



C3
GLOBAL

DON'T JUST COMMUNICATE. **CONNECT.**



5 FACELESS VIDEO HOOK TEMPLATES

PLUG - AND - PLAY OPENINGS FOR **ANY NICHE**



CAPTURE ATTENTION
IN THE FIRST 15 SECONDS



WORKS IN ANY NICHE
ANY PLATFORM, ANY FORMAT



PLUG. CUSTOMIZE. PUBLISH.
SCRIPTS THAT KEEP
VIEWERS WATCHING



*Your Hook
Is Your
First
Impression.*



HOOK
BLUEPRINT

- SURPRISING STATISTIC
- COMMON MISTAKE
- BEFORE & AFTER
- COUNTERINTUITIVE TRUTH
- SPECIFIC PROMISE

YOUR CONTENT. THEIR ATTENTION. **YOUR AUTHORITY.**



FACELESS AUTHORITY RESOURCE



PART OF THE FACELESS AUTHORITY COLLECTION

WWW.C3GLOBAL.CO/FACELESS

5 Faceless Video Hook Templates

PLUG-AND-PLAY OPENINGS FOR ANY NICHE

The first 15 seconds of your video decide whether someone stays or leaves. These five hook frameworks work for any niche, any platform, and any content creator whether your face is on screen or not. Fill in the brackets and you have your opening.

Hook 1 The Surprising Statistic

TEMPLATE

"Most people do not know that [surprising fact about your topic]. In this video I am going to show you exactly what that means for [your audience] and what you can do about it starting today."

WORKS FOR: Works for: finance, health, business, education, tech, lifestyle

WHY IT WORKS: Why it works: Opens a pattern interrupt. The audience did not expect that number. Now they need to know what it means for them.

Hook 2 The Common Mistake

TEMPLATE

"If you are [doing common action in your niche], you are probably making this mistake. It is not your fault because nobody talks about it. But once you see it, you cannot unsee it."

WORKS FOR: Works for: any educational or how-to niche

WHY IT WORKS: Why it works: Speaks directly to what the viewer is already doing. Creates immediate self-identification and a reason to keep watching.

Hook 3 The Before and After

TEMPLATE

"Six months ago I [describe a common struggle in your niche]. Today [describe the result]. The only thing that changed was [one thing]. Here is exactly what that looked like."

WORKS FOR: Works for: personal development, business, fitness, skill-building

WHY IT WORKS: Why it works: Transformation is the most compelling story structure that exists. The viewer sees themselves in the before and wants the after.

Hook 4 The Counterintuitive Truth

TEMPLATE

"Everything you have been told about [topic] is backwards. The conventional advice says [common advice]. But the data says something completely different. Here is what actually works."

WORKS FOR: Works for: business, finance, health, productivity, marketing

WHY IT WORKS: Why it works: Challenges existing beliefs. The viewer already has an opinion and now wants to know if they have been wrong.

Hook 5 The Specific Promise

TEMPLATE

"By the end of this video you will know exactly how to [specific actionable outcome] without [common pain point or obstacle]. No [barrier 1], no [barrier 2], just [the clean result]."

WORKS FOR: Works for: tutorials, how-to content, skill-based niches

WHY IT WORKS: Why it works: Makes a specific contract with the viewer. They know exactly what they are getting and exactly how long they need to stay.

The F2F48 AI Script Engine takes any of these hooks and builds out a complete script, full outline, transitions, and B-roll cues around it. You provide the topic. The system does the writing.

GET THE FULL AI SCRIPT ENGINE FOR \$7 →

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