

FREE GUIDE

SERIES 01 · THE FACELESS SYSTEM

The First-Second Hook TM Formula

**7 high-retention hook structures
for faceless YouTube & TikTok creators.**

In this free guide you'll learn:

- Why most Shorts die in the first second — and the simple fix most creators miss
- The 3 psychological triggers that make viewers stop scrolling
- All 7 hook structures — with real copy-paste examples you can use today
- How to test your hook before you post using the free ViralScore app
- Your exact next step — including how to start earning from day one

LIKED THIS? The full 36-page YouTube & TikTok Edition is available at sarahbreaksitdown.com — £19

Why Most Shorts Fail In The First Second

Most creators think the problem is their editing.

Or their thumbnails. Or that they're not posting enough.

It's none of those things.

Your Short is decided in the first second.

If a viewer hesitates — even for a moment — they swipe.

And once they swipe, the algorithm notices.

Too many swipes and your distribution quietly shrinks.

The algorithm doesn't care how hard you worked on the video.

It only cares whether people stayed.

When people stay, YouTube shows it to more people.

Views compound. Subscribers follow. Income becomes possible.

It all starts — or fails — in that first second.

SARAH SAYS

I made 22 videos before I worked this out. Twenty-two.

Different niches, different styles, better editing — none of it moved the needle.

When I finally fixed the hook, everything else fell into place.

The algorithm does not reward effort alone.

It rewards immediate retention signals — proof people stayed.

The 3 Psychological Triggers Behind Every Great Hook

The best hooks aren't clever accidents.

They're built around the same three triggers, over and over again.

When one of these lands in the first second, the viewer pauses.

That pause is everything. It's what tells the algorithm to keep pushing your video.

DISRUPTION

Pattern interruption. Something unexpected that breaks the viewer's scroll habit and makes them think: wait, what?

EXAMPLES:

- **Most YouTube advice is completely wrong.**
- **I stopped doing what every creator does — and my views tripled.**
- **Nobody tells you this part.**

SPECIFICITY

Vague content gets ignored. Specific content feels more valuable.

Numbers and defined outcomes increase curiosity every time.

EXAMPLES:

- **I gained 3,200 subscribers in 47 days.**
- **This one change lifted my retention by 23%.**
- **I tested 14 hooks. Only 2 of them worked.**

PROMISE

A clear outcome is implied. The viewer understands exactly what they gain by staying and watching to the end.

EXAMPLES:

- **Here's the system I use to grow without showing my face.**
- **This is how faceless channels get to 10k subscribers.**
- **Watch this before you post another Short.**

The 7 Hook Structures

Hooks 1 – 4

Each structure below is designed to activate one or more of the 3 psychological triggers. Pick one. Apply it to your next Short.

01 The Curiosity Hook

Create intrigue and stop the swipe. Works by opening a loop the viewer must close.

EXAMPLES:

- **This is why most faceless channels fail.**
- **Nobody talks about this part of YouTube growth.**
- **I changed one thing. Everything shifted.**

02 The Contrarian Hook

Challenge common advice. Works because it disrupts what people expect to hear.

EXAMPLES:

- **Views don't build income.**
- **Editing won't grow your channel.**
- **Consistency alone won't scale you.**

03 The Authority Insight Hook

Explain why something works. Works by positioning you as someone who knows more.

EXAMPLES:

- **Retention drives distribution.**
- **The algorithm rewards behaviour, not effort.**
- **The first second controls your reach.**

04 The Pain Point Hook

Speak directly to the creator's frustration. Works because it feels personal.

EXAMPLES:

- **Stuck under 100 views?**
- **Posting daily but nothing moves?**
- **Your swipe rate is killing your reach.**

The 7 Hook Structures

Hooks 5 – 7

05 The System Hook

Shift the focus to structure over hacks. Works because creators are tired of tactics.

EXAMPLES:

- **Stop chasing hacks. Build a system.**
- **Growth isn't random. It's structured.**
- **Creators don't scale. Systems do.**

06 The Proof Hook

Validate your message with real results. Works because specifics create credibility.

EXAMPLES:

- **3.2K views in 4 days. This is what changed.**
- **This triggered a second distribution test.**
- **This isn't luck. Here's the structure behind it.**

07 The AI Acceleration Hook

Show how AI helps you create faster without lowering quality. Highly relevant now.

EXAMPLES:

- **AI saves time. I use it to grow.**
- **AI does the work. I improve the results.**
- **AI increases output. Retention increases reach.**

TRY THIS

Before your next video, write 5 hook options — one per structure.

Run them all through ViralScore at viralscoreai.app (it's free).

Post the highest scorer. Bank the rest for future videos.

That's the whole system. It takes about 10 minutes.

WANT THE FULL SYSTEM?

The First-Second Formula™ YouTube & TikTok Edition covers all 7 hook structures in full depth, with 35 copy-paste examples, both algorithms, a 30-day content engine, 4 income streams, and a dual-platform checklist.

- **Get the full 36-page guide at sarahbreaksitdown.com - £19**

Which Hooks Perform Best? The Data

I've tested every one of these structures on real channels.

Here's how they stack up by average retention rate.

Take these as a starting point, not a rule — your niche will affect the numbers. But if you're not sure where to begin, the Proof Hook and AI Hook tend to perform well across most niches.



Average retention rate by hook type. Benchmarks are averages, not guarantees.

A NOTE ON TIKTOK

Good news — the same 7 structures work on TikTok too.

The difference is you have about 1.5 seconds, not 2-3.

TikTok moves faster, but the psychology is identical.

- TikTok shows you data in 4 hours — YouTube takes 48
- TikTok cares about completion; YouTube cares about retention
- Use TikTok to test your hooks first, then cross-post what works

SARAH SAYS

My workflow: post on TikTok first, check the data after 4 hours.

If the hook lands, I cross-post to YouTube without changing a thing.

Same video. Twice the reach.

Test Your Hook Before You Post – ViralScore

You've got the structures. Now here's how to know if your actual hook is going to work — before you post it.

I built ViralScore specifically for this.

You paste in your idea, hook, and title.

It scores your hook, predicts your click rate, flags retention risk and rewrites your hook three ways. Takes about 60 seconds.



Viral Score

A 0–10 score predicting overall performance



Hook Strength

Is your opening line strong enough to stop the scroll?



Click Probability

How likely your title is to get clicked in the feed



Retention Risk

Predicts where viewers are likely to drop off



3 Better Hooks

AI rewrites your hook three ways — ready to use



3 Better Titles

Title variations optimised for curiosity and clicks

■ Try ViralScore free:

viralscoreai.app · 3 free analyses per month · No account needed

WHAT TO DO RIGHT NOW

You've got everything you need to write a better hook today.

Here's the exact next step:

- 1 Pick one of the 7 structures — whichever felt most like you
- 2 Write your opening line using that structure. One sentence only.
- 3 Run it through ViralScore (viralscoreai.app) — it's free
- 4 Post it. Check your data after 48 hrs on YouTube, 4 hrs on TikTok
- 5 Find one thing to improve. Just one. Change it next time.

The Deep Dive Awaits — The Full 36-Page System

You've got the foundations now — the hooks, the triggers, the platform differences, and a tool to test it all.

If you want the full picture — the algorithm playbook, the 30-day content engine, the monetisation system, and everything built for both YouTube and TikTok — it's all in the paid guide.

- ✓ **36 pages** — Full guide covering YouTube Shorts AND TikTok
- ✓ **35 hook examples** — Copy-paste examples across all 7 structures
- ✓ **Algorithm Playbook** — YouTube vs TikTok — side-by-side comparison
- ✓ **Niche Blueprint** — Find your lane and validate it before you commit
- ✓ **30-Day Engine** — Weekly posting framework built for faceless creators
- ✓ **Cross-Platform System** — Create once, post twice — the full workflow
- ✓ **Monetisation Guide** — YouTube YPP + TikTok Creator Rewards + 2 more streams
- ✓ **Dual-Platform Checklist** — Printable tick-list from day 1 to day 30
- ✓ **Results Timeline** — Honest week-by-week expectations for both platforms
- ✓ **Plain-English Glossary** — Every technical term used — explained simply

The First-Second Formula™

YouTube & TikTok Edition · 36 Pages · One-time payment

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