



GrowthCharter TikTok Hook Testing Playbook

Win the first 3 seconds. Make testing boring, repeatable, and fast.

1) Goal & Guardrails

- Primary success metric: Hook Hold Rate ($3s \text{ view} \div \text{impressions}$). Secondaries: CTR, CPC/CPL. • Target: $\geq 35\%$ 3-second hold, $\geq 1.5\%$ CTR (adjust to baseline).
- Each test isolates ONE variable in the first 3 seconds.

2) Hook Patterns to Rotate

- Payoff-First: "Watch me cut CPA by 48% in 30s."
- Open Loop (Curiosity Gap): "Most people miss this step..."
- Pattern Interrupt: unexpected motion/prop/sound.
- Before $\rightarrow$ After flash: instant contrast within 0.8s.
- Direct Call-out: "Hey [role/audience], quick win."
- Taboo/Contrarian: "Stop doing X, do THIS."

3) 3-Second Script Formula

- S0.0: Show payoff or problem (on-screen text).
- S0.3–1.5: Movement + face/hand/prop + tight crop.
- S1.5–3.0: Proof cue (result, testimonial, metric, demo).



4) On-Screen Text (OST) Rules

- 5–10 readable words/sec. Big, high-contrast, safe margins.
- Lead with outcome: “From R210 CPL → R88 (3 tweaks).”
- Captions always on. The first line repeats the hook verbatim.

5) Shot Setup (Phone-Simple)

- Start in on the action (no hello). Loud first frame.
- Cut every 0.6–0.9s; add a micro-zoom or angle change.
- Audio: hook SFX sting or pattern-interrupt beat.

6) Test Matrix (1-Week Sprint)

Concept	Hook Line	First Frame	Proof Cue	Result
A1	Payoff-First	Metric overlay	Screen rec/testimon	
A2	Open Loop	Gesture close-	Before/After flash	
B1	Contrarian	Prop interrupt	Live demo step	
B2	Direct Call-out	Face + OST	Metric overlay	



7) Measurement & Decision Rules

- Sample size: $\geq 5k$ impressions per variant (or 95% CI on CTR).
- Advance only variants with: 3s Hold +20% vs control OR CTR +25%.
- Kill list: bottom 25% by Hold AND CTR after spend threshold.

8) Naming, Files, & Handover

- Name: YYYYMMDD_TT_Platform_Concept_Hook_Rev (e.g., 2025-09-25_TT_AI_Payoff_v03).
- Deliver: .mp4 + .srt + editable project; OST text in .txt.
- Thumb: freeze the strongest frame of second 0.2–0.4.

9) 30-Minute Production Checklist

- Script 3 hooks using formula; write OST.
- Shoot 2 angles per hook + 1 prop interrupt.
- Edit to 3.0s hook window; add captions & meters.
- Export 4× variants; upload with distinct first frames.



10) UGC/Creator Brief (Paste This)

Goal: Lift 3-second hold & CTR via first-frame hooks.

Audience: [insert]. Proof: show metric/result fast.

Deliverables: 4× 9:16 videos (15–25s), captions on, separate .srt. Hooks to film: Payoff-First, Open Loop, Contrarian, Direct Call-out. Deadline: 72h. Usage: Paid ads + organic whitelisting.

Tip: Keep what changes small and surgical. Only the hook varies between variants.