

Gerardo Perez:

Let's chat about verbal hooks. So verbal hooks are essentially when you call out something to your audience, or you say something within the first three to four seconds of your video in order to encourage people to continue to watch. One of my personal favourite verbal hooks is what I like to call audience anchoring. A great way to explain this is, let's say for example, you are a personal trainer teaching people how to get six pack abs. Do you think it would be a little bit more impactful to just say, "Here's how you get six pack abs," or "This is LeBron James's six pack ab routine." Being able to anchor your audience based off of some sort of commonality helps build rapport and it actually gives them a reference point based off of something that they already know or understand. Let's say, for example, you're advertising a new product in the beverage range. Your verbal hook here could be, "This is my product versus Coca-Cola." This would be a great hook for you to actually implement if you have a new product that maybe competes with a big dog in the space.

Speaker 2:

So it was shedding like crazy and just not looking good at all. I was starting to get some bald spots and I was feeling very insecure. This is my hair now. There's a lot of hair girls happening and I'm so happy about it. These are the things that I'm doing to maintain a healthier hair journey. The OUAL hair serum that's skincare to your scalp. You can apply it to dry hair, or you can even apply it after the shower. You just want to make sure you massage and stimulate the scalp. I also take one of these daily. These and staying super hydrated have really helped improve my hair health.

Gerardo Perez:

Another popular format that you can use is a two person conversation skit. A great way to actually start this video would be, "Hey, did you know that?" and then introduce a specific pain point. This can encourage people to actually gain interest and they might actually be able to relate to whatever it is that you're introducing or talking about.

Speaker 3:

Thank you for choosing to renew your car insurance with us. Your new monthly total is \$127. I'm going to lower my rate really fast to watch this. Hi, I use this app called Jerry and it found a bunch of great quotes that were way less than what I'm currently paying. Those are probably just quotes. Did they actually get you final pricing? Now watch this. Actually, Jerry got me a new policy that has the same coverage for less than half of what I am paying. Impossible. It's true. Jerry was fast and easy. No phone calls, no long forms, and they're even going to handle cancelling my old policy with you. You'll probably even owe me a refund. Who taught you this trick? Easy win. It only takes 45 seconds to sign up at [getjerry.com](#).

Speaker 4:

Jerry compares quotes from over 50 carriers and saves the average customer \$71 a month. See if you're overpaying for car insurance at [getjerry.com](#).

Gerardo Perez:

Another great example of this could be starting out your video with, "I bought this so you don't have to." Obviously the goal is to encourage people to purchase, but being able to make a video like this is incredibly relatable. Even though you might not know the individual actually making the ad, it's still

pretty cool to have a random stranger kind of be like, "Hey, I did this for you. So maybe you don't have to check it out, but if you want to check it out, awesome." This is a very non-intrusive way to actually create ads and it can be something to help retain your viewers as well.

Another great example of this that I've touched on previously in the course is here's three reasons why. Being able to map out a specific number is definitely key. I feel like this provides good anchoring for the audience and they understand what they're getting themselves into with the video. And it also encourages them to stick around until the end.

Speaker 5:

... you need My Patriot Supply. Reason one, the meals have 2000 plus calories per day so you know you're getting full meals. Reason number two, they have breakfast, dinner, snacks, and drinks so you know you'll have all the basis covered for the day. Number three, not only do they have breakfast dinner, et cetera, but there are tonnes of delicious options to choose from for each. Who doesn't want variety? Number four, these survival food kits will last you up to 25 years. Number five, the food is made in the good old US of A so you know you're getting great quality. Secure your survival at [mypatriotssupply.com](http://mypatriotssupply.com).

Gerardo Perez:

Again, these are just hooks. They are part of your ad, but they are incredibly important. Always, always keep in mind the element of dynamic layering as well, and being able to match up a visual hook with a verbal hook, whether you decide to verbalise these words on screen, or you actually communicate them using text inserts and text to speech is totally up to you. But the important thing is to encourage viewers to stick around at least past those three seconds so that they actually have a chance to click off your ad.