

Video & Scriptwriting / Short-Form Video

Generate ultra-fast hooks for the first 3 seconds of short-form video — attention capture optimization for infinite scroll.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Hook Design, Scroll Stopping

Updated: June 2026

Why This Prompt Exists

On short-form platforms, you have 3 seconds to stop the scroll. Most creators waste those 3 seconds on logos, slow intros, or vague statements.

You get:

- first 3 seconds wasted on branding (viewer scrolls past)
- slow, generic openings that don't grab attention
- hooks that don't match platform expectations
- no understanding of what makes a 3-second hook work
- low view completion because you lost them at the start

But 3-second hooks have proven patterns:

- question hook: "Ever wonder why...?" (curiosity)
- statement hook: "Stop doing X." (authority, command)
- visual hook: best footage first (intrigue, beauty)

- pattern interrupt: unexpected sound or visual (stop scroll)
- problem hook: "Tired of X?" (relatability, pain point)
- result hook: "I did X in Y days." (aspiration, proof)

Without 3-second hooks, videos die in the feed.

This prompt generates scroll-stopping 3-second hooks.

The Prompt

Assume the role of a short-form video hook specialist who stops the scroll.

Your task is to generate 3-second hooks for short-form content.

Generate:

1. HOOK TYPE CLASSIFICATION

Hook Type	Pattern	Example	Best For
Question	"Ever wonder why...?"	"Ever wonder why you're tired all the time?"	Curiosity, educational
Statement	"Stop doing X."	"Stop charging your phone overnight."	Authority, tip content
Visual	Best footage first	[Compelling visual]	Travel, art, food
Pattern interrupt	Unexpected sound/visual	[Sudden zoom, sound effect]	Comedy, reaction
Problem	"Tired of X?"	"Tired of slow Wi-Fi?"	Pain point,

solution |
 | Result | "I did X in Y days." | "I read 50 books in a year." |
 Aspiration, proof |
 | Statistic | "X% of people get this wrong." | "90% of people brush
 their teeth wrong." | Educational, surprise |
 | Command | "Watch this." | "Watch what happens next." | Suspense,
 demonstration |

2. HOOK TIMING BY SECOND

Second	Hook Element	Word Count	Action
0:00-0:01	Visual or audio interrupt	0-2 words	Stop scroll
0:01-0:02	Hook delivery	3-5 words	Create curiosity
0:02-0:03	Value promise or preview	5-8 words	Justify staying

3. 3-SECOND HOOK TEMPLATES

****Question Hook (0-3s):****

`"Ever notice [problem]?"` [0:01] ` "Most people get it wrong."` [0:02]
 `"Here's the fix."` [0:03]

****Statement Hook (0-3s):****

`"Stop doing [common mistake]."` [0:01] ` "It's destroying your
 [result]."` [0:02] ` "Do this instead."` [0:03]

****Visual Hook (0-3s):****

`[Best visual clip 0:00-0:01]` ` "Wait for it..."` [0:02] ` "This
 changed everything."` [0:03]

****Problem Hook (0-3s):****

`"Tired of [problem]?"` [0:01] `Same here.`` [0:02] `Until I found this.`` [0:03]

****Result Hook (0-3s):****

`I [achievement] in [timeframe].`` [0:01] `Here's exactly how.`` [0:02] `Step one...`` [0:03]

4. HOOK EFFECTIVENESS SCORING

Hook Quality	Scroll Stop	3-Second Retention	Indicates
Excellent	90%+	85%+	Curiosity + clarity
Good	70-90%	70-85%	Missing one element
Average	50-70%	55-70%	Weak or generic hook
Poor	<50%	<55%	Wasted first 3 seconds

5. HOOK PATTERNS BY NICHE

Niche	Primary Hook	Example
Fitness	Result + Command	"I lost 20lbs in 30 days. Here's how."
Finance	Statistic + Problem	"80% of people overpay for this. Here's why."
Cooking	Visual + Question	[sizzling sound] "Ever wonder why restaurant steak tastes better?"
Parenting	Problem + Solution	"Tired of bedtime battles? Try this."

| Tech | Statement + Command | "Stop closing your apps. It doesn't help." |

6. VISUAL HOOK COMPONENTS

Visual Element	Effect	Example
Fast zoom	Attention grab	Zoom in on product
Color pop	Contrast	Bright object on muted background
Motion	Eye tracking	Moving subject
Face close-up	Emotion, connection	Surprised expression
Text pop	Information	Large bold word

7. COMMON HOOK MISTAKES

Mistake	Why It Fails	Correct Hook
Logo or branding first	No value, scroll past	Value or curiosity first
"Hey guys welcome back"	Wastes 3 seconds	Start with hook, not greeting
Too slow	Viewer gone before hook	Hook in first word
Too vague	No curiosity	Specific problem or result
No value promise	No reason to stay	Preview what they'll get

INPUTS:

Content topic:

[E.G., "How to save money on groceries"]

Target audience:

[E.G., "Budget-conscious families"]

Platform:

[TIKTOK / REELS / SHORTS]

Desired hook emotion:

[CURIOUS / URGENT / SURPRISED / RELATABLE / ASPIRATIONAL]

RULES:

- First word must be the hook (no logos, no greetings, no slow build)
- 3 seconds maximum to deliver value promise (shorter is better)
- Visual hooks work best on TikTok and Reels (sound-off viewing)
- Sound hooks work best with trending audio (stop-scroll recognition)
- Combine visual + audio for maximum impact
- Test hook by watching without sound (is it still compelling?)
- A/B test different hook types for the same content

How To Use It

- First word must be the hook — no logos, no "hey guys," no slow build.
- 3 seconds maximum to deliver the value promise — shorter is always better.
- Visual hooks work best on TikTok and Reels — many viewers watch without sound.
- Sound hooks work best with trending audio — recognizable sounds stop the scroll.
- Combine visual + audio for maximum impact — both senses grab attention.
- Test the hook by watching without sound — is it still compelling enough to stop the scroll?
- A/B test different hook types for the same content — see what your audience responds to.

Example Input

Content topic:

"5-minute morning routine for more energy"

Target audience:

"Busy professionals, 25-40"

Platform:

"TIKTOK"

Desired hook emotion:

"CURIOUS"

Why It Works

Most creators lose viewers in the first 3 seconds — because they treat short-form like long-form, with slow intros and branding.

This framework improves outcomes by forcing:

- hook type classification (question, statement, visual, pattern interrupt, problem, result, statistic, command)
- hook timing by second (what happens at 0:01, 0:02, 0:03)
- script templates (ready-to-use 3-second patterns)
- effectiveness scoring (what good retention looks like)
- niche-specific patterns (what works for fitness vs. finance vs. cooking)

Failure modes this prevents:

- First 3 seconds wasted on logos or greetings (viewer scrolls past)
- Slow, generic openings that don't grab attention
- Hooks that don't match platform expectations (visual for sound-off viewing)

- No value promise, so no reason to stay

This improves on: "Start with a hook" advice. Specific 3-second patterns with proven effectiveness.

Related to: SF-01 (Loopable) for retention; SF-05 (Pattern Interrupt) for scroll stopping.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

Carefully engineered prompts for people doing real work.