

Module 03.4

## Impossible Question

### Module Overview



The Impossible Question hook poses a mind-bending query so intriguing that viewers stay to discover why you're even asking.

### Key Terms

**CLICKBAIT** Overhyped content that fails to deliver its promise, risking audience trust and undermining credibility.

**INTRIGUE** A heightened state of curiosity that compels viewers to keep watching in search of resolution or insights.

**RHETORIC** The art of persuasive communication, often used to frame bold questions that trigger strong viewer reactions.

*Sometimes asking is more powerful than answering.*

### ACTION PLAN:

Draft a bizarre question

Link it to your main topic

Offer surprising insights

Clarify truth at the end

### Beyond Simple Answers

Pose questions viewers suspect are unsolvable. Curiosity shifts from 'What's the answer?' to 'How will you justify asking?'

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- ◆ Make it borderline absurd
- ◆ Ignite critical thinking
- ◆ Reveal logic step by step

**PRO TIP**

! Use playful visuals or props to illustrate your question—this helps keep the tone engaging, not misleading.

- ◆ Acknowledge clickbait risks
- ◆ Satisfy viewer expectations
- ◆ Tie back to real value

## Balance Sensation & Honesty

Keep it intriguing yet genuine. If you debunk your own question, deliver on the deeper story or insight promised.

Stir minds with tricky ideas

# LEAD VIEWERS TO YOUR CORE POINT

Questions drive curiosity.

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