

Course 2, Lesson 3: The Anatomy of a 3-Second Scroll-Stopping Hook

1. Core Concept & Learning Objective

Concept: Your video lives or dies in the first 3 seconds. The "hook" (visual, text, or verbal) is the *only* thing that matters at the start. It is a "promise" you make to the viewer—a promise of value, entertainment, or shock. You must master the art of the hook, or your content (and all the work you put into it) will be invisible.

Learning Objective: By the end of this lesson, you will **analyze** the 10 proven "hook" formulas. You will **deconstruct** the hooks from your L1 analysis and **write** 10 new, "scroll-stopping" hooks (5 verbal, 5 text-on-screen) that are specific to your "Content Pillars" (L2).

2. Interactive Content Activities (3 Activities)

Activity 1: The 10 "Hook" Formula Teardown (Case Study Analysis)

- **Description:** We're going to deconstruct the "DNA" of the 10 most powerful hook types. You will learn to recognize these in the wild.
- **Instructions:**
 1. Review these 10 formulas:
 - The "Mistake": "You're [doing X] all wrong..."
 - The "X vs. Y": "Stop doing [X]. Do [Y] instead..."
 - The "Controversial": "Hot take: [Unpopular opinion in your niche]..."
 - The "How-To (No 'How-To')": "The 3-step plan to [get outcome]..."
 - The "Listicle": "5 signs you're [in a situation]..."
 - The "Objection": "You *think* you're [X], but you're *really* [Y]..."
 - The "Secret": "The #1 tool [my niche] isn't using..."
 - The "Visual": (Start with a shocking/satisfying visual, *then* explain)
 - The "Tutorial": (Start with the *end result* first, *then* show the 'how')

- **The "Negative":** "Stop doing this one *thing* on [Platform]..."
- **Expected Outcome:** A deep understanding of the 10 hook formulas, which you can now spot everywhere.

Activity 2: The "Hook-Writing" Sprint (Creative Development)

- **Description:** Now you execute. You're going to take your "Content Bank" ideas (L2) and write 10 *powerful* hooks for them, using the formulas.
- **Instructions:**
 1. Open your "Content Bank" (L2) and your "10 Hook Formulas" (Activity 1).
 2. **Verbal Hooks (Write 5):** These are the *first words* you say.
 - (*Mistake*): "You're editing your videos all wrong."
 - (*Controversial*): "Your 9-5 job is the *riskiest* career path."
 - (*How-To*): "Here's the 3-step plan to get your first 3 paying clients."
 3. **Text-on-Screen Hooks (Write 5):** These are the *first words they read*.
 - (*X vs. Y*): "Stop posting on IG. Start building an email list."
 - (*Listicle*): "5 signs your business idea will fail."
 - (*Negative*): "Don't you dare launch until you do this..."
- **Expected Outcome:** A "Hook Bank" document with 10 powerful, ready-to-use hooks (5 verbal, 5 text) specific to your niche.

Activity 3: The "Hook & Story" Matchmaker (Strategic Exercise)

- **Description:** A hook is a *promise*. The "body" of your video is the *payoff*. If you break this promise, you lose trust. We're going to outline 3 "Hook > Payoff" video concepts.
- **Instructions:**
 1. Pick 3 of your best hooks from Activity 2.
 2. For each one, write 3-5 bullet points for the "story" or "payoff."
 3. **Example:**
 - **Hook:** "Stop doing [X]. Do [Y] instead."
 - **Payoff:**

- "Everyone thinks [X] is the way to [Goal]."
 - "But here's the problem with [X]..."
 - "This is why I *only* do [Y]..."
 - "[Y] gets you [Outcome] 2x faster."
 - "Try it and let me know."
- **Expected Outcome:** 3 "mini-scripts" or "storyboards" that show a clear, logical, and trustworthy flow from your hook to your payoff.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Hook-a-Day" Playbook (1-Page Doc)

- **Description:** This is your high-impact "Hook Bank." You will refine and submit your best 10 hooks, along with your 3 "Hook > Payoff" mini-scripts. This document proves you can capture attention *and* deliver value.
- **Step-by-Step Instructions:**
 1. Create a new document titled "[Your Name] - Hook Playbook."
 2. **Section 1: My "Top 10" Hook Bank:**
 - List your 5 best "Verbal" hooks.
 - List your 5 best "Text-on-Screen" hooks.
 - (For each hook, label which "Formula" you used, e.g., "(Mistake)").
 3. **Section 2: "Hook > Payoff" Mini-Scripts:**
 - Paste your 3 complete "Hook > Payoff" outlines from Activity 3.
- **Evaluation Criteria:**
 - *Excellent:* Hooks are sharp, specific, and use the 10 formulas correctly. They are perfectly aligned with the L2 "Content Pillars." The "Payoff" scripts are logical and deliver on the promise of the hook.
 - *Adequate:* Hooks are generic (e.g., "Here's a tip..."). They don't create urgency or curiosity. The "Payoff" doesn't match the hook.
 - **Connection to Final Project:** This "Hook Playbook" is Section 3: Scroll-Stopping Hooks of your Viral Velocity Strategy & Portfolio. You will use these

exact hooks when you film your videos and build your content calendar (L9).

4. End-of-Lesson Assessment (7 Questions)

1. (MC) A video "hook" must capture attention in...
 - A) The first 10-15 seconds.
 - B) The first 3 seconds.
 - C) The middle of the video.
 - D) The last 3 seconds.
2. (MC) "Hot take: 'Motivation' is garbage" is an example of which hook formula?
 - A) The "Mistake"
 - B) The "Listicle"
 - C) The "Controversial"
 - D) The "X vs. Y"
3. (MC) A hook is a "promise." The body of your video is the...
 - A) "Payoff."
 - B) "Second Hook."
 - C) "CTA."
 - D) "Trend."
4. (SA) What is the difference between a "Verbal Hook" and a "Text-on-Screen Hook"?
5. (SA) Name 3 of the 10 "Hook Formulas" from Activity 1.
6. (SA) Why is it a *bad* idea to have a "bait-and-switch" (a great hook that doesn't match the video content)?
7. (Scenario) A student's idea is "How to be a good business owner." What is a "Drill Sergeant" hook (using one of the 10 formulas) that makes this idea 10x stronger?

Correct Answers: 1(B), 2(C), 3(A) 4. (Example) A "Verbal Hook" is the first thing you say. A "Text-on-Screen Hook" is the first thing they read (which can be different from what you're saying). 5. (Example) The "Mistake," The "X vs. Y," The

"Controversial." 6. (Example) Because it breaks trust. The algorithm measures "watch time." If people click away after 5 seconds because you lied, the video will die, and that viewer will never trust you again. 7. (Example) (Use "The Negative") "Stop 'being a business owner' and start being a 'CEO'." (Use "The Listicle") "5 signs you're a 'Technician,' not a 'CEO'." (Use "The Mistake") "You're making the #1 'new business owner' mistake...".