes. Viewers can't resist discovering how something tiny led to something massive (or vice versa).

- Creates immediate curiosity
- Sets up narrative expectation
- Taps into universal storytelling patterns

PRO TIP

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Framing matters! Even if the connection isn't directly causal, present it as though there's a clear path from small to big.

- Exaggerate (slightly) for effect
- Make the small element relatable
- Ensure the contrast feels surprising

Finding Your Extremes

Look for the most dramatic contrast in your story - a tiny decision that changed everything, a small object with huge impact, or a major success from humble beginnings.

Beyond the Hook

A Big Small hook creates a promise your content must fulfill. Structure your video to reveal the connection gradually, saving the most satisfying explanation for the end.

- Build anticipation throughout
- Create logical stepping stones
- Deliver a satisfying payoff

Remember...

CONTRAST CREATES CURIOSITY

I he bigger the gap between your elements, the more irresistible your hook becomes.

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