

STOP THE SCROLL HOOK SYSTEM

Create Hooks That Get Watched — Not Skipped

Use this worksheet to write hooks that capture attention in the first 3 seconds.

1. Who Are You Hooking?

Who I create content for:

Their biggest struggle:

What they want most:

2. Weak to Strong Hook Practice

A hook I've used before that didn't work:

Rewrite it as a strong hook:

3. The 4 Stop-the-Scroll Hook Types

Emotional Hook:

Problem-Aware Hook:

Identity Hook:

Curiosity Hook:

4. The Simple Hook Formula

Emotion + Problem + Clarity

5. Your Top 3 Hooks

Where will you use these hooks? Reel / Short / Live / Caption / Email

ChatGPT Hook Generator

Copy and paste this prompt into ChatGPT to generate hooks for your niche:

I am creating short-form content and want scroll-stopping hooks that attract the right people.

Here is who I serve:

- Niche:
- Biggest struggle:
- Desired result:

Please generate:

- 5 emotional hooks
- 5 problem-aware hooks
- 5 identity-based hooks
- 5 curiosity hooks

Keep the hooks simple, human, and non-salesy.