



Advanced Theory



Nuanced Hooks



**Breaking News!**

Module 03.6

# Breaking News!

## Module Overview

**T**he Breaking News! hook leverages immediacy. Learn to create a sense of 'right now' excitement that keeps viewers glued.

*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

## 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.

## Key Takeaways

### 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

02

Immediate posts feed the algorithm’s need for topical content. Timeliness sets you apart from outdated sources.

Stay swift and relevant

# SPEED AMPLIFIES TRACTION

News fosters urgency.