



Advanced Theory



Nuanced Hooks



Big vs Small

Module 03.2

Big vs Small

Module Overview

The Big vs Small hook plays on massive contrast to spark curiosity. We'll explore how to turn tiny details into huge impact.

Key Terms

CONTRAST Highlighting differences between two extremes to generate stronger audience curiosity and maintain viewer attention.

STORYTIME A narrative approach in short-form content, using personal tales or case studies to engage viewers on a deeper level.

ENGAGEMENT All interactions with your content—likes, comments, shares—that signal audience interest and boost discoverability.

Amplify the extremes for bigger intrigue

ACTION PLAN:



Pick a trivial detail



Find a huge outcome



Craft a contrast statement



Record a short test reel

Key Takeaways

Spot the Big & Small

Identify a drastic scale difference: something tiny causing an enormous effect. This surprising shift fuels instant intrigue.

01

◆ Choose extreme ends

◆ Emphasize unlikely cause

◆ Keep the reveal dramatic

PRO TIP

! Highlight one mundane object that triggered a huge result—viewers love an underdog story.

◆ Balance hype with facts

◆ Maintain genuine tone

◆ Audience trusts authenticity

Sensational Yet Authentic

02

Push the contrast while staying truthful. Bold contrasts spark excitement, but honest storytelling keeps your credibility intact.

Dare to reveal big contrasts

SURPRISE HOOKS HOLD ATTENTION

Amplify small details.