

Advanced Theory

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Nuanced Hooks

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**Big Small Hook**

Module 03

## Big Small Hook

### Module Overview

**T**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.

### 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.

#### **STORY ARC**

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

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

### **ACTION PLAN:**

Identify the biggest achievement in your story

Find the smallest element that contributed

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

01

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



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

02

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

03

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

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