Hook Bank Template

Make people stop scrolling in 3 seconds · Marketing & Lead Generation · Episode 074

These are examples, not promises. Hold rates, bookings and ad costs are illustrations, not forecasts. General education, not financial or advertising advice. Currency is USD.

Systex: https://loftybiz.net

How to use

1. Collect hooks first. For two weeks, save every short video that makes you stop. Write the first line and why it worked.

2. Build a hook bank. Sort them into five types: a question, a mistake, a number, a before and after, and a quick promise. Write ten of your own for each type.

3. Show and say together. Put the first line on screen, say it out loud, and match the first picture. No logo, no greeting.

4. Test one thing at a time. Post the same video twice with two different hooks. Compare who watched past three seconds, and who booked.

5. Keep a hook log. Every Friday, record the hook, type, three-second hold rate and bookings. Reuse the winners.

6. For small ads. Split the ad into hook, middle and next step. Open with the customer’s problem. Admit a small weakness. Score the ad (six points) before you spend. Test hooks on a small budget.

Live formulas in the spreadsheet

Hook-log hold rate is watched past 3 seconds divided by views, with an average and booking total. The ad scorecard sums six yes/no checks and flags any ad under 5 as “Fix before spending.” Cost per booking is spend divided by bookings.

Worked examples (illustration only)

Marisol, Oaxaca: a cut and colour about $60; viewers past three seconds about one in five to about one in two; booking messages about two a week to about nine. Henrik, Aarhus: a full service about $90; cost per booking about $45 to about $18. These are examples, not promises.