

The Hook, Substance, Payoff Framework

[2. Idea Creation & Why Videos Go Viral](#)

In this video we cover the format you should be using for your videos.

The format looks like this.

1. Hook

Purpose: Grabs the viewer's attention in the first 5-7 seconds.

Goal: Persuade viewers to watch the entire video by sparking curiosity.

Implementation: Utilize either an auditory hook (voice-over, direct speech) or a visual hook (unexpected visuals, transformations) to pose a question or intrigue.

Incorporate Questions: Make viewers curious to find out the answer to what you just said (open the curiosity loop).

Keep it Short and Concise: Use simple and direct language. Should take less than 5 seconds to say.

Example: Here's something I learned that feels illegal to know!

2. Substance

Constitutes 75-80% of the video, offering valuable content.

Purpose: Engage viewers by providing educational content or entertainment.

Strategy: Use the "Laugh or Learn Framework" to either educate or entertain, ideally blending both (edutainment).

Tips for to keep engagement high: Enhance engagement through editing techniques, overlays, and sound effects.

This is where most viewers will stop watching.

Keep the story moving efficiently.

Use techniques such as callouts and new information to keep the audience engaged and watching to the end.

3. Payoff

Purpose: Delivers on the promise made by the hook, satisfying viewer curiosity.

Importance: Essential for closing the curiosity loop opened by the hook, encouraging shares and saves.

Tips for Success: Ensure the payoff is compelling and answers the questions raised by the hook.

Keep the payoff concise and end the video promptly after delivering it.

Call to action at the end. Ask for a follow, share or comment. This may seem insignificant but it makes a huge difference.

If you would like to see this in more detail and an example of applying this to an actual video idea download the PDF!

ACTION STEP:

1. Come up with a rough idea (it doesn't have to be any good right now) and think about what a possible hook, substance and payoff could be. Write this down.
2. Watch a few videos on TikTok or Instagram that are popular (at least 20k likes) and watch with the intention of identifying the Hook, Substance, and Payoff. Take note of this and write it down.