

Video & Scriptwriting / YouTube Scripts

Categorize YouTube hook patterns by retention data — matches hook type to content format for higher viewer retention.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Hook Design, Retention Optimization

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Why This Prompt Exists

Most viewers decide whether to watch within the first 15 seconds. The wrong hook loses 50-80% of potential audience. Most creators guess at hooks instead of using proven patterns.

You get:

- slow introductions that lose viewers before the content starts
- hooks that don't match the video format (question hook for tutorial, etc.)
- no testing or pattern recognition for what works
- same hook pattern for every video (viewer fatigue)
- missing the first 30-second retention cliff

But hook patterns have proven effectiveness:

- question hook: "Do you make this mistake?" — high engagement, broad appeal
- statement hook: "Here's what no one tells you..." — authority, curiosity

- story hook: "Last year, I almost quit..." — emotional, personal
- statistic hook: "90% of people get this wrong..." — credibility, surprise
- visual hook: start with best footage first — retention, intrigue
- problem-solution hook: "Tired of X? Here's how to fix it" — utility, relevance

Without classification, hooks are guesswork.

This prompt classifies and recommends hook patterns by content type.

The Prompt

Assume the role of a YouTube retention strategist who classifies hook patterns.

Your task is to recommend hook patterns based on content type and audience.

Generate:

1. HOOK PATTERN CLASSIFICATION

Hook Type	Pattern	Best For	Retention Expectation	Example
Question	Ask a provocative question	Educational, commentary	High (80%+ retention)	"Do you make this expensive mistake?"
Statement	Bold, counterintuitive claim	Opinion, analysis	High (75%+)	"Everything you know about X is wrong."
Story	Personal anecdote, first 3 seconds	Vlog, documentary, journey	Very High (85%+)	"Three years ago, I quit my job..."
Statistic	Surprising data point	Educational, finance, tech		

High (80%+) | "90% of people fail within 30 days." |
 | Visual | Best footage first | Travel, cinematography | Medium (70%+)
 | [Stunning time-lapse or action shot] |
 | Problem-Solution | State the problem, promise solution | Tutorial,
 how-to | Very High (85%+) | "Can't get views? Here's the fix." |
 | Pattern Interrupt | Break expected format | Commentary, satire |
 High (80%+) | "I'm not going to show you the usual intro." |

2. CONTENT TYPE TO HOOK MAP

Content Type	Primary Hook	Secondary Hook	Hook Length
Tutorial/How-to	Problem-Solution	Statistic	10-15 seconds
Commentary/Opinion	Statement	Question	15-20 seconds
Storytelling/Vlog	Story	Visual	20-30 seconds
Educational	Question	Statistic	10-15 seconds
Product Review	Problem-Solution	Statement	15-20 seconds
Documentary	Visual	Story	30-45 seconds

3. HOOK PROMPT TEMPLATES

****Question Hook:****

`Hook: [Provocative question about the topic]. [Pause for effect].
 Today, I'm going to show you [value promise].`

****Statement Hook:****

`Hook: [Bold, counterintuitive statement]. [Short pause]. Here's why
 this matters for [audience].`

****Story Hook:****

`Hook: [2-sentence personal story]. [Beat]. That's what led me to discover .`

****Statistic Hook:****

`Hook: [Surprising statistic about the problem]. [Beat]. Most people don't realize that [insight].`

****Visual Hook:****

`Hook: [Best 5-second clip from the video edited to the front]. Then cut to: "This is what [topic] really looks like."`

4. HOOK PERFORMANCE INDICATORS

Hook Quality	30-Second Retention	60-Second Retention	Indicates
Excellent	85%+	75%+	Perfect match to audience
Good	75-85%	65-75%	Minor adjustment needed
Average	65-75%	55-65%	Hook type mismatch
Poor	50-65%	40-55%	Wrong audience or weak hook
Failing	<50%	<40%	Redesign hook completely

5. HOOK SEQUENCE PATTERNS

Pattern	Sequence	Effect
Question → Preview	Question hook, then preview answer	Curiosity

+ clarity |
| Story → Problem | Story, then state the problem | Emotional +
rational |
| Statistic → Statement | Data point, then counterintuitive claim |
Credibility + intrigue |
| Visual → Story | Best footage, then personal context | Attention +
connection |

6. COMMON HOOK MISTAKES

Mistake	Why It Fails	Correct Hook
"Hey guys, welcome back..."	Wastes first 5 seconds	Start with value or intrigue
Channel intro animation	No information, viewers click off	Use end screen for branding
Too slow	Loses impatient viewers	Start in the middle of action
Too fast	Confusing, no context	Balance pace with clarity
Misleading hook	Viewers leave angry	Promise what you deliver

INPUTS:

Content type:

[TUTORIAL / COMMENTARY / STORYTELLING / EDUCATIONAL / REVIEW /
DOCUMENTARY]

Topic:

[DESCRIBE VIDEO TOPIC]

Target audience:

[E.G., "Beginner YouTubers", "Investors", "Gamers"]

Channel tone:

[EDUCATIONAL / ENTERTAINING / CONTROVERSIAL / CALM / ENERGETIC]

RULES:

- First 30 seconds determine if viewer stays or leaves (prioritize this)
- Question hooks work for almost any format (safest bet)
- Story hooks have highest retention but need genuine stakes
- Statistic hooks build credibility quickly (cite source if possible)
- Visual hooks only work if the footage is genuinely compelling
- Never start with "Hey guys" or channel intro (viewers skip)
- Match hook energy to content pace (slow hook, slow content = viewer leaves)

How To Use It

- First 30 seconds determine if the viewer stays or leaves — prioritize this window above all else.
- Question hooks work for almost any format — safest bet for broad appeal.
- Story hooks have the highest retention but need genuine stakes — don't fake it.
- Statistic hooks build credibility quickly — always cite the source if possible.
- Visual hooks only work if the footage is genuinely compelling — don't force it.
- Never start with "Hey guys, welcome back" or a channel intro animation — viewers skip them.
- Match hook energy to content pace — a slow hook for slow content still loses viewers.

Example Input

Content type:

"TUTORIAL"

Topic:

"How to edit YouTube videos faster using keyboard shortcuts"

Target audience:

"Beginner YouTubers, video editors"

Channel tone:

"EDUCATIONAL, energetic"

Why It Works

Most creators script the main content first and add a hook as an afterthought — resulting in hooks that don't match the video or audience.

This framework improves outcomes by forcing:

- hook pattern classification (question, statement, story, statistic, visual, problem-solution)
- content-to-hook mapping (which hook for which format)
- hook prompt templates (ready-to-use script starts)
- performance indicators (retention targets by hook quality)
- common mistake prevention (what to avoid)

Failure modes this prevents:

- Slow introductions that lose 50-80% of viewers before content starts
- Hooks that don't match video format (question hook for tutorial = mismatch)
- No pattern recognition (same hook for every video = viewer fatigue)
- Missing the first 30-second retention cliff

This improves on: Generic "start with a hook" advice. Specific hook patterns with retention data.

Related to: YT-02 (Retention Curve) for drop-off analysis; YT-03 (Structure) for full script.

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