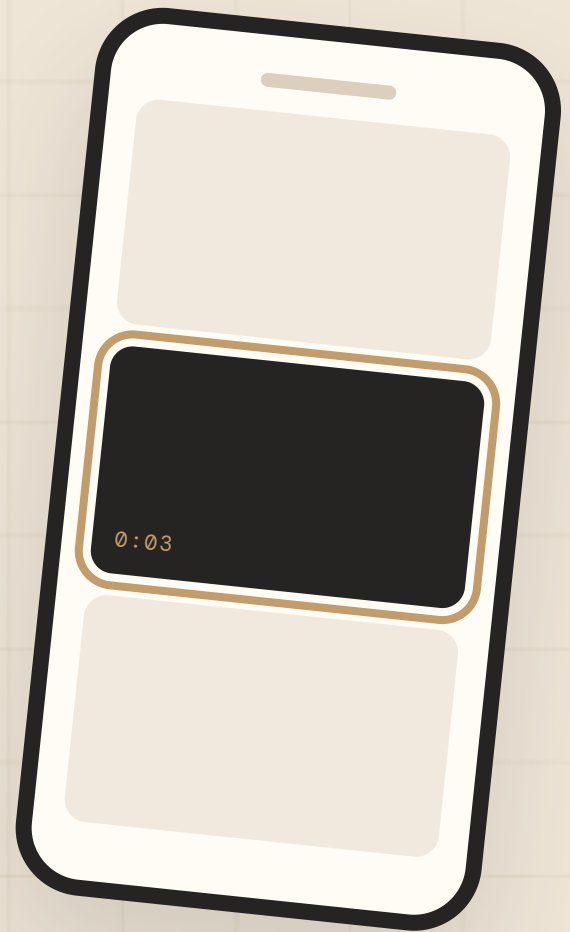




FREE GUIDE · HOOKS



The Hook Playbook

How to stop the scroll in three seconds, which hooks to use, how to test them properly, and 50 hooks you can adapt today.

FOR

Founders who make their own content

TIME TO READ

15 minutes

FROM

buildwithbina.com

The first **three seconds**

A hook is the opening of your post or ad: what people see, read and hear before they decide to keep watching or scroll on.

Its job isn't to sell. Its job is to earn the next three seconds. The middle of your video earns the click, and the ending earns the sale, but none of that happens if the opening loses them.

Most businesses spend days on the product shots and seconds on the opening. Flip it. A good hook on a simple video beats a beautiful video with a weak hook.

EVERY HOOK HAS THREE LAYERS

Visual: what's on screen in the first second.
Movement, a face, the product in use.

SEEN

Text: the words on screen. Most people watch with the sound off.

READ

Spoken: the first line of the voice. It should say the same thing as the text, not something new.

HEARD

When all three point at the same idea, the hook lands. When they fight, it doesn't.

What every good hook does

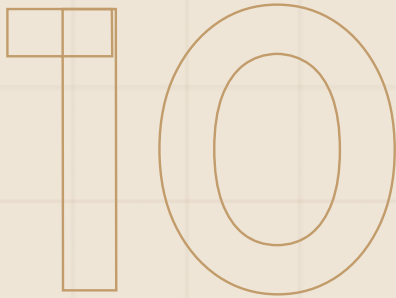
- 01 **It talks to one person.** "If you run a café..." beats "Hey everyone". The right person should feel picked out of the crowd.
- 02 **It's specific.** Numbers, names, places and real details. "Our \$22 bag" beats "our coffee". Vague hooks sound like ads; specific ones sound like news.
- 03 **It opens a loop.** It raises a question the viewer needs answered: why, how, what happened next. Then the video answers it.
- 04 **It keeps its promise.** The video must deliver what the hook offered, quickly. A hook that tricks people gets the view and loses the trust.
- 05 **It moves in the first second.** A still first frame is easy to scroll past. Start mid-action: pouring, opening, walking, talking.

WEAK

"Check out our new collection!"

STRONG

"Why do hoodies always look different in person?"



PART ONE

Ten hook types

You don't need to invent hooks from nothing. Almost every hook that works is one of these ten patterns, filled in with your product, your customer and your proof.

01-05

Pull people in

06-10

Prove and persuade

Hooks that pull people in

01

The call-out

Name exactly who it's for.

"If you own a dog that hates the cold..."

USE FOR: COLD AUDIENCES, LOCAL BUSINESSES

02

The question

Ask what they're already wondering.

"Why does café coffee taste better than yours?"

USE FOR: EDUCATION, EXPLAINING YOUR PRODUCT

03

The contrarian

Disagree with common advice, then prove it.

"Stop washing your face twice a day."

USE FOR: STANDING OUT IN A CROWDED CATEGORY

04

The mistake

Share an error you made, or one they're making.

"The biggest mistake I made in my first year..."

USE FOR: FOUNDER CONTENT, BUILDING TRUST

05

The POV

Put them inside a moment they recognise.

"POV: it's 6am and the café's already full."

USE FOR: LIFESTYLE, CAFÉS, FASHION, EXPERIENCES

Hooks that prove and persuade

06 The objection

Say their doubt out loud, then answer it.

"Is a \$149 hoodie actually worth it?"

USE FOR: WARM AUDIENCES, HIGHER PRICES

07 Before and after

Show the change, then how it happened.

"Same room, two hours apart."

USE FOR: SERVICES, RESULTS, TRANSFORMATIONS

08 The demo

Show the product doing its job in the first second.

Pour, open, press, wear. No words needed.

USE FOR: PHYSICAL PRODUCTS, ANYTHING SATISFYING

09 The insider

Ask someone who knows: founder, staff, maker.

"Asking our roaster what she'd never drink."

USE FOR: BEHIND THE SCENES, BUILDING AUTHORITY

10 The result first

Open on the ending, then rewind.

"This is what 30 days of using it looks like."

USE FOR: PROOF, REVIEWS, CASE STUDIES (REAL ONES ONLY)

Which hook for **who**?

The right hook depends on how well the viewer already knows you. A stranger needs a reason to care. Someone who's visited your site twice needs a reason to buy.

Never heard of you

Cold: new reach, top of funnel

Call-out · Question · Contrarian ·
POV · Demo

Knows you, hasn't bought

Warm: followers, site visitors

Objection · Insider · Mistake ·
Before and after

Ready to buy

Hot: cart, past customers

Result first · Objection · a real
reason to act now

RULE OF THUMB

- ☐ Cold traffic: lead with their problem, not your brand
- ☐ Warm traffic: answer the doubt that stopped them
- ☐ Hot traffic: show proof and give a true reason to act now

AVOID

Using the same hook for everyone. A stranger and a returning visitor need different openings.

02

PART TWO

Test, don't guess

Nobody knows which hook will win, including us. The businesses that grow are the ones that test hooks on purpose, learn from the numbers, and keep the winners.

Method

Test hooks in ads

Numbers

Read the results

Free

Test on Instagram

A

PART TWO • THE METHOD

Test hooks in ads

Change one thing at a time. If you change the hook, the music and the offer together, you'll never know what made the difference.

DO THIS

- 01 **Make one video, then 3–5 versions of it** where only the first three seconds change. Same middle, same ending, same offer.
- 02 **Put them in one ad set:** same audience, same budget, same placements, so the hook is the only difference.
- 03 **Let them run long enough to compare.** Don't judge after a few hundred views. Give each version a fair, similar amount of spend.
- 04 **Keep the winner, kill the rest,** then test new hooks against the winner. The winner becomes the one to beat.
- 05 **Write it all down.** Over time your test log tells you what your customers respond to.

DONE WHEN

- ☐ You have 3+ hook versions of one video
- ☐ They run side by side, same budget
- ☐ You've picked a winner from the numbers

AVOID

Judging hooks by likes from friends. Test with strangers, and judge by the numbers.

B

PART TWO · THE NUMBERS

Read the results

Three numbers tell you most of the story. You can find the inputs in Meta Ads Manager by customising your columns.

HOOK RATE

3-second video plays ÷ impressions

How many people stopped scrolling. This is your hook's score.

HOLD RATE

ThruPlays ÷ 3-second video plays

How many of those kept watching. This scores the middle of the video.

COST PER RESULT

Spend ÷ leads or purchases

What a customer actually costs. The number that pays the bills.

HOW TO READ THEM

- ☐ **High hook rate, low hold rate:** the hook works but the video doesn't keep its promise. Fix the middle.
- ☐ **Low hook rate, high hold rate:** the video is good but the opening isn't. Test new hooks.
- ☐ **Both high, but no sales:** the problem is after the click: the offer, the price or the page.
- ☐ **Compare your versions against each other,** not against benchmarks from the internet. Every product, price and audience is different.



PART TWO • FOR FREE

Test on Instagram

No ad budget yet? You can still test. It's slower and less precise than ads, but it's free and it teaches you a lot.

- 01 **Use trial reels**, which Instagram shows to non-followers first. Post two versions of the same reel with different openings and compare views and watch time in Insights.
- 02 **Re-post a winner with a new hook** a week or two later, and see whether the opening changes the result.
- 03 **Read your comments and DMs.** The questions people ask are your next hooks.

YOUR HOOK TEST LOG

HOOK (FIRST LINE)	TYPE	HOOK RATE	HOLD RATE	COST	/	RESULT	KEEP?



PART THREE

The hook bank

Fifty hooks, five for each type. Fill in the blanks with your own product, customer and proof. Only use numbers and results that are true for your business.

Tip

Write 5 of these for one video, then test them

01 Call-out

- If you're a [who] who [situation], watch this.
 - This is for anyone who's ever [frustration].
 - [City] [who], you need to know about this.
 - If your [thing] keeps [problem], this is why.
 - Only watch this if you [specific behaviour].
-

02 Question

- Why does [thing] always [annoying result]?
 - What actually happens when you [action]?
 - Is [common habit] really the best way to [goal]?
 - How do [who] get [result] without [pain]?
 - Ever wondered why [surprising fact about your product]?
-

03 Contrarian

- Stop [common advice]. Do this instead.
 - Unpopular opinion: [belief your customers hold] is wrong.
 - You don't need [expensive thing] to [result].
 - Everyone says [advice]. Here's why we don't.
 - The [industry] doesn't want you to know [true insight].
-

04 Mistake

- The biggest mistake I made starting [business].
 - You're probably [doing X] wrong. Here's how to fix it.
 - 3 mistakes people make when buying [product].
 - I wasted [time / money] on [thing] so you don't have to.
 - Don't buy [product type] until you've checked this.
-

05 POV

- POV: you finally found a [product] that [result].
 - POV: it's [time] and you're [relatable moment].
 - POV: your [friend / partner] asks where you got your [product].
 - POV: you just opened your first [product] order.
 - POV: you're a [who] on a [day / season].
-

06 Objection

- Is [product] actually worth [price]? Let's see.
 - "It's too expensive." Here's what you're paying for.
 - Will [product] work for [specific situation]?
 - Why does [product] look different in person?
 - The question we get asked the most about [product].
-

07 Before and after

- Same [thing], [time] apart.
 - This is what [problem] looked like before [product].
 - Day 1 vs day [number] of using [product].
 - What [customer] had vs what they have now.
 - Watch this [space / item] change in [time].
-

08 Demo

- Watch what happens when you [use product].
 - [Product] vs [common alternative]. Side by side.
 - How [product] works, in 10 seconds.
 - The most satisfying part of making [product].
 - Testing [product] so you don't have to.
-

09 Insider

- Asking our [maker / founder] what they'd never [do].
 - A [job title] explains why [insight].
 - What I'd tell a friend before they buy [product].
 - Behind the scenes of how we make [product].
 - Our team's honest favourite [product], and why.
-

10 Result first

- This is what [real result] looks like.
 - How [real customer] got [real result] in [time].
 - We [real result]. Here's what we changed.
 - The finished [project]. Now watch how we got here.
 - [Number] [real] customers later, here's what we learned.
-

The **hook check**

Run every opening through this list. Each unticked box is a reason someone scrolls past.

- ☐ Something moves in the first second
- ☐ The on-screen text works with the sound off
- ☐ The visual, text and voice all say the same thing
- ☐ It speaks to one specific person
- ☐ It has a real detail: a number, name, place or price
- ☐ It opens a question the video answers
- ☐ The video keeps the hook's promise, quickly
- ☐ Every number and result in it is true
- ☐ You've written at least 3 versions to test
- ☐ You know which number will decide the winner



NEXT STEP

A great hook needs a foundation behind it.

Hooks get attention. Your offer, your brand and your website turn it into customers. If you want to know which part of your foundation to fix first, start here.

FREE · 3 MINUTES

Take the Day One Scorecard

Ten quick questions. Your score, and the part of your business to fix first.

buildwithbina.com/#scorecard

ALSO FREE

The Day One Playbook

Seven steps from an idea to a business that can compete.

buildwithbina.com/playbook

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