

Five hooks + one finished script

Try five formulas from the saved 120-formula library, plus a completed script example. Replace bracketed placeholders with accurate details.

Hook 1 / library formula 1

The mistake costing {audience} {outcome}: {topic}. Focus on the first step.

Hook 2 / library formula 11

Before you try {topic}, check this. Focus on the first step.

Hook 3 / library formula 21

I wish I knew this about {topic} sooner. Focus on the first step.

Hook 4 / library formula 31

Three ways to improve {outcome} with {topic}. Focus on the first step.

Hook 5 / library formula 41

Stop guessing about {topic}: start here. Focus on the first step.

Completed example / approximately 30 seconds

Example topic: planning three product videos before recording. Adapted editorial example, not a customer testimonial.

0-5s - Hook: "Before you film another product video, write these three lines."

5-12s - Show a blank page. "First, name the question your customer needs answered."

12-20s - Write three headings: problem, demonstration, next step. "Next, show one real feature. Keep the claim specific and accurate."

20-27s - Show the finished outline. "Finish with one invitation: try a sample or see the product."

27-30s - CTA: "Try five free hooks at NFNTY DIGITAL."

On-screen caption: Question > Demonstration > Next step. Read aloud and adjust timing. The paid tool creates text drafts, not finished videos.

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