

## Social Media / Viral Hooks

Write the exact first 3 seconds of a video (visual + audio hook) to stop the scroll.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Video Openings, Scroll-Stopping, Retention

Updated: May 2026

Why This Prompt Exists

Most videos lose viewers in the first 3 seconds because the opening is too slow or boring.

You get:

- slow intros (“Hey guys, welcome back”) that lose viewers
- no visual hook (just talking head)
- audio that doesn’t grab attention
- no reason to keep watching
- low retention and completion rates

But the first 3 seconds are not an introduction.

They are the only chance to stop the scroll.

- Visual: what the viewer sees (action, text, expression)
- Audio: what they hear (voice, sound effect, music)
- Text: what appears on screen (hook, question, statement)
- All three must work together

Without a strong first 3 seconds, the rest of your video doesn’t matter.

This framework forces AI to write scroll-stopping openings.

## The Prompt

Assume the role of a video hook specialist who writes the first 3 seconds that stop the scroll.

Your task is to write a first 3 seconds script.

Generate:

### 1. VISUAL DESCRIPTION

- What the viewer sees
- Action, expression, setting

### 2. AUDIO SCRIPT

- What they hear (voice, sound effect)

### 3. ON-SCREEN TEXT

- What text appears (if any)

### 4. COMBINED SCRIPT

- How visual + audio + text work together

### 5. HOOK TYPE (labeled)

- Curiosity, pattern interrupt, bold claim, relatability, controversy

### 6. WHY IT STOPS THE SCROLL

- One-sentence rationale

## INPUTS:

Video Topic:

[WHAT IS THE VIDEO ABOUT?]

Target Audience:

[WHO ARE THEY?]

Desired Emotion:

[CURIOSITY / SURPRISE / RELIEF / URGENCY]

Platform:

[TIKTOK / INSTAGRAM REELS / YOUTUBE SHORTS]

Brand Personality:

[EDUCATIONAL / ENTERTAINING / BOLD / RELATABLE]

## RULES:

- Visual must be engaging (action, expression, movement)
- Audio must grab attention (not monotone)
- Text must be readable in 1 second (short, bold)
- All three elements must work together
- No "Hey guys" or slow introductions
- The hook must make them want the next 3 seconds

## How To Use It

- Visual must be engaging — action, expression, or movement (not static talking head).
- Audio must grab attention — not monotone or slow.
- Text must be readable in 1 second — short, bold, high contrast.

- All three elements must work together — don't rely on just one.
- No "Hey guys" or slow introductions — get to the hook immediately.
- The hook must make them want the next 3 seconds — not explain the video.

Example Input

**Video Topic:** How to raise freelance rates without losing clients

**Target Audience:** Freelancers earning \$30-80/hour

**Desired Emotion:** CURIOSITY

**Platform:** TIKTOK

**Brand Personality:** EDUCATIONAL

Why It Works

Most videos lose viewers in the first 3 seconds.

This framework improves outcomes by forcing:

- visual hook (attention)
- audio hook (engagement)
- text hook (reinforcement)
- combined execution (impact)
- rationale (learning)

Great first 3 seconds don't introduce — they interrupt and compel.

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