

THE SHORT-FORM VIDEO AD PLAYBOOK:

TURN ATTENTION INTO LEADS—
IN LESS THAN A WEEK

SQUARE 1 GROUP

THREE VIDEOS. ONE OFFER. ZERO EXCUSES.

ATTENTION TO LEADS

INSTRUCTIONS:

Short-form video isn't just "content." It's the fastest, cheapest way to get in front of buyers today.

This workbook walks you through four simple phases to build and launch three thumb-stopping ads — from hook to upload.

THE GUIDE:

Each worksheet builds on the last. Fill it out as you go; by the end, you'll have three ads live and data coming in.

SECTION 1:

Hook & Offer Map (Day 1)

Goal: Identify your audience, define their pain, and write 10 hooks that punch.

Steps:

1. Who: My audience is _____.

2. Pain: They're frustrated by _____.

3. Outcome: They want _____.

4. Offer: I help [WHO] go from [PAIN] to [OUTCOME].

5. Write 10 Hooks using one of these angles:

Pain: "You're doing _____ wrong."

Mistake: "If you're still _____, stop."

Quick Win: "Try this 3-minute fix."

Story: "Last year I _____ and almost quit..."

Objection Flip: "You don't need _____ to _____."

6. Pick Top 3 Hooks that feel bold, simple, and scroll-stopping.

SECTION 2 :

Script Builder (Day 2)

Goal: Turn your top 3 hooks into short, tight scripts.

Framework (20–30 seconds):

0–3 sec: Hook – grab attention fast.

4–10 sec: Pain – show empathy.

11–20 sec: Solution – your offer.

21–30 sec: CTA – what to do next.

Example:

"Still spending hours chasing leads? Here's the truth — it's not your work ethic, it's your system."

I help solopreneurs set up a simple funnel that brings clients to you. Click below to see how it works."

Checklist:

☐ One idea per script

☐ No jargon

☐ Conversational tone

☐ Speak > write

☐ End with action

SECTION 3:

Shoot & Setup (Day 3)

Goal: Film 3 videos UGC-style — fast, raw, real.

Gear Checklist:

☐ Phone camera (1080p or better)

☐ Natural light / window

☐ Quiet background

☐ Tripod or steady hand

☐ Mic (optional)

Shooting Tips:

1. Shoot vertical (9:16).

2. Keep eyes centered — no nostril angle.

3. Energy up 10% higher than feels normal.

4. Say lines once with confidence — don't over-rehearse.

5. Record B-roll if useful (hands typing, screen, etc.).

After Filming:

1. Name files by hook ("Hook1_Pain.mp4").

2. Save to Google Drive / Phone Album for edit day.

SECTION 4:

Edit & Launch Ads (Day 4)

Goal: Polish + post ads on Reels / TikTok / Shorts with a basic test budget.

Editing Checklist:

☐ Trim dead seconds up front.

☐ Add captions (auto or CapCut).

☐ Add progress bar or subtitle highlight.

☐ Keep length < 30 s.

☐ Add CTA text at end ("Learn More").

Ad Setup Basics:

1. Platform: Meta / TikTok / YouTube Shorts.

2. Budget: \$10/day per creative.

3. Targeting: Broad + interest stack.

4. KPIs: 3-sec View Rate, Hold Rate (>35%), CTR (>1%).

Tracking Sheet:

Ad Name	Hook Type	3-Sec View %	Hold %	CTR %	Notes

Why It's Important:

Short-form video is the most leveraged marketing medium in 2025. You don't need to go viral — you just need to get seen by the right people and make a clear offer. Three simple videos can do what months of posting can't: create attention on demand.

Book a free strategy session here:

square1grp.com/brainstormsession

You've built three ads, launched them, and now you're collecting data.

Next step — let's turn those views into booked calls.

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