18 PARVAS

3 hook formulas and 5 tips for story reels

A free sheet. Use it with any story and any tools.

Three hook formulas

The hook is the first line a viewer hears. Keep it to ten words or fewer, and say it in the first second.

1 The contradiction

Put two things side by side that should not both be true.

"He could leap an ocean. He didn't know it."

2 The plain fact that sounds wrong

State what happened, flatly, and let it be strange.

"Rama fasted three days. The ocean ignored him."

3 The small picture

Open on two figures and one place. No names, no background.

"Under a tree, a woman waited. A monkey found her."

The test

Read only your first line aloud. If it does not make you want to hear the second line, rewrite it. Never open by setting the scene: "On the road home one day..." gives a viewer no reason to stay.

Five tips

1 One line, one picture

Give each short clip one spoken line and one action. If a line needs two pictures to make sense, split it into two lines.

2 Let every shot finish

Decide how each shot ends before you make it: a look, a held pose, a hand coming to rest. A shot that cuts off mid-movement feels like a mistake, even when nothing else is wrong.

3 Fill the time

Silence between lines reads as a pause in the story. Trim each shot to its line plus a short beat, so the next line arrives while the viewer is still watching.

4 Write for the sound off

Many people watch muted. Put the words on screen from the first frame, a few at a time, in step with the voice. Then watch your reel with no sound and see if it still tells the story.

5 End on something to keep

Close with one sentence the viewer can use, then ask them a question.

"Patience is not giving up. What are you waiting for?"

Before you post

- Does the first line pass the test above?
- Has the last shot finished moving?
- Does it work with the sound off?
- If the video is AI-made, is it labelled that way?

These are habits that improved our own reels. They are not a promise of views. The full method, with every prompt and script, is in Clone My Idea at the 18 Parvas shop.