

# Harness the Power of Short-Form Video For Tourism





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# The art of compelling hooks

The goal is to make viewers so **curious** that they can't help but watch the rest of your video.

Hook your viewer in the **first 2 seconds** of your video by using:

A breathtaking **visual**

A surprising **fact**

An intriguing **question\***

The formula

\*Or a combination of all 3





# Use AI to craft hooks with ease

For starting your hook from scratch:

Copy & paste this text into an AI tool like ChatGPT



Prompt #1:

I need 5 compelling hooks for short-form videos to promote my *[insert your business description here]*.

Please suggest 5 hooks that use the following methods, or a combination of all 3:

A breathtaking visual

A surprising fact

An intriguing question\*

Ensure that these hooks:

- Can be showcased in the first 2 seconds of a video
- Are relevant to audiences interested in travel to Africa
- Any text suggestions are concise, readable and easy to skim in 2 seconds

Customise this section with your info



# Use AI to craft hooks with ease

**For creating more hooks similar to one you like:**

Prompt #2:

I like this hook [*paste hook here*] for a short-form video promoting my [*insert your business description here*].

Customise this section with your info

Please suggest 5 more hooks that follow this structure.

Ensure that these hooks:

- Can be showcased in the first 2 seconds of a video
- Are relevant to audiences interested in travel to Africa
- Any text suggestions are concise, readable and easy to skim in 2 seconds

HINT: You can use this prompt after Prompt #1 or as your first request.





# COMPELLING HOOKS? | CRAFTED.



Time to take your tourism brand to new heights with short-form video. Good luck!



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