

The Hook *Sheet*

You have about **three seconds**. Creative is the number one lever, bigger than targeting and bigger than bidding. It is also the only lever you control exactly as well as someone spending a hundred times your budget.

STEP 1 · WHERE IS YOUR BUYER?

STAGE	THEY ARE	SO YOUR HOOK MUST
Unaware	Do not know they have the problem	Name the problem out loud
Problem aware	Feel the pain, do not know solutions exist	Agitate, then point at a way out
Solution aware	Know solutions exist, do not know you	Show why yours is different
Product aware	Know you, have not bought	Handle the objection, prove it
Most aware	Ready, need a reason now	Offer and urgency

Most founders write a **product aware** hook for an **unaware** audience. That is the single most common reason an ad flops.

STEP 2 · PICK A SHAPE

- ☐ **Problem, agitate, solve.** "Tired of _____? It is costing you more than you think."
- ☐ **Unexpected result.** "We _____ by _____% by changing one thing."
- ☐ **Pattern interrupt.** "Stop _____ing. You are doing it backwards."
- ☐ **Authority statistic.** "_____% of _____ are _____. Here is what the rest do."

STEP 3 · THE THREE LAYER HOOK

Broad appeal, catch the widest net:

Narrow focus, who this is actually for:

Niche expertise, why you specifically:

STEP 4 · YOUR THREE HOOKS · DIFFERENT SHAPES, SAME OFFER

Three ads in one ad set. Let the auction pick the winner. It is better at this than you are. Once one works, change **one** variable to make seven more: audience, pain point, benefit, example, emotion, question form, visual.

WHAT WORKING LOOKS LIKE

METRIC	HEALTHY	DEAD
Link click rate	around 1% or better	below 0.5%: investigate creative and traffic quality
Hook rate (Meta)	25 to 30% or better	below 15%
Watch time	50%+ of the video	

PRODUCTION REALITY

- | | |
|---|--|
| ☐ Shot on a phone. Vertical. Sound on. | ☐ One ask at the end. One. |
| ☐ Key message in the first two seconds | ☐ Test length against your message and audience |
| ☐ Text on screen, most watch muted first | ☐ Producible by you, this week, no agency |
