

The Ultimate **Hook Writing** Guide

So you can start getting MILLIONS of views, even with ZERO followers.

BY: ONE PEAK CREATIVE

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Here's the *game plan.*

Throughout this guide, we'll be covering..



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"We believe that hook writing is the *number one skill* you can learn as a content creator."

This guide will walk you through our step-by-step hook writing process that helped us go from 500 to 500,000 average views.

Hey Friend!!

Since you scooped up this guide, chances are you are probably struggling with creating compelling video hooks. Or maybe the entire concept of 'hooks' and why they are essential to include in every single video you post is uncharted territory to you.

Take a deep breath and know that you are not alone. Hook writing is the **number one** step of the creative process we get asked about most. And that's because it's the **most important skill** you can learn as a content creator.

Without a strong hook at the beginning of your video, nobody is going to know why content is worth their time. Forget to include a hook.. and that video you spent a ton of time making will unfortunately end up in 'flop land'.

Let's be honest, we've all had those moments where 'throwing in the towel' feels like the easier option. So that's why we're pulling back the curtain and sharing our proven process so you can quickly become a more confident hook writer!

This guide will walk you through the three different kinds of hooks to be aware of, how to write hooks for your specific niche & provide over 50 examples you can start trying today! It's time to make your short form videos stand out among the rest and finally get you those views you've been dreaming of.

We can't wait for you to get started!!

-The One Peak Team

WHAT IS A HOOK?

"A 'hook' is a statement (either spoken or written) that ***provides context*** to the viewer of what your video is going to be about."

Think of the hook as the **most important element** of your video. Without it, the viewer doesn't have any idea why they are watching in the first place (which will ultimately result in them scrolling away). Lead with a strong hook.. you give them a reason to believe your content is worth their valuable time.

Every hook you write should:

- Be 3-5 SECONDS long (to avoid the viewer scrolling away)
- Be CLEAR and EASY to understand
- Determine the VALUE of the video
- Spark CURIOSITY for the viewer to watch until the end

Activity: Create a note in your phone with this 4-step checklist that you can reference every time you go to write a hook for your videos.

Forgetting to begin your video with a **strong hook** is the *number one mistake* we see creators make on TikTok + Instagram..

A great hook is what is going to take the **watch time** on your video content to soaring new heights! And in case you didn't know, **watch time is the NUMBER ONE metric** you should be keeping tabs on while measuring your content's success. If you can't capture your viewer's attention right off the bat, they won't be compelled to stick around to hear the rest of your story or offer. This will make them miss out on the value you are trying to provide, but will also tank your watch time in the process.

Here's 3 ways hooks improve your video's performance:

PROVIDING CONTEXT

Truth bomb: assume nobody knows or cares who you are. We know this might sound harsh, but stay with us. With how fast pace the content world is moving, the reality is that you will be fighting for people's attention on TikTok and Instagram. Providing clarity in your hook is going to help justify why YOUR content is worth stopping the scroll for. It should offer context to what the video is about, who is involved and where the story is going (the payoff).

ENCOURAGING RETENTION

Think of the first 3-5 seconds of your video as your only shot to convince people your video is worth sticking around until the end for (remember, watch time is key).
If they aren't intrigued or entertained, they'll scroll onto something better. Hooks and secondary hooks (which we will get into later) will help keep your video engaging for your viewer as they continue to watch.

SPARKING CURIOSITY

Humans are naturally curious, so use this knowledge to your advantage. Your hook should be so intriguing that the viewer simply has to stick around to see how it resolves. The longer they stick around... the more the algorithm will reward you.

In order for your hook to be *effective,* it needs to be delivered with as much ***clarity*** as possible.

There are three ways you can present a hook to your audience: by speaking directly to camera, writing it in a text block or including it in your video's caption. Deciding how you deliver your hook is going to come down to the style of content you are creating.. BUT the best case scenario is if you can use all three at the same time!

#1. SPEAKING TO CAMERA (VOCAL)

This is the most common way to deliver a hook but also where we see the most mistakes made. Your hook needs to start as soon as the video starts (not 2 seconds in). Do not lead your hook with.. "Hey! My name is XX and today..". Just get straight into it and make sure it doesn't exceed more than 3-5 seconds.



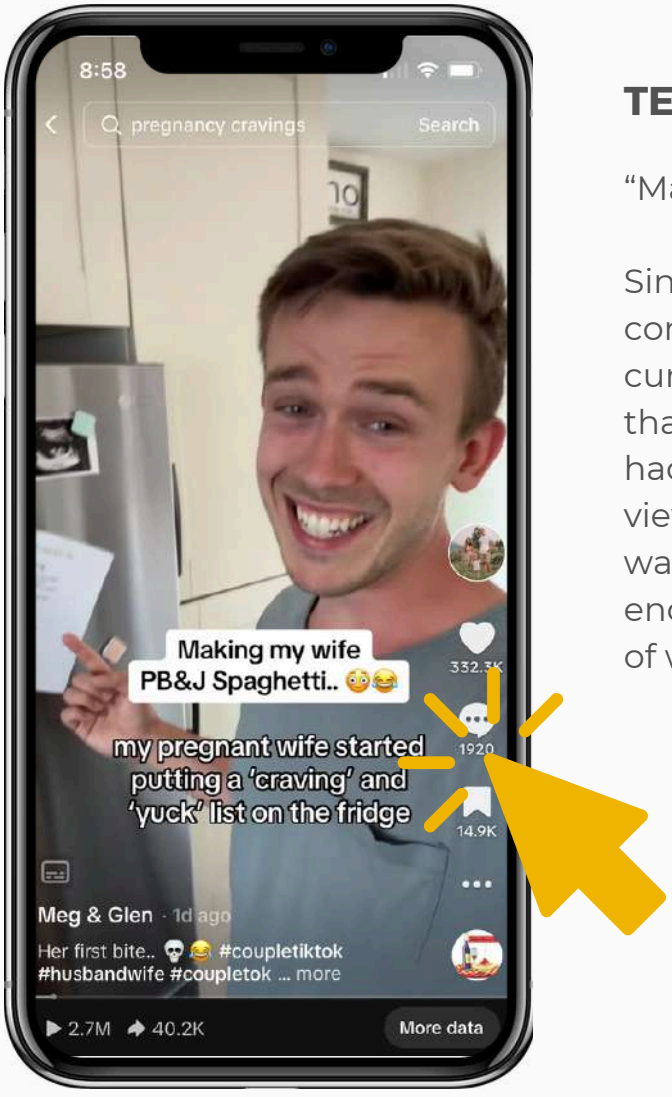
VOCAL HOOK EXAMPLE:

“Apparently jackfruit can look and taste like pulled pork, so I'm going to try and trick my husband.”

Audiences immediately know who is involved, the theme of the video & that they should expect a reaction at the end.

#2. TEXT BLOCKS

If it doesn't make sense for your video to begin with you speaking to camera or with a voiceover, you can still include a hook by using a text block. Sometimes, text blocks can also be a great way to further clarify your hook OR offer a secondary hook to what you are saying as well. Make sure it lingers long enough on the screen (at least 3 seconds) so the viewer can read the entire thing.



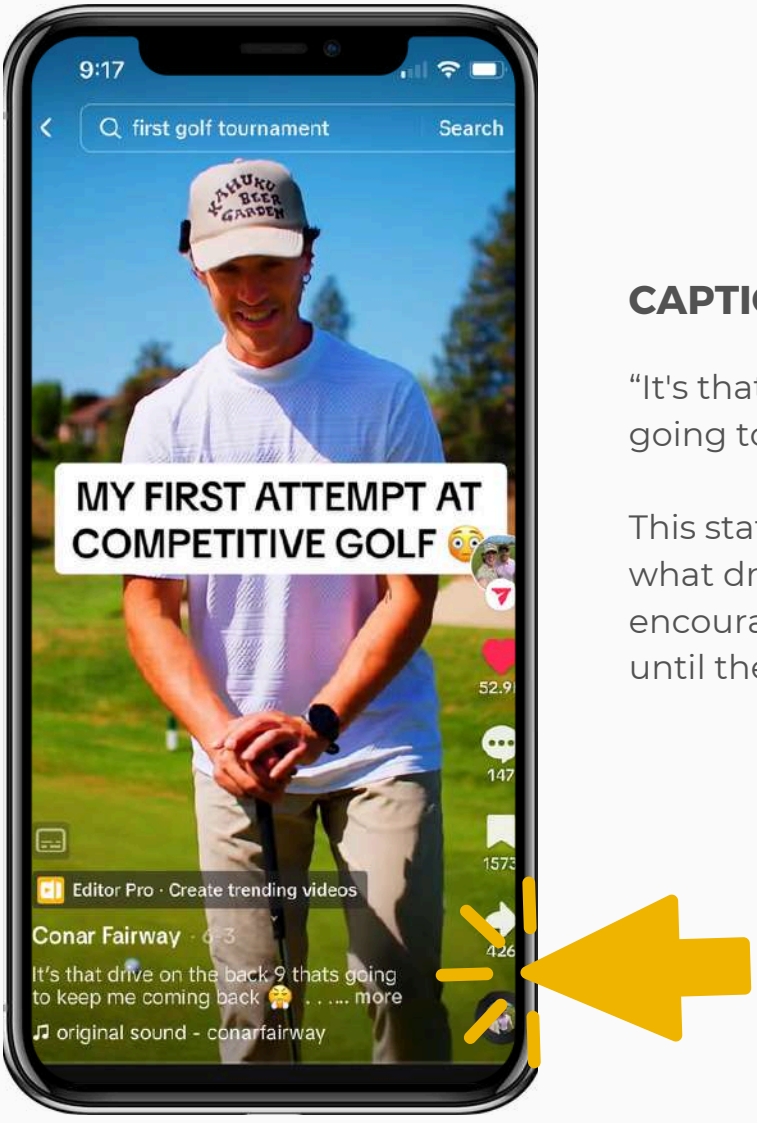
TEXT HOOK EXAMPLE:

"Making my wife PB&J Spaghetti"

Since this isn't a 'normal' food combination, this hook sparks curiosity in the viewer and hints that a reaction is coming. If we hadn't added the text block, the viewer wouldn't have known why it was worth sticking around to the end of the video or had any context of where the story was going.

#3. THE VIDEO'S CAPTION

Think of your video's caption as PRIME HOOK REAL ESTATE! This is your 'hail mary' opportunity to intrigue the viewer to watch your full video. This is not a spot to just add some extra fluff or a cute quote (we see this mistake a lot). Your caption should hint at what's to come and further spark curiosity as to how the video is going to resolve (example: "I can't believe her face when she took the first bite!").



CAPTION HOOK EXAMPLE:

"It's that drive on the back 9 that's going to keep me coming back."

This statement sparks curiosity of what drive he is referring to and encourages the viewer to watch until the end of the video.

But *what* should I include in my hook?

A good hook should always include what we like to call The Three C's:

Clarity, Context & Curiosity.

CLARITY

Your hook should always indicate what VALUE viewer can expect to get out of the video, so then they can decide if it's worth their time. Are you sharing a new beauty hack? Trying to get a funny reaction out of someone? Showcasing a golf swing tip? Your hook should clarify what the theme of the video is and you need to make sure it is easy for people to understand.

CONTEXT

Again, if your goal is to create a viral video, you need to assume the viewer has no idea of 'who' is involved or 'what' is going to happen. That context needs to be presented in your hook.. otherwise, they are scrolling in the first 5 seconds. **Example:** If your video is themed around pranking your husband, make sure you include that context in your hook. Otherwise, the viewer is just watching you do something weird with a random dude and doesn't understand your relationship to them.

CURIOSITY

Your hook always needs to spark curiosity in the viewer. It should raise a question or hint that a reaction or result is coming. The viewer should feel a NEED to know how your hook resolves.

Here's a closer look at **clarity, context and curiosity** in action.



Example:
(Click to watch)

(context)

"My **wife** has been telling me that she can **eat an entire watermelon** in **one sitting**."

(clarity)

(curiosity)

In the first 5 seconds, this hook gives context (who is in the video and what is going on), provides clarity of the value (this will be a funny video about a woman trying to eat an entire watermelon) and sparks curiosity (will she be able to accomplish it in one sitting?).

Activity: Go back through the last 10 videos you posted to TikTok or Reels + determine what you could have done to improve (or include) a hook!

But what's the ***process*** to start writing better hooks?

Taking everything we've learned so far, now it's time to walk through our step-by-step hook writing process! **Nailing down this skill is the most valuable thing you can master as a content creator.** It really is a secret weapon. It might feel hard at first but practice makes perfect. Take as much time as you need to make sure your video's hook is as strong as it can be - **every. single. time.**

THE HOOK WRITING ROADMAP

STEP 1: Start with the end in mind
What is the result at the end of your video that is worth sticking around to see? That is going to inform your hook. Example: In the PB&J Spaghetti video, we knew people would want to see the reaction of Meg trying this strange meal.

STEP 2: Follow The 3 C's to write your hook
Concisely outline (in 1 sentence or 3-5 seconds) what the viewer should expect from your video while providing clarity, context and sparking curiosity. We always make a list of 5 different ways to phrase our hooks and then do a process of elimination. If you're into using AI in your workflow, you could even try using Chat GPT for this to help you spark ideas.

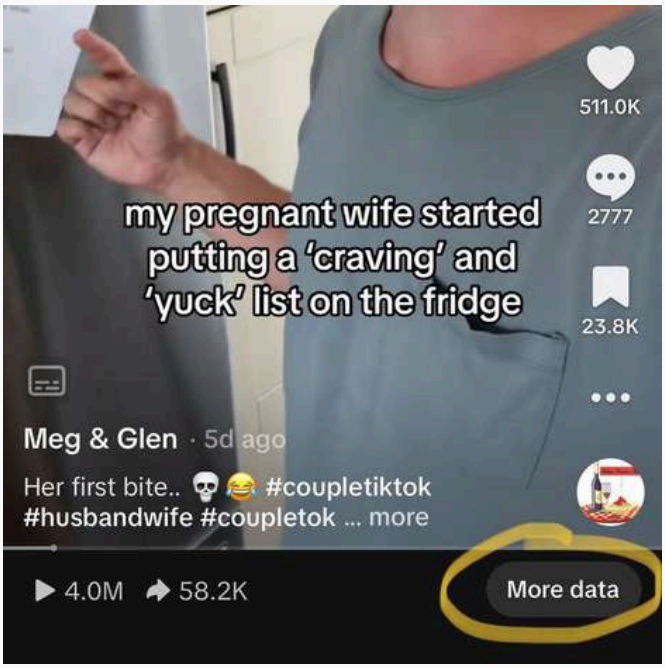
STEP 3: Refine!!
Once you have chosen your favourite option, take the time to refine your hook until it is as clear as possible. **Think: 'Cut the fluff'!** One extra or missed word could be the difference of 500 or 500,000 views.

STEP 4: Determine your hook format
Next, choose between a vocal hook, a text block hook or caption (though captions should ALWAYS be included no matter what). If it makes sense to do all three... bonus points!!

STEP 5: Measure Success
9 times out of 10 a video's success comes down to the hook. We make it a rule of thumb to analyze every single piece of our content 2 days after posting it. If it did well compared to your other videos, think about if there is a way to repeat the concept with a similar hook. And if it did poorly, make it a habit to REWRITE THE HOOK for some extra practice.

It's also great to take a look at your video's 'Retention' insights to see how long people are watching for. If over 50% of people are watching past 5 seconds, you are on the right track!

Click 'More Data' at the bottom of your video. Then scroll to 'Engagement',





It's time to get those creative juices ***flowin'.***

To get you started creating great hooks of your own, we've listed some plug & play examples below (which you can adjust as needed to fit your own niche)!

- I bet I can change your mind about XX in 20 seconds
- Seeing if a stranger can beat me at XX
- I just experienced the most (embarrassment/adrenaline) in my life..
- Recording (insert person)'s reaction to XX..
- Last person to do XX gets XX
- This XX tip will save you XX hours
- This (feature) is why I bought XXX
- Seeing if (insert person) can guess if XX is (homemade)
- Instead of using XX like everyone else... I use this instead!
- 3 'XXX' tips I wish I knew earlier (the last one blew my mind)
- The 4 XXX products I can't start my day without
- Loser of (insert challenge) has to XX
- How I made '$3500' in one week doing XXX! 🤯
- Why am I the only one talking about XXX??
- This XXX has the craziest feature!
- I secretly filmed (insert person) doing XX. This is what happened..
- The best $47 dollars I've ever spent on a XX product.
- I bet you didn't know XXX about XXX
- Try this tip next when doing XX
- Seeing how quickly I can do XX..

Activity: Open a Word Doc or a note in your phone and write out at least 20 new hooks you could use for future videos! Practice makes perfect.

If you can master hook writing, it will ***transform*** your performance as a Content Creator.

We hope this guide has helped provide some clarity (& gotten you excited) about how to start writing strong hooks for your content! We know from personal experience that mastering this skill will naturally lead you to **more views, audience growth and even brand deals!**

As always, if you have any questions, or even want to run a few hooks by our team, just pop us an email at support@onepeakcreative.com.

We are aways here to help!

-Meg, Glen + Conar
The One Peak Team

