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CAROLINE VENCIL

Caroline Vencil is a Canva master, creative marketing pro, email marketing lover, and owner of Carolinevencil.com and the Creative Entrepreneur Society. She teaches creative entrepreneurs, makers, and bloggers how to market and sell their products to fund their passions without selling out and feeling gross, and has taught more than 10,000 students how to do it. In her spare time, she is a Crossfit athlete, mom of four, writer, and reader.

Hook Magic: Tricks to Make Viewers Stay and Watch

CAROLINE VENCIL



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Blogger Breakthrough Summit Podcast Transcript

[00:00:00.17] - Liz Stapleton

Welcome back to another episode of the Blogger Breakthrough Summit podcast, where we share amazing tips from our annual Blogger Breakthrough Summit.

[00:00:13.18] - Liz Stapleton

I'm your host, Liz Stapleton. And today we're diving into something crucial, yet often overlooked, the art of crafting a killer hook for your videos. And trust me, this is going to be a game changer for your content strategy. Stick around to the end to find out when the next blogger Breakthrough Summit is going to be. And in the meantime, grab your coffee, settle in, and get ready to learn some fantastic tips from Caroline Vencil.

[00:00:33.13] - Caroline Vencil

The first part that we're going to talk about in your 60 second timeline is a hook. So let's talk about your hook. These are the first one to three seconds. Our attention spans are teensy, teensy Tiny, tiny. Our attention spans are teensy, teensy, tiny. If you don't have a hook that sells me in those first three seconds, I'm out. Think about scrolling. I'm so sorry, I'm just getting over cold. Think about scrolling on TikTok or Instagram. If you stay and watch something, is it making a decision in your head in the first one to three seconds? Yes. That's how long that it takes for you to decide if you're going to watch something. That's how short our attention spans are. That's how short our ability to hook somebody into watching the rest of our video is. So this is the most crucial moment in our entire video is that first one to three seconds. Why do they care? Why should they care? Why should they stick around? This is the time to work on editing, which is where I brought up CapCut in the very beginning. You can also do it on the platform.

[00:01:40.16] - Caroline Vencil

So what you want to do inside of your hook is If you are, this is the part that I edit. If you start your video and you're... I'm going to hold up my phone. And you pause for a second to make sure the video is starting, and then you go, Hey, everybody. You want to cut out that pause because that breaks is enough for me to keep scrolling, and it's enough for a lot of people to keep scrolling as well. You want that hook to be instantaneous. So here are some of the things that you can use to make your hook. I, in almost all of my videos, I start my videos by saying Canva hack, because I know that people who are interested in Canva want to hear about it. I know that that is a first, second, split second that I can use to make, and it works. If you struggle with blank, then you need to watch this video. X number of things I didn't know about the topic that we're going to talk about and how to become an expert. If you are a blank, if you are a mom, if you are a gardener, if you are a crazy cat lady like me, here are X number of tools that you need.

[00:02:47.18] - Caroline Vencil

I wish that I knew Blankety Blank as a brand new crazy cat lady when I brought my crazy cat home, whatever it is. And brand new tool, feature, hack, app, something like

Blogger Breakthrough Summit Podcast Transcript

that is surefire way to see what it is that you can use to hook people's attention. And if you're still trying to figure out what works inside of your niche, go and watch other people's videos. Watch theirs and see what their hooks are that get you to stick around to watch the rest of their video.

[00:03:20.18] - Liz Stapleton

All right. Thank you so much for tuning in to the Blogger Breakthrough Summit podcast. If you enjoyed today's episode, make sure you don't miss the 2025 Blogger Breakthrough Summit happening January 27th through the 31st, 2025. Let's keep growing and thriving together. You can learn more about Caroline and visit her site by checking out the show notes below. Until next time, happy blogging.