



Advanced Theory



Nuanced Hooks



Module Summary

Module 03

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Module Overview

Move beyond template hooks to master five evergreen psychological structures that capture attention through human curiosity patterns that never go out of style.

They're not just combinations of words that hook people - they're naturally intriguing structures that play on human psychology.

ACTION PLAN:

Key Terms

HOOK STRUCTURES

Psychological frameworks for creating attention-grabbing openings

based on human curiosity patterns rather than trendy phrases.

TEMPLATE FATIGUE

When overused hook formulas lose effectiveness because audiences recognize and

ignore them as manipulative or cliché.

PSYCHOLOGICAL TRIGGERS

Universal thought patterns that provoke

automatic interest regardless of language trends or platform changes.

HOOK-FIRST SCRIPTING

Designing content around a powerful hook rather than finding a hook to match existing content.



Identify which hook structure fits your content



Draft multiple variations of that structure



Test hooks with trusted feedback partners



Structure your content to deliver on the hook



Monitor which structures perform best for you

Key Takeaways

Why Templates Don't Work

01

Hook templates quickly become cliché as everyone adopts them. Unlike templates, psychological structures remain effective because they tap into unchanging human curiosity patterns.

- ◆ Templates become predictable
- ◆ Audiences develop 'template blindness'
- ◆ Psychological patterns are timeless

PRO TIP



Alternating between different hook structures keeps your content feeling fresh while still leveraging proven psychological patterns.

- ◆ Each triggers different emotions
- ◆ Adaptable across topics and platforms
- ◆ Proven effective for years

Five Evergreen Structures

02

Each structure works on a different psychological trigger: Big Small (contrast), False Assumption (FOMO), Impossible Question (intellectual curiosity), Contrarian Statement (emotion), and Breaking News (urgency).

Matching Structure to Content

03

Your content type suggests the best hook structure. Stories work with Big Small, trending topics with Breaking News, educational content with Impossible Questions, and polarizing subjects with Contrarian Statements.

- ◆ Content determines structure
- ◆ Multiple structures can work
- ◆ Experiment to find your strength

- ◆ Hook = 80% of video success
- ◆ Ensures content alignment
- ◆ Creates stronger narrative flow

Hook-First Content Creation

04

For maximum engagement, start with the hook and build your content around it. This ensures your hook doesn't feel disconnected from the rest of your video and delivers on its promise.

Hook Structure Selection Guide

Content Type	Best Hook Structure	Why It Works
Personal Story	Big Small	Creates narrative curiosity
News/Updates	Breaking News	Triggers urgency and relevance
Educational	Impossible Question	Stimulates intellectual curiosity
Opinion Pieces	Contrarian Statement	Drives emotional engagement
Community Content	False Assumption	Creates insider feeling

Remember...

PSYCHOLOGY BEATS TRENDS

Master the structures, not the templates, to create hooks that never go stale.