



FRAME × FRAME ACADEMY

The 3-Second Hook Cheat Sheet

Stop losing viewers before they start. — synthesized from 13 creators

THE ONE RULE

- The algorithm tracks ONE number: did they stay past second 3.
- Everything in your opening serves that number. Nothing else matters yet.

THE 5 HOOK PATTERNS

- LOOP — ask the question you answer at the end ('the reason your reels flop isn't what you think').
- CONTRADICTION — 'this \$30 lens beats your \$2,000 one.'
- STAT/SHOCK — lead with a number or result ('I got 10M views off ONE clip').
- CALLOUT — name the viewer directly ('if you make content, stop doing this').
- PROGRESSION — open a payoff you delay ('wait for the end').



THE DON'T LIST

- No logo intro. No 'hey guys.' No slow build. No throat-clearing.
- If your first frame could be ANY video, it's already dead.

PLACEMENT

- Put the hook text in the SAFE ZONE — dead center, not top/bottom (buttons cover those).
- Eyes + text + motion all in frame 1.



FIG 02 SAFE-ZONE PLACEMENT — top + bottom are covered by UI. Hook text and eyes live dead center, frame 1.

► **Pick ONE pattern. Write 3 hooks before you film a single second.**