

FREE STARTER SET

4 AI Prompts for Scroll-Stopping Hooks

A free starter set from the Hook Prompt Pack. Paste into ChatGPT, Claude or Gemini with your product and get 10 hooks built from your real numbers and reviews.



How to use these prompts

- **Pick the trigger that fits the video**, not your favorite one. Each page says when it works and when it fails.
- **Fill every [BRACKET] with something real**. Your product, your numbers, your reviews. The prompts are written to refuse invented facts.
- **Paste the whole prompt** into ChatGPT, Claude or Gemini (free tiers work). Ask for 10 more if the first batch is flat.
- **Film the first 1.5 seconds first**. Say the line, show the first frame, then build the rest of the video behind it.
- **Keep score**. Note which trigger each video used and its retention. After 10 videos you will know your best triggers.

Want the other 12?

The full Hook Prompt Pack has all 16 triggers, and it comes with the Hook Deck: a spaced-repetition app that drills every trigger with real hooks from top Shorts, refreshed every week.

Try 3 triggers free, no sign-up: study.suansupply.com/try

Get the full deck: study.suansupply.com

Result first

Show the finished product or end state in the first frame, then go back to how it was made. The payoff is proven up front, so the viewer knows the time is worth it and stays to see the process.

WHEN IT WORKS

The finished product is visually striking and the process is the content.

WHEN IT FAILS

The result isn't impressive enough to justify the rewind. Weak result, weak hook.

THE PROMPT

Write 10 result-first hooks for [PRODUCT]: the first frame shows the finished result, the spoken line contrasts it with a humble starting point (a cheap material, a small number, a messy before). Format: first frame / spoken line.

Fill in the brackets with real details before you paste.

FORMULAS THE PROMPT IS BUILT ON

- Open on the finished [product], then: 'Here's how I made it from [raw material].'
- This is [result]. It started as [humble starting point].
- Final reveal first, then rewind to step one.

EXAMPLE HOOK

First frame: A finished, glossy walnut serving board rotating on a turntable.

Spoken: "This started as a \$4 block of wood."

Price tension

Put a price question in the first second: guess the price, show a shocking price, or compare a cheap and an expensive version. Everyone has an opinion on price, so the viewer starts guessing and stays for the answer.

WHEN IT WORKS

Price is surprising, or you're comparing value against a well-known alternative.

WHEN IT FAILS

The price isn't surprising. If the guess and the answer match, there's no payoff.

THE PROMPT

Write 10 price-tension hooks for [PRODUCT, PRICE, COST TO MAKE]: guess-the-price, cheap vs expensive comparison, or 'why this costs X'. One spoken line each plus the on-screen text. Only use the real numbers I gave you.

Fill in the brackets with real details before you paste.

FORMULAS THE PROMPT IS BUILT ON

- Guess how much this [product] costs to make.
- \$[cheap] vs \$[expensive] [product]: can you tell?
- Why this [product] costs \$[high price].

EXAMPLE HOOK

First frame: A hand-painted mug rotating on a turntable.

Spoken: "Guess how much this mug costs me to make."

On screen: guess in the comments

Before and after

Show a transformation, with the contrast visible at once (split screen) or promised. Transformations are tiny stories with a guaranteed ending, and the gap between states is the hook.

WHEN IT WORKS

Your product or service changes something visibly: a space, a look, a listing, a number.

WHEN IT FAILS

The difference is small or the 'before' is staged to look fake.

THE PROMPT

Write 10 before-and-after hooks for [THING THAT CHANGED, e.g. my product photos, my Etsy shop stats]: describe the split screen or the two shots, the spoken line under 10 words, and what time period or change produced the difference.

Fill in the brackets with real details before you paste.

FORMULAS THE PROMPT IS BUILT ON

- Split screen: [before] on the left, [after] on the right.
- My [thing] before and after [change].
- This is what [time period] of [effort] did to my [thing].

EXAMPLE HOOK

First frame: Split screen: a dim phone photo of a necklace vs a bright styled shot.

On screen: same product, new photo

Identity callout

Name the viewer directly in the first line. Hearing your own group named (the 'cocktail party effect') pulls attention, and it tells the algorithm and the viewer who the video is for.

WHEN IT WORKS

You serve a clear group and the video only makes sense for them.

WHEN IT FAILS

The group is too broad ('entrepreneurs') or the rest of the video isn't actually for them.

THE PROMPT

Write 10 identity-callout hooks that open by naming my exact viewer: [AUDIENCE, e.g. Etsy sellers who make jewelry]. Pair the identity with one specific pain or deadline. Keep each under 12 spoken words and add a 2 to 4 word on-screen caption.

Fill in the brackets with real details before you paste.

FORMULAS THE PROMPT IS BUILT ON

- If you sell [product type] on [platform], watch this.
- This is for the [identity] who [specific struggle].
- [Identity], you need to see this before [event or season].

EXAMPLE HOOK

First frame: Laptop screen showing an Etsy sales dashboard.

Spoken: "If you sell digital downloads on Etsy, this is for you."

On screen: digital sellers only