5-Second Formula

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A short guide to opening a video or message with an attention-focused hook.

What this guide covers

- Explore different hook structures.
- Connect an opening pattern to the main message.
- Develop and test variations for short-form content.

Who this is for

For creators and marketers producing short-form content.

Putting the ideas to use

Draft several opening hooks for an existing message or video.

Book details

Format: Guide. Pages: 16. Words: 953.

Download availability: After payment, download the complete ZIP package or the included PDF separately.