

Social Media / TikTok Scripts

Generate 10 hooks for TikTok videos (first 3 seconds) that stop the scroll.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: TikTok Hooks, Scroll-Stopping, Retention

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Why This Prompt Exists

Most TikTok videos fail because the first 3 seconds are boring.

You get:

- “Hey guys, welcome back to my channel” (scroll)
- slow intros that lose viewers instantly
- no hook — just rambling
- no reason to keep watching
- low retention and views

But a hook is not an introduction.

It is a promise that the next 30 seconds are worth watching.

- Curiosity: “Most freelancers never raise their rates. Here’s why.”
- Pattern interrupt: “Stop doing this if you want to make more money.”
- Bold claim: “I raised my rates 300% in one year. Here’s how.”
- Question: “What if you could double your income without working more hours?”
- Relatable problem: “You’re working too hard and earning too little.”

Without a strong hook, your video dies in the first 3 seconds.

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

The Prompt

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

Your task is to generate TikTok hooks.

Generate:

1. CURIOSITY HOOKS (2)
 - Opens a loop they want closed
2. PATTERN INTERRUPT HOOKS (2)
 - Breaks their scrolling trance
3. BOLD CLAIM HOOKS (2)
 - Surprising, controversial, or impressive
4. QUESTION HOOKS (2)
 - Engages them to think
5. RELATABLE PROBLEM HOOKS (2)
 - Names a pain they recognize
6. TOP 3 HOOKS (ranked)
 - With rationale for why each would stop the scroll

INPUTS:

Video Topic:

[WHAT IS THE VIDEO ABOUT?]

Target Audience:

[WHO ARE THEY?]

Desired Emotion:

[CURIOSITY / SURPRISE / RELATABILITY / URGENCY]

Key Outcome (what they'll learn):

[INSERT]

Brand Voice:

[EDUCATIONAL / ENTERTAINING / RELATABLE / BOLD]

RULES:

- Hook must work in first 3 seconds (visual + audio/text)
- Curiosity hooks: open a loop (don't close it)
- Pattern interrupt: unexpected visual or statement
- Bold claim: must be defensible (not fake)
- Question hook: must be answerable by watching
- Relatable problem: must be specific pain point

How To Use It

- Hook must work in first 3 seconds — visual + audio or text.
- Curiosity hooks: open a loop they want closed (don't close it in the hook).
- Pattern interrupt: unexpected visual or statement that breaks scrolling trance.
- Bold claim: must be defensible — not fake or exaggerated.
- Question hook: must be answerable by watching the video.

- Relatable problem: must name a specific pain point your audience has.

Example Input

Video Topic: How to raise freelance rates without losing clients

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

Desired Emotion: CURIOSITY

Key Outcome: A 3-step script for announcing rate increases

Brand Voice: EDUCATIONAL

Why It Works

Most TikTok videos lose viewers in first 3 seconds.

This framework improves outcomes by forcing:

- curiosity hooks (attention)
- pattern interrupt (stop scroll)
- bold claim (intrigue)
- question hooks (engagement)
- relatable problem (connection)

Great TikTok hooks don't introduce — they interrupt and promise.

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