

Paige.

The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE FIVE

Copywriting Storytelling & Hooks

THE HOOK FORMULA

THE STORYTELLING FORMULA

THE IMPORTANCE OF COPYWRITING

TEXT PLACEMENT

The Hook Formula

NO, NOT EVERYTHING YOU POST NEEDS A HOOK.

3 DIFFERENT HOOKS

TEXT HOOKS

These are written hooks your audience reads first.

Examples:

- “I nearly quit my business because of this.”
- “Stop scrolling if you’re a burned-out designer.”
- “Here’s the mistake killing your engagement.”

Why it works: fast, clear, skimmable, creates curiosity or tension.

VISUAL HOOKS

What people see first, before reading anything.

Examples:

- Before/after photo
- Dramatic facial expression
- Unusual outfit or setting
- Pattern-breaking movement (zooming in, pointing, dropping something)
- A messy desk vs. clean desk transition

Why it works: the brain reacts to visuals before words.

AUDIO / VOICE HOOKS

The first thing they hear, voice or audio clip.

Examples:

- “Wait... don’t do that yet.”
- “I wish someone told me this sooner.”
- Trending audio with a punchy first beat
- A sharp inhale, gasp, laugh, or sigh

Why it works: audio sparks emotion instantly, surprise, urgency, curiosity.

WHAT MAKES A HOOK SCROLL-STOPPING?

A hook grabs attention when it does at least one of these:

1. Creates Curiosity

Makes the brain crave the missing information.

2. Promises free benefit

Signals value instantly.

3. Challenges a Belief

Breaks assumptions or flips the script.

4. Triggers Emotion

Relatable, inspiring, bold, or controversial.

5. Calls Out an Identity

Makes the right people say "this is for me."

TYPES OF HOOKS

<p>1. Curiosity Gap Hook Teases without giving the answer. <i>I'll show you X, but first Y</i></p>	<p>2. "Call-Out" Identity Hook Names the audience directly. <i>For [identity] who want [outcome]</i></p>	<p>3. Hot Take / Contrarian Hook Goes against common advice. <i>Everyone says X, but the truth is Y</i></p>	<p>4. Pain-Point Hook Speaks to a problem they feel immediately. <i>Tired of [pain]? Try this.</i></p>	<p>5. Benefit / Result Hook Promises a desired outcome. <i>Do X to get Y without Z</i></p>
<p>6. Story Spark Hook Hints at a personal moment. <i>I used to be/think/do X until Y</i></p>	<p>7. Shock / Bold Statement Hook Strong, polarising, unexpected. <i>[Bold statement]. Here's why.</i></p>	<p>8. List / Framework Hook Signals structured value. <i>The X ways / X mistakes / X tips</i></p>	<p>9. Question Hook Makes the audience answer mentally. <i>Ever wondered why [pain/result]?</i></p>	<p>10. "Stop Scrolling" Pattern Interrupt Breaks rhythm visually or verbally. <i>Stop scrolling if you [identity/emotion]</i></p>

FORMULA STYLE PROMPTS

Curiosity Gap Hook

Formula: Result + Twist + Tease

Ask yourself:

- What result did I get?
- What's the unexpected twist?
- What can I tease but not reveal yet?

Example:

"I doubled my income (result), but not for the reason you think (twist)... here's what really happened (tease)."

Identity Call-Out Hook

Formula: Me Then = Them Now

Ask yourself:

- Who was I before the lesson?
- Who is the audience version of "past me"?
- What identity am I calling out?

Example:

"If you're a burnt-out designer (them now), I used to be exactly where you are (me then). Let's talk."

Contrarian / Hot Take Hook

Formula: Flip the Belief

Ask yourself:

- What do most people believe?
- What do I believe instead?
- What's the bold flip?

Example:

"Everyone says you need a niche (common belief)... but that's actually slowing your growth (flip)."

Pain-Point Hook (Personal Edition)

Formula: Show the Struggle

Ask yourself:

- What hurt the most?
- What did I want to escape?
- What moment pushed me to the edge?

Example:

"I was exhausted, undercharging, and ready to quit (struggle)... and that's when everything changed."

Benefit / Transformation Hook

Formula: Before → After → Promise

Ask yourself:

- What was my "before"?
- What is my "after"?
- What transformation can I promise or hint at?

Example:

"I went from barely paying my bills (before) to consistent \$10k months (after)... and here's the shift that made it happen (promise)."

FORMULA STYLE PROMPTS

Story Spark Hook

Formula: *Start at the Drop*

Ask yourself:

- What moment changed everything?
- Where does the emotional drop happen?
- What first line would hook a movie audience?

Example:

“The night I almost deleted my entire business (the drop) was the night everything finally clicked.”

Shock / Bold Statement Hook

Formula: *Say the Unsayable*

Ask yourself:

- What’s the uncomfortable truth?
- What realisation hit hard?
- What bold statement sums up the moment?

Example:

“I was the problem in my own business (unsayable truth).”

List / Framework Hook

Formula: *Break It Into 3*

Ask yourself:

- What lessons came from this?
- What 3 steps or rules did I learn?
- What repeatable formula did this moment teach me?

Example:

“The 3 rules (framework) that saved my business when I almost quit.”

Question Hook

Formula: *Ask Their Problem*

Ask yourself:

- What question was I asking myself?
- What question will they say “YES” to?
- What question opens the story?

Example:

“Ever feel like you’re doing everything right... but nothing’s working? (their problem).”

Pattern Interrupt Hook

Formula: *Stop + Truth + Urgency*

Ask yourself:

- What do they need to stop for?
- What truth do they need to hear?
- What makes this urgent?

Example:

“Stop scrolling (stop). You’re closer than you think (truth). I almost quit right before everything finally worked (urgency).”

THE TONE-SHIFT FORMULA

Triggering Hook → Soft Hook

Formula:

YOU → I → WE

(You-language to I-language to We-language)

This is the simplest, most teachable system because:

- “You” language feels confronting or accusatory
- “I” language feels vulnerable, reflective, and safe
- “We” language feels like a community and relatable

The Storytelling Formula

ONE OF THE MOST IMPORTANT SKILLS YOU NEED IN CONTENT

WHY STORYTELLING MATTERS IN CONTENT

A hook grabs attention when it does at least one of these:

1. Stories make people feel something.

The human brain remembers emotion, not information.

2. Stories create connection and trust.

People relate to someone who has been where they are.

3. Stories turn content into conversion.

People buy when they see your story as their path.

4. Stories make your brand stand out.

Every designer/SMM/esthetician/fashion brand can teach...

But only YOU can tell your story.

YOUR 6-STEP STORYTELLING FORMULA

1. The Spark (Start Small)

The tiny moment that begins the story, the trigger, scene, or small detail that pulls your audience in.

Example:

"A client email came in and my stomach dropped."

Why it works: Small moments feel real, relatable, and human. They ground your story.

4. The Shift (Your Realisation)

The moment something clicked, changed, or opened your perspective.

Example:

A new insight, A lesson, A wake-up call, A decision

Why it works:

This is where your story becomes useful. It turns drama into direction.

2. The Heart (Your Emotion)

Share what you felt, not the polished version, the honest one.

Example:

Overwhelmed, Embarrassed, Scared, Confused, Hopeful

Why it works:

Emotion creates connection. If they can feel you, they can trust you.

Example:

"You can grow without burning out."

Why it works:

Lessons make your story meaningful and memorable. This is where your audience thinks: "I needed this."

3. The Tension (What Went Wrong)

The conflict, struggle, or mistake. This is the part your audience thinks "same."

Example:

A failure, A frustration, A misunderstanding, A mistake

Why it works:

Tension creates relatability, it's the bridge between your story and their story.

6. The Bridge (Connect to Your Offer / Topic)

Gently link the lesson to your brand, service, niche, or CTA.

This can be:

A soft CTA, An educational angle, A value reminder

Examples:

"This is why I created XYZ."

Why it works:

The story leads naturally into the support you offer, not a pitch.

THE BONUS STORY FORMATS

Before → After → What Changed

Use when teaching a transformation.

Before: The struggle

After: The result

What changed: The shift, insight, or method

Trigger → Realisation → New Rule

Use for mindset shifts.

Trigger: What set the story off

Realisation: The “aha” moment

New Rule: The belief or boundary you formed

Small Moment → Unexpected Insight → CTA

Perfect for micro-stories.

Small moment: Something tiny and relatable

Unexpected insight: The lesson you pulled from it

CTA: What they should do next

I Messed Up → Here's Why → Here's the Lesson → Here's How I Use It Now

Use for credibility-building stories.

Makes you human AND helpful.

The Enemy → The Struggle → You as the Guide → The Win

Use for educational or persuasive storytelling.

Enemy: The real problem

Struggle: What you/the client faced

Guide: Your process, advice, or method

Win: The outcome

STORYTELLING RULES

Rule 1: The “One Moment” Rule

Don’t tell the whole story.

Tell the moment that changed everything.

Rule 4: The Story → Message → Meaning Rule

Story: What happened

Message: What it taught you

Meaning: Why that matters to them today

Rule 2: The Relatable Tension Rule

Highlight the part of the story that makes your audience say:

“I’ve felt this too.”

Rule 5: The Micro-Story Rule

Small, simple, grounded stories are more powerful than dramatic ones.

Rule 3: The Scar, Not the Wound Rule

Share stories from clarity, not chaos.

Teach from reflection, not raw emotion.

Rule 6: The Audience Mirror Rule

Always ask:

“What version of their struggle exists inside my story?”

Don’t tell the story at them.

Tell it for them.

STORYTELLING “TRICKS”

- 1. Metaphors or analogies:** using concrete images to express abstract feelings (“My business felt like a ship sinking...”).
- 2. Sensory details:** what you saw, felt, heard, smelled, etc., to make the experience come alive.
- 3. Relatable characters / voices:** speak as “you,” “I,” or “we” so people see themselves in the story.
- 4. Contrast or tension:** show “before vs after,” “then vs now,” “struggle vs triumph.”
- 5. Vulnerability & honesty:** imperfections, doubts, internal dialogues make you human, relatable, real.
- 6. Pacing & structure:** build suspense or momentum: start with a hook, build up the conflict, then release.
- 7. Emotion + logic mix:** combine feeling (fear, hope, relief) with a logical insight or lesson.

STORYTELLING “TRICKS” FOR SELLING

Sell the insight, not the offer

Your story should make them feel why the offer matters.

Show your method inside the story

Let the audience see your process in action.

REMEMBER THE GOLDEN RULE:

YOUR STORY IS THE DOORWAY.

YOUR OFFER IS THE SOLUTION.

Make your audience the hero

You are the guide – they are the protagonist.

Use emotional contrast

Before vs after

Stuck vs breakthrough

Fear vs clarity

Pain vs possibility

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Have a soft CTA

Stories convert best with gentle invitations, not hard pitches.

Prioritise clarity over poetry

Emotion > fancy writing

Truth > cleverness.

PROMOTIONAL STORY > DESIGNER EXAMPLE



"Last year my business was slow. I felt frustrated because clients weren't coming in. So I decided to improve my portfolio and post more on Instagram.

Now things are better and I get more inquiries. If you want to improve your brand, I can help."

Why this is weak:

- No specific moment, it's a vague summary
- No emotional depth, just "frustrated"
- No conflict or tension
- No shift or insight
- Jumps too quickly to selling
- Doesn't connect the client's struggle to your story

"I still remember the morning I opened my laptop and saw zero inquiries for the third week in a row.

My stomach dropped. I started asking myself, "Is my work even good enough?" That moment hurt, because I knew I wasn't being seen, even though I was trying my best. The real shift came when I realised it wasn't my talent... it was my positioning. I wasn't showing the kind of work I actually wanted to attract.

Once I rebuilt my portfolio to reflect the level of clients I wanted, everything changed.

Inquiries didn't just pick up, they came from people who valued my vision.

If you're creating great work but not getting great clients, it might not be your skills...

It might be the story your brand is telling.

That's exactly what my brand design package fixes, so you attract the right clients on purpose."



Why it works:

- Starts with 1 powerful moment
- Emotion is specific and relatable
- Shows conflict → shift → lesson
- Uses audience mirror principle
- Sells through meaning, not pressure

EDUCATIONAL STORY > SOCIAL MEDIA MANAGER EXAMPLE

"A client of mine wasn't getting good engagement. So I changed their content strategy and after a few weeks it improved. I created personalised pillars that spoke to her audience. It's as simple as that.

If your engagement is low, be consistent and post good content."

What's wrong:

- No story, just a summary
- No tension, struggle, or insight
- No specific example or relatable moment
- Ends with generic advice

"My client messaged me panicking:
"Why is my engagement dead? I'm posting every day!"
I opened her feed, and instantly saw the problem.
Her content was about "showing up," but not about saying something.
No story, no opinion, no humanity. Just... filler.

So we shifted her strategy from posting daily → to posting meaningfully.
Instead of "5 tips," we told stories from real client experiences.
Instead of generic inspiration, we added her actual personality.
Within 14 days, her saves tripled, not because she worked harder,
but because she finally sounded like her.

If your engagement feels dead right now, ask yourself:
"Am I posting to fill space... or am I posting to be remembered?"



Why it works:

- Uses "one moment" principle
- Uses relatable tension (client panic)
- Gives a clear insight (meaning > frequency)
- Creates emotional + educational value
- Ends with a powerful reflective question

MOTIVATIONAL STORY > DESIGNER OR SMM

"I used to be insecure about my work, but I pushed through and now I'm doing much better.
If you're struggling, keep going, it gets better."

What's wrong:

- Too vague to feel real
- No story moment
- No tension
- No insight or transformation
- No emotion

"Two years ago, I created a logo for a client and they replied:
"Hmm... it just doesn't feel professional."

My chest tightened. I stared at their message for an hour, wondering if I should just quit.
But that moment – the one that felt like a punch in the stomach –
became the moment that pushed me to level up.

I stopped designing based on what I thought looked good...
and started studying typography, colour psychology, and brand strategy like my life
depended on it.

Six months later, that same client came back and said:
"I don't know what happened, but your work looks completely different."

Sometimes the moments that make you want to quit
are the ones shaping you into the designer you're meant to become."



Why it works:

- Clear vivid moment
- Emotion is sharp + relatable
- Shows pain → growth
- Uses "teaching from the scar, not the wound"
- Motivates by modeling transformation

The importance of copywriting

WE DO IT EVERYDAY, WE JUST NEED TO DO IT BETTER

WHY COPYWRITING MATTERS

Most people think content is about the information.
But in reality...

Copywriting is what turns information into impact.
Copywriting determines whether your content gets:

- ✓ read
- ✓ felt
- ✓ understood
- ✓ shared
- ✓ saved
- ✓ AND acted on

Good copywriting helps your audience:

- understand your message quickly
- feel emotionally connected
- trust you as the expert
- see the value in what you're saying
- take the next step (CTA, save, buy, click, DM)

In simple terms...

*Strategy gets you seen. Copywriting gets you remembered.
Storytelling gets you chosen.*

THE UNIVERSAL COPYWRITING FORMULA

(Works for any piece of content: educational, storytelling, selling, motivating)

Use:

H → C → V → A

Hook → Clarity → Value → Action

HOOK

Stop the scroll.

Examples:

- “I lost 5 clients in one week, here’s what happened.”
- “If your engagement is dropping, this is probably why.”
- “No one prepares you for this part of running a creative business...”

CLARITY

Context. What is the story, lesson, or idea?

Give the who, what, when, where.

VALUE

Teach, reveal insight, reflect, or show transformation.

This can be:

- a lesson
- a mindset shift
- a process
- a new way to see something
- a mistake to avoid
- a perspective shift

ACTION

Tell them how to use it or what to do next.

Examples:

- “Try this next time...”
- “Save this so you don’t forget.”
- “DM me ‘GROW’ if you want the framework.”
- “What part hit you the most?”

HOW TO WRITE COPY THAT SELLS

✓ Focus on feelings, not features

People buy how it makes them feel.

✓ Use micro-stories to warm people up

Stories bypass skepticism.

✓ Show transformation, don't claim it

Use:

- before/after
- mistakes vs fixes
- realisations vs promises

✓ Use “you language” for selling

“You’ll feel...”

“You’ll learn...”

“You’ll finally stop...”

✓ Make your offer the “natural conclusion”

Meaning:

If the story sets up a problem,
your offer should be the solution.

✓ Always connect the lesson → your offer

Example:

“If boundaries changed everything for me...
that’s exactly why I built my 1:1 mentorship to help SMMs create a business that gives them
peace, not pressure.”

✓ Ask yourself:

What version of my audience does this story speak to?

If you speak to the right person, selling becomes effortless.

Text Placement in Strategic

REMEMBER THIS FOR INFOGRAPHICS!

Then this last

You will read this first

Then you will read this

Then this

and here

Put your hook here

2nd important point here

Then the other stuff here

LASTLY, THE FONT ITSELF IT VERY IMPORTANT

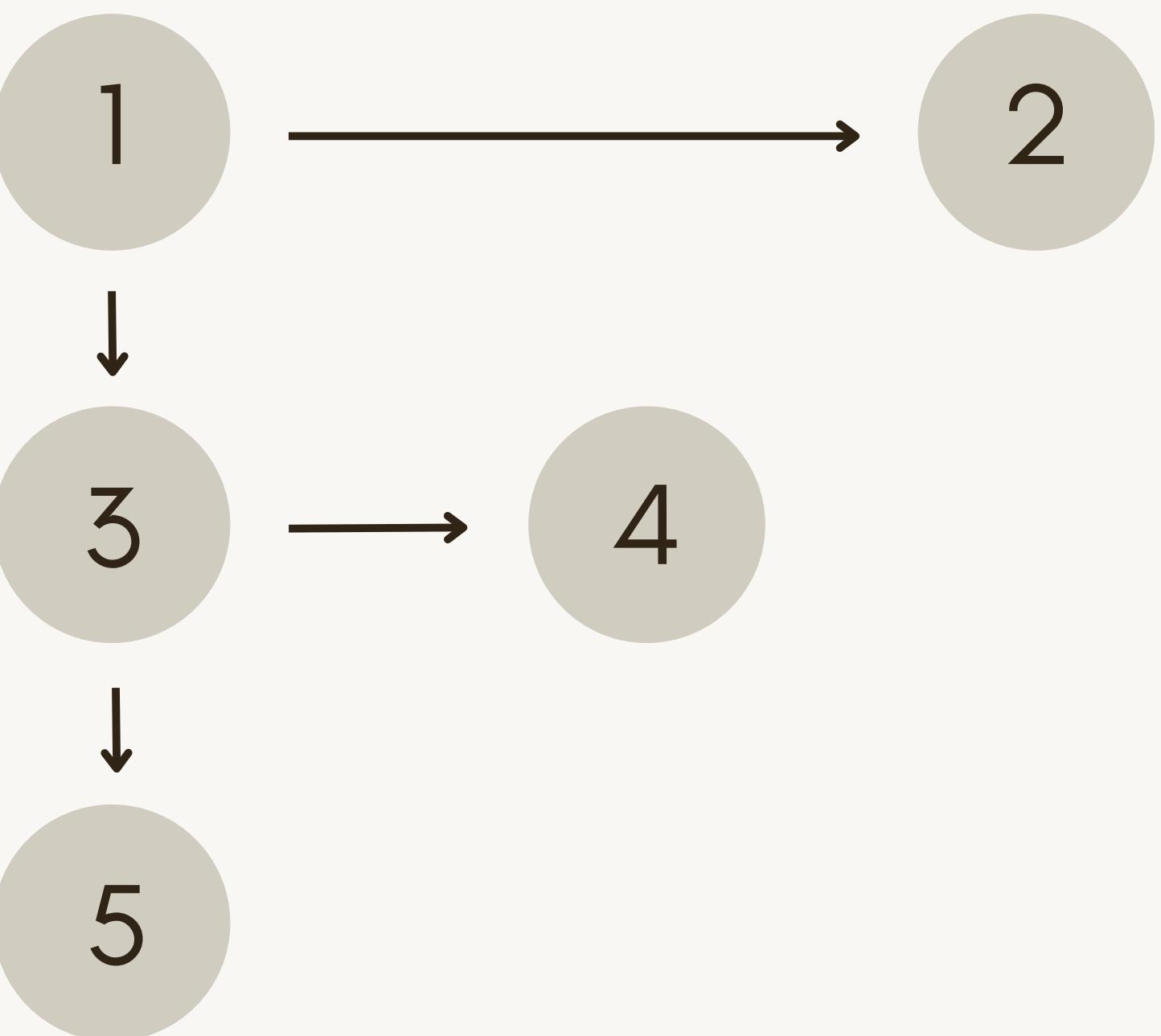
before reading this
You will read this

PEOPLE DON'T READ. THEY SCAN.

You need to be making *scannable* content. Too much text bores people and they scroll on. Remember, watch time is important.

THE F SHAPE PATTERN.

People scan text using an F shape pattern like this meaning your content needs to have key information at these points.



Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

STEP 1: Pick 1 topic

Something you want to talk about today.

(Example: “Client boundaries” / “Branding mistakes” / “How to grow as an XYZ”)

STEP 2: Write 5 hooks using 5 styles

1. Curiosity: “The mistake no one talks about...”
2. Identity: “For brand designers who feel stuck...”
3. Pain-point: “Struggling with client approvals?”
4. Benefit: “This fix will make your workflow faster...”
5. Story: “Last year, I almost quit because of this...”

STEP 3: Choose your strongest hook

Ask:

- Which one makes ME stop scrolling?
- Which one fits my brand tone (soft or bold)?

Use that hook for your next piece of content.



Paige.

Turn the Paige
AND FOLLOW THE PLAYBOOK

NEXT UP: BATCHING & SCHEDULING