

SCROLLFREEZE CHEAT SHEET

All 105 hooks that stop the scroll
Pick one per video and nail the first 3 seconds.
Clip + full step-by-step guide for every hook: scrollfreeze.com

SEE Frame 1: movement, a face or the result	READ 4–8 words on screen from frame 1	HEAR Your first line: no “hey guys”	SOUND A hit or trending sound on the cut
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VISUAL 27 HOOKS

001	OBJECT TOSS	Easy
DO	Throw something soft straight at the lens and cut the moment it fills the screen.	
002	RESULT FIRST	Easy
DO	Show the finished result in the very first frame, then jump back to how you made it.	
003	MID-ACTION START	Easy
DO	Start the video after the action has already begun: mid-run, mid-jump, mid-sentence.	
004	EXTREME CLOSE-UP	Medium
DO	Open on a macro shot so close the viewer has to work out what it is.	
005	LEAN-IN	Easy
DO	Start leaning back, then move fast toward the lens as you say the first word.	
006	HAND STOP	Easy
DO	Put your palm up to the lens like a stop sign as you speak.	
007	WHIP PAN REVEAL	Medium
DO	Swing the camera fast from you to the thing you're showing.	
008	HAND COVER REVEAL	Medium
DO	Cover the lens with your hand, then pull it away to reveal a new look or place.	
009	BEFORE / AFTER SPLIT	Medium
DO	Show the before and the after side by side in the first frame.	
010	WRONG LOCATION	Easy
DO	Film a normal talk-to-camera from somewhere it obviously doesn't belong.	
011	MYSTERY OBJECT	Easy
DO	Hold an unusual object close to the lens in the first frame.	
012	THE PILE	Medium
DO	Open on a huge pile of the thing the video is about.	
013	SCALE SHOCK	Hard
DO	Show something that's absurdly too big or too small.	
014	BREAK IT OPEN	Medium
DO	Open on something being cracked, cut or snapped open.	
015	SATISFYING POUR	Medium
DO	Start on a smooth pour, drip or flow.	
016	WALK-IN	Easy
DO	Walk into the frame toward the camera, already talking.	
017	REACTION FIRST	Easy
DO	Open on a big reaction before you show what caused it.	
018	POINT AT THE TEXT	Easy
DO	Point both fingers up at the caption above your head as the video starts.	
019	GREEN SCREEN PROOF	Medium
DO	Stand in front of a screenshot, headline or graph that backs up your point.	

020	POV HANDS	Easy
DO	Film from your own eyes: only your hands doing the thing.	
021	IMPOSSIBLE ANGLE	Medium
DO	Film from an angle nobody normally sees: from the floor, under glass, inside a cupboard.	
022	SPEED RAMP	Medium
DO	Start in fast motion, then slow right down at the key moment.	
023	RUNNING TIMER	Medium
DO	Put a running clock or countdown in the first frame.	
024	SNAP CHANGE	Medium
DO	Snap your fingers and jump-cut to a changed version of yourself.	
025	SILENT STARE	Easy
DO	Say nothing. Hold a strong expression while the caption does the talking.	
026	FLAT LAY	Easy
DO	Open on everything laid out neatly, shot from directly above.	
027	PRICE TAG REVEAL	Easy
DO	Show the receipt or price tag first, then the thing it paid for.	

VERBAL 34 HOOKS

028	CONTRARIAN STATEMENT	Easy
SAY	Stop posting every day. It's hurting your channel.	
029	CURIOSITY GAP	Easy
SAY	There's one setting on your phone you should turn off right now.	
030	YOU'RE DOING IT WRONG	Easy
SAY	You're filming your Shorts wrong.	
031	IDENTITY CALLOUT	Easy
SAY	If you're under 18 and want to make money online, listen to this.	
032	INSIDER SECRET	Easy
SAY	Nobody talks about this YouTube feature.	
033	EXACT NUMBER	Easy
SAY	I gained 4,312 subscribers in 7 days.	
034	NUMBERED LIST	Easy
SAY	3 free apps that feel illegal to know about.	
035	REAL QUESTION	Easy
SAY	Why does every viral Short start with a face?	
036	STORYTIME OPENER	Easy
SAY	So I just got kicked out of my local gym.	
037	CHALLENGE STAKES	Medium
SAY	I have 24 hours to make \$100 using only my phone.	
038	HOW-TO PROMISE	Easy
SAY	Here's how to make phone footage look cinematic.	
039	WARNING	Easy
SAY	Don't buy a new phone before you watch this.	

040	MYTH BUSTER	Easy
SAY	Posting at 6pm doesn't matter. Here's what does.	
041	VERSUS	Medium
SAY	\$5 mic vs \$500 mic. Can you hear the difference?	
042	RANKING	Medium
SAY	Ranking every fast-food fry from worst to best.	
043	CONFESSION	Easy
SAY	I've been lying about how I edit my videos.	
044	PROOF DROP	Easy
SAY	This exact hook got my last Short 2 million views.	
045	TIME SAVER	Easy
SAY	This will save you 3 hours of editing every week.	
046	PAIN POINT	Easy
SAY	If your Shorts are stuck at 200 views, it's not the algorithm.	
047	WHAT IF	Medium
SAY	What if you only ate blue food for 24 hours?	
048	EXPERIMENT RESULT	Hard
SAY	I posted 30 Shorts in 30 days. Here's what happened.	
049	UNPOPULAR OPINION	Easy
SAY	Unpopular opinion: thumbnails matter more than the video.	
050	PREDICTION	Medium
SAY	This is going to be the biggest trend of next year.	
051	VULNERABLE MOMENT	Easy
SAY	I almost quit YouTube last week.	
052	SAVE THIS	Easy
SAY	Save this for your next trip.	
053	CONTEXT, BUT, TWIST	Medium
SAY	Everyone says you need trending audio. But the biggest Shorts channels barely use it.	
054	I DIDN'T BELIEVE IT	Easy
SAY	I didn't believe this until I tried it.	
055	BIGGEST MISTAKE	Easy
SAY	The biggest mistake I made in my first 100 videos.	
056	IMAGINE	Easy
SAY	Imagine your next Short getting ten times the views.	
057	HERE'S WHY	Easy
SAY	Here's why your Shorts die at 1,000 views.	
058	MEANT TO FIND THIS	Easy
SAY	If this video found you, this is your sign to start that channel.	
059	WAIT FOR THE LAST ONE	Easy
SAY	Wait for the last one. It's insane.	
060	SHARED STRUGGLE	Easy
SAY	Every creator knows this feeling.	

061

MONEY REVEAL

Medium

SAY

Here's how much YouTube paid me for 1 million views.

TEXT

16 HOOKS

- 062

BIG TEXT OPENER

Easy

ON

SCREEN

Nobody teaches you this in school
- 063

WOULD YOU...?

Easy

ON

SCREEN

Would you eat this?
- 064

POV CAPTION

Easy

ON

SCREEN

POV: you're the friend who always films
- 065

THINGS I WISH I KNEW

Easy

ON

SCREEN

Things I wish I knew before starting YouTube
- 066

DAY X OF Y

Medium

ON

SCREEN

Day 1 of 100: learning to dance
- 067

PART 2

Easy

ON

SCREEN

Part 4: building my dream setup
- 068

WATCH THIS SPOT

Easy

ON

SCREEN

Watch his left hand
- 069

RATE IT

Easy

ON

SCREEN

Rate this fit 1-10
- 070

PRICE VS PRICE

Medium

ON

SCREEN

\$4 vs \$40 skincare
- 071

ME WHEN...

Easy

ON

SCREEN

Me when the teacher says 'pick your own groups'
- 072

ODDLY SPECIFIC

Easy

ON

SCREEN

If you pour milk before cereal, we need to talk
- 073

SEARCH BAR

Easy

ON

SCREEN

how to get famous at 16
- 074

DON'T TRY THIS

Medium

ON

SCREEN

Do not try this in class
- 075

CAROUSEL HOOK SLIDE

Easy

ON

SCREEN

7 places in Europe under €50 a night
- 076

HIGHLIGHT CAPTIONS

Easy

ON

SCREEN

This ONE habit changed everything
- 077

SHOCK STAT

Easy

ON

SCREEN

97% of people get this wrong

AUDIO

12 HOOKS

- 078

RIISING SOUND

Easy

DO

Use a sound that's growing right now, before everyone has used it.
- 079

IMPACT SOUND

Medium

DO

Land a loud hit, boom or whoosh on the first cut.
- 080

RECORD SCRATCH

Medium

SAY

Yep, that's me. You're probably wondering how I ended up here.
- 081

SILENCE, THEN DROP

Medium

DO

Open in total silence for half a second, then hit the music.
- 082

ASMR CRUNCH

Medium

DO

Open on a crisp, close-up sound: a crunch, a crack, a fizz.
- 083

MUSIC CUT

Medium

DO

Play music, then cut it off suddenly as something happens.
- 084

FAST VOICEOVER

Medium

DO

Start a quick, confident voiceover over moving footage, no intro.

- 085

BEAT-DROP TRANSITION

Medium

DO

Change outfit, place or scene exactly on the beat drop.
- 086

MIC TAP

Easy

SAY

Is this thing on? Good. Because you need to hear this.
- 087

CONFESSION SOUND

Easy

ON

SCREEN

Me admitting I still sleep with a nightlight
- 088

CALL AND RESPONSE

Medium

SAY

Oh look, the dishes. Again.
- 089

HOT-TAKE AUDIO

Easy

ON

SCREEN

Pineapple on pizza is elite and I won't be taking questions

STORY & FORMAT

16 HOOKS

- 090

FLASH-FORWARD

Medium

DO

Open on the most intense moment, then jump back to the start.
- 091

PERFECT LOOP

Hard

DO

Make the last sentence flow straight into the first one.
- 092

QUESTION STACK

Medium

SAY

I tried to sneak a whole pizza into the cinema, and it got me banned.
- 093

SHOCK, CURIOSITY, PAYOFF

Hard

SAY

I cooked a steak in my dishwasher.
- 094

STITCH REACTION

Easy

DO

Show a clip from someone else's video, then react with your take.
- 095

REPLY TO A COMMENT

Easy

ON

SCREEN

Replying to: 'you can't make a viral Short in 10 minutes'
- 096

EXPECTATION VS REALITY

Medium

ON

SCREEN

Expectation vs reality
- 097

SLOW REVEAL

Medium

DO

Open a box or uncover something slowly, building up to the reveal.
- 098

MINI DOCUMENTARY

Hard

SAY

This man has fixed bikes for free for ten years.
- 099

BEHIND THE SCENES

Easy

ON

SCREEN

How this shot was actually filmed
- 100

SKIT CHARACTER

Medium

SAY

Who wrote this essay? ...Oh. It's you. Again.
- 101

STREET QUESTION

Medium

SAY

What's the most useless thing you own?
- 102

GUESS FIRST

Easy

SAY

Guess the price before I show you.
- 103

COUNTDOWN

Easy

SAY

Watch this glass in 5 seconds.
- 104

GLOW-UP JOURNEY

Medium

ON

SCREEN

From 0 to 10,000 subscribers
- 105

FRIENDLY BET

Medium

SAY

I bet my brother he can't make this shot.

BUILD A HOOK IN 6 STEPS

- 1

WRITE THE PAYOFF FIRST.

Decide the one thing the viewer gets by the end. The hook promises it.
- 2

PICK ONE HOOK.

One clear hook beats three mixed ones.
- 3

STACK THE LAYERS.

First frame, text, first line and sound all point at the same idea.
- 4

CUT THE WARM-UP.

No greetings, logos or “so today...”. Start mid-action.
- 5

FILM THREE OPENINGS.

Post the strongest, or test two versions a few days apart.
- 6

READ THE SWIPE RATE.

YouTube Studio: “viewed” vs “swiped away”. Under 60%? Change the hook, not the video.

PLAN YOUR NEXT HOOK

VIDEO TOPIC

THE PAYOFF: WHAT THEY GET BY THE END

HOOK I'M USING (NUMBER + NAME)

FRAME 1: WHAT THEY SEE

ON-SCREEN TEXT (4-8 WORDS)

MY FIRST LINE

SOUND

3 OPENINGS TO FILM

Full guide and example clip for every hook:
scrollfreeze.com