



Advanced Theory



Nuanced Hooks



**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.

*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 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.

## 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.