

TURN YOUR HOOKS INTO SCROLL-STOPPING SCRIPTS

HOOKS GRAB ATTENTION. SCRIPTS TURN THAT ATTENTION INTO ACTION.

SCRIPT BUILDER

INSTRUCTIONS:

Yesterday you brainstormed 10 hooks and picked your best 3. Today you'll turn those hooks into short, punchy, camera-ready scripts that can be filmed in under 30 seconds.

The key: keep it conversational, emotional, and fast. Each script should feel like you're talking to one person, not at an audience.

THE GUIDE:

STEP 1:

List Your Top 3 Hooks

Fill in the blank:

- 1.
- 2.
- 3.

STEP 2:

Define the Big Promise

Fill in the blank:

Each video should promise to help the viewer _____ without _____.

Example: "Get more leads without spending on ads."

STEP 3:

Use the 4-Part Ad Formula

Every script follows this flow:

1. **Hook (0-3 sec)** — Grab attention.
2. **Pain (4-10 sec)** — Show you get their problem.
3. **Payoff (11-20 sec)** — Reveal the solution or insight.
4. **CTA (21-30 sec)** — Tell them what to do next.

STEP 4:

Draft Script #1

Fill in the blanks:

1. **Hook:** " _____ "
2. **Pain:** " _____ "
3. **Payoff:** " _____ "
4. **CTA:** " _____ "

Example: Hook – "You're doing your ads backward." → Pain – "You post content and hope it works." → Payoff – "Here's the one-line offer that tripled my click-throughs." → CTA – "Want the script? Click below."

STEP 5:

Draft Script #2

Same format as Step 4.

STEP 6:

Draft Script #3

Same format as Step 4.

STEP 7:

Simplify the Language

Fill in the blank:

If I read this out loud and it sounds stiff, I'll replace _____ with _____.

Example: "utilize" → "use."

STEP 8:

Add a Visual Cue

Fill in the blank:

While saying this line, I'll show _____.

Example: a screenshot, hand gesture, whiteboard, text pop-up.

STEP 9:

Check Timing

Fill in the blank:

My script reads out loud in _____ seconds (should be under 30).

STEP 10:

Pick Your Favorite Line Per Script

Fill in the blank:

The strongest line from each script is _____.

(These become caption hooks or text on screen.)

Why It's Important:

Most people waste the first 5 seconds of their video with fluff. This framework forces clarity and momentum — so you hold attention and get clicks. Every second is earned or lost.

You've just built three scripts that sell without sounding salesy.

Tomorrow, we'll film them UGC-style — **raw, real, and ready to convert.**

Want me to help you review your scripts before you record?
Book a free strategy session:

square1grp.com/brainstormsession