SQUARE 1 GROUP

# THE SHORT-FORM VIDEO AD PLAYBOOK

Your step-by-step guide to creating scroll-stopping ads that sell.

EMOTIONAL

CONVERSATIONAL

EDIT & LAUNCH

ATTENTION INTO LEADS

SHOOT & SETUP

RAW

SCRIPT BUILDER

1

FAST

# 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.

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.

# THE GUIDE:

## 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.

# SCRIPT BUILDER:
# 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**

# SHOOT & SETUP:
# FILM YOUR 3 VIDEOS LIKE A PRO (USING JUST YOUR PHONE)

## PEOPLE DON'T TRUST POLISH — THEY TRUST PERSONALITY.

SHOOT & SETUP

### INSTRUCTIONS:

Your scripts are ready. Now it's time to film. Forget fancy cameras or over-editing.

Short-form ads work best when they feel **raw, human, and real** — like something a friend would send.

This worksheet gives you the setup, gear, and shooting checklist to record three killer UGC-style videos today.

# THE GUIDE:

## STEP 1:
**Prep Your Space**

**Fill in the blank:**
My filming location will be
_____.

*Example: "by the window with natural light on my face."*

**Lighting Checklist:**
- ☐ Natural light or ring light facing you
- ☐ No bright window behind you
- ☐ Clean background — no clutter

## STEP 2:
**Gear Check**

**Lighting Checklist:**
- ☐ Phone (1080p or 4K)
- ☐ Tripod or steady surface
- ☐ Clip-on mic (optional but ideal)
- ☐ Charged battery + storage space

## STEP 3:
**Frame the Shot**

**Fill in the blank:**
I'll frame from _____ to _____.

*Example: "chest to head — centered."*

**Tips:**
1. Keep eyes at top third of screen.
2. Vertical (9:16) only.
3. Avoid "nostril angle."

## STEP 4:
**Energy Calibration**

**Fill in the blank:**
On camera, I need to bring ___% more energy than feels normal.

*Example: "20%."*

Remember — energy translates smaller on camera.

## STEP 5:
**Script Walkthrough**
Read each script once before rolling.

**Fill in the blank:**
The line I need to hit with emphasis is _____.

*Example: "The one sentence that summarizes the offer."*

## STEP 6:
**Film 3 Takes Per Video**

**Multiple choice:**
For each script, I will…
- ☐ Film one slow version
- ☐ Film one normal version
- ☐ Film one high-energy version

*(Pick the best one later — don't judge mid-shoot.)*

## STEP 7:
**Add B-Roll or Visual Support**

**Fill in the blank:**
I'll capture extra clips of _____ to overlay later.

*Example: typing on keyboard, walking into office, checking phone.*

## STEP 8:
**Record a Custom CTA Clip**

Record a 5-second close-up saying:
"Click below to see how it works" or "DM me 'INFO' and I'll send the details."

*(This becomes your universal CTA for all ads.)*

## STEP 9:
**Label and Organize Files**

**Fill in the blank:**
I'll save my videos as _____.

*Example: "Hook1_Pain.mp4, Hook2_Proof.mp4, Hook3_Mistake.mp4."*

Upload to Drive or Dropbox so you're ready for edit day.

## STEP 10:
**Self-Review**
Watch each video once with sound on and off.

**Fill in the blank:**
The moment that hooked me was _____.
The moment I lost attention was _____.

*(Cut the dead seconds tomorrow in editing.)*

### Why It's Important:

Most creators overthink production and under-deliver authenticity. Your phone + good lighting + clear message = everything you need.
The fastest way to test an idea is to hit record.

## You've got 3 videos filmed and ready for edit day.

## Tomorrow, we'll cut them down, add captions, and launch your first ad campaign.

**Want me to personally review your videos before you launch?**
**Book a free strategy session:**

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# EDIT & LAUNCH ADS:
# CUT SMART, POST FAST, AND START COLLECTING DATA

A VIDEO ISN'T DONE WHEN IT'S FILMED —
IT'S DONE WHEN IT'S PUBLISHED AND PERFORMING.

( EDIT & LAUNCH )

**INSTRUCTIONS:**

Today's the payoff.
You'll trim, caption, export, and launch the three short-form ads you filmed yesterday.

Keep it simple: clean edits, tight pacing, and crystal-clear calls to action.
Your goal is to go from camera roll → live ads in under 90 minutes.

# THE GUIDE:

## STEP 1:
**Pick Your Best Take**

**Fill in the blank:**
The take that felt most authentic and energetic is _____.

*Example: "Hook #2, Take 3."*

## STEP 2:
**Trim Dead Seconds**

- ☐ Cut the first 1–2 seconds before you start speaking.
- ☐ Remove "ums," restarts, and any long pauses.
- ☐ Keep final length **under 30 seconds.**

## STEP 3:
**Add Captions**

**Multiple choice:**
- ☐ CapCut (auto-captions)
- ☐ Submagic / Subtitle Edit
- ☐ Manual in Premiere or Descript

Make text large and readable on mobile (avoid top and bottom UI zones).

## STEP 4:
**Add Visual Cues**

**Fill in the blank:**
While editing, I'll add _____ to keep attention.

*Example: ""emoji arrows, zoom punches, or highlight boxes on key words."*

## STEP 5:
**Overlay CTA Text**

**Fill in the blank:**
At the end of each video, my CTA text will read:
"_____."

*Example: "Book your free strategy session today."*

## STEP 6:
**Export Settings**

- ☐ 1080×1920 vertical
- ☐ H.264 .mp4 format
- ☐ File name = HookX_Final.mp4

## STEP 7:
**Upload to Platform(s)**

**Platforms to choose:**
- ☐ Meta (Reels Ads)
- ☐ TikTok Ads Manager
- ☐ YouTube Shorts

Budget recommendation: $10 per day per creative for 5 days ($150 total test).

## STEP 8:
**Set Up Targeting & Tracking**

- ☐ Target broad (18+, English, interest stack if needed).
- ☐ Add UTM links to track clicks (utm_campaign=Hook1, etc.).
- ☐ Double-check pixel or event tracking if installed.

## STEP 9:
**Record Your Metrics Daily**

Use this sheet to track performance for 5 days:

## STEP 10:
**Decide Your Winner**

**Fill in the blank:**
The best-performing ad is _____ because _____.

*Example: "Hook #3 — it had the highest CTR and comment rate."*

**Tracking Sheet:**

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

*Example: Hook1 — Pain Story — 80 % view, 1.6 % CTR = winner.*

**Why It's Important:**

Ads don't work because they're pretty — they work because they ship. You can't improve what isn't live. Publishing creates data, data creates clarity, clarity creates sales.

## Your ads are live.

## Now watch the numbers, find the winner, and double down.

**Need help scaling the winning ad into a full lead system? Book a free strategy session:**

`square1grp.com/brainstormsession`

# Ready to turn your content into cash-flowing campaigns?

Inside, you'll:
- Build powerful video ad scripts from your best hooks
- Shoot like a pro — using only your phone
- Edit, post, and start collecting real data

Stop scrolling. Start scaling.
Grab your camera, open this workbook, and launch your first winning ad today.

Ready to turn attention into leads?

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