CON-GEN MEDIA · FREE RESOURCE

HOOK PACK

25 frame-1 hooks.

Open every reel with motion, text and sound on the very first frame.

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25 frame-1 hooks

01
Start mid-action
Open on the moment the hand hits the table, not before.

02
Text before voice
Frame 1 shows the promise in 5 words before anyone speaks.

03
The result first
Show the finished edit, then rewind: 'Here's how.'

04
Big number on screen
'1.2M views from one change' in yellow, frame 1.

05
Pattern break zoom
Punch-in 140% on the first word.

06
Before / after split
Raw left, graded right, slider moving on frame 1.

07
Question you can't ignore
'Why do your reels die at 1 second?'

08
Call out the viewer
'If you edit reels for clients, stop scrolling.'

09
Wrong way first
Show the common mistake with a red X, then the fix.

10
Object in motion
Something enters frame fast: phone, coffee, hand.

11
Sound on frame 1
A hit or whoosh lands with the first cut, no silence.

12
Face + text
Close-up face with a 3-word caption in the safe zone.

13
Screen recording reveal
Timeline already playing, cursor mid-drag.

14
The countdown
'3 edits that doubled our retention' with a 3 on screen.

15
Contrarian line
'Stop adding captions. Do this instead.'

16
Proof screenshot
Analytics graph spiking, circled in red.

17
Speed ramp open
Slow to fast in the first 0.5 s.

18
The secret tool
'The free tool editors don't tell you about.'

19
Mistake reveal
'I wasted 2 years doing this.'

20
Unfinished sentence
Caption cuts off: 'The one setting that…'

21
POV hook
'POV: your client asks to make it pop.'

22
Visual list
Three icons pop in a row on frame 1.

23
Price tag
'This edit costs $35. Here's what you get.'

24
Transformation
Messy desk to clean setup in one cut.

25
Direct promise
'Steal this hook template in 10 seconds.'

Want us to make it for you? DM "EDIT" to @congenmedia · congenmedia.com