

## Copywriting / VSL Copy

Create attention-grabbing opening hooks designed to stop viewers from clicking away during the first 15-30 seconds.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: VSLs, Video Ads, YouTube Pre-Roll, Social Video

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Why This Prompt Exists

Most VSLs fail in the first 30 seconds — the viewer clicks away before the value is delivered.

You get:

- “Hi, I’m [name] and today I’m going to talk about...” (boring, generic)
- hooks that are too slow (no urgency)
- no open loop (no reason to stay)
- hooks that don’t connect to the viewer’s problem
- generic questions (“Do you want more sales?”) — too vague

But a hook is not an introduction.

It is a promise that the next 15 minutes are worth watching.

- Pattern interrupt: break their scrolling trance
- Curiosity gap: open a loop they want closed
- Problem agitation: name their pain immediately
- Direct address: speak to them personally

Without a strong hook, the rest of the VSL doesn’t matter.

This framework forces AI to write hooks that stop the scroll.

## The Prompt

Assume the role of a VSL hook specialist who knows that the first 30 seconds determine everything.

Your task is to generate high-converting VSL hooks.

Generate 10 hooks across these 5 categories (2 per category):

### CATEGORY 1 – PATTERN INTERRUPT

- Something unexpected that breaks their scrolling trance

### CATEGORY 2 – CURIOSITY GAP

- Open a loop they want closed

### CATEGORY 3 – PROBLEM AGITATION

- Name their pain immediately

### CATEGORY 4 – DIRECT ADDRESS

- Speak to them personally

### CATEGORY 5 – RESULT PROMISE

- State a specific outcome

### PLUS:

- Top 3 hooks ranked with rationale
- Visual/audio direction for each top hook

### INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU TALKING TO?]

Their Biggest Problem (in their own words):

[QUOTE OR PARAPHRASE]

Desired Outcome (what they want):

[E.G., "Double sales in 30 days"]

The One Thing They'd Stop Scrolling For:

[E.G., "A specific number" / "An admission of failure" / "A bold claim"]

RULES:

- Each hook must be under 15 seconds when spoken
- Pattern interrupt must be genuinely unexpected (not "most people don't know")
- Curiosity gap must be specific (not "I'll show you a secret")
- Problem agitation must name the exact pain (not "you're struggling")
- Result promise must include a specific number or timeframe

How To Use It

- Test hooks with 5 people in your target audience — which one makes them want more?
- The first 3 seconds matter most — put the hook right at the start.
- Pattern interrupt works well for social ads (unexpected visuals or audio).
- Curiosity gap works well for educational content.

- Problem agitation works best when the pain is urgent.

Example Input

**Product or Service:** Email marketing course — “The Email Profit System” (\$297)

**Target Audience:** Solopreneurs with email lists under 5,000 subscribers

**Their Biggest Problem:** “I send emails but nobody buys”

**Desired Outcome:** “Turn my email list into a consistent revenue stream”

**The One Thing They’d Stop Scrolling For:** A specific number (\$10k from email), an admission of failure, a bold claim about what’s possible

Why It Works

Most VSLs fail because the hook is boring.

This framework improves outcomes by forcing:

- 5 hook categories (variety for testing)
- under-15-second timing (retention)
- audience-specific language (relevance)
- top 3 ranking with rationale (prioritization)
- visual/audio direction (production-ready)

Great hooks don’t introduce — they interrupt and promise.

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