

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

### Spot the Big & Small

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

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- ◆ 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

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

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Dare to reveal big contrasts

# SURPRISE HOOKS HOLD ATTENTION

Amplify small details.

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