

The Hooks That Get Watched Workbook

By the end you'll have one short video planned with two hooks ready to test, each one said, shown and written on screen in the first second, plus a title and thumbnail that promise only what the video delivers.

FREE WORKBOOK 14 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ A proof vault of real client problems, written in their own words
- ✓ Two hooks for one video, each with the spoken line, on-screen text and first frame lined up
- ✓ A YouTube title, thumbnail and backup wrapper that match your hook
- ✓ A two-hook test plan with post dates, a comment keyword and a ready DM reply

INSIDE

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- 2 Pick one video and write seven hooks for it
- 3 Line up what you say, what they read and what they see
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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Get More Views on Your Fitness Videos With Hooks and Titles That Work.](#)

STEP 1 OF 6 · LEARN IT

Fill your proof vault with client words

If you write hooks in trainer words like 'progressive overload', the viewer scrolls past because it doesn't sound like their problem. Their exact words are hooks you don't have to invent.

HOW TO DO IT

- 1 Open your texts, DMs and comments from the last month. Think back over this week's sessions too.
- 2 Write down every question, complaint or pushback word for word. Don't clean it up.
- 3 Next to each one, write the trainer word you'd normally use, so you can see the gap.
- 4 Circle the 3 that come up most and that you can answer in one short video.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

'My knees hurt every time I squat.' Session. My word: knee tracking.

'I'm still not losing fat and I barely eat.' DM. My word: caloric deficit.

'I've been stuck at the same weight on bench for months.' Session. My word: progressive overload.

'My hips are so tight from sitting all day.' Comment. My word: hip mobility.

Circled: knees hurt when I squat. I can show one fix in under 30 seconds.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Fill your proof vault with client words

Your proof vault

What they said, word for word	Where (session, DM, comment)	The trainer word you'd use

Your 3 circled problems, in their words

1. _____
2. _____
3. _____

☐
You're done when you have at least 8 lines in your clients' words and 3 of them circled.

STEP 2 OF 6 · LEARN IT

Pick one video and write seven hooks for it

Three ideas in one Reel means none of them land. Writing several hooks for one tip gives you real options to test instead of betting everything on your first idea.

HOW TO DO IT

- 1 Pick one circled problem. Write the one tip, drill or fix that answers it in about 15 to 30 seconds.
- 2 Write one hook for each pattern: client question, mistake, number, confession, flip, direct question, surprising truth. Use the client's words.
- 3 Cut any hook the video can't back up. A direct question must get answered. A number must be small and every item delivered. Never make up a stat.
- 4 Star your two strongest. Call them Hook A and Hook B. These are the two you'll test.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Problem: 'knees hurt when I squat.' Fix: one squat setup change, shown from the side.

Client question: 'My client asked why her knees hurt every time she squats.'

Mistake: 'Stop setting up your squat like this if your knees hurt.'

Number: 'Two squat setup checks if your knees hurt.'

Confession: 'I used to cue squats wrong for people with sore knees. Here's what I say now.'

Flip: 'You don't need to quit squats. You need a setup that fits you.'

Direct question: 'Do your knees hurt when you squat?'

Surprising truth: 'Where you put your feet changes how your knees feel in a squat.'

Starred: A is the direct question. B is the client question.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Pick one video and write seven hooks for it

The problem in their words, and your one fix

One hook per pattern (client question, mistake, number, confession, flip, direct question, surprising truth)

Pattern	Your hook	Video backs it up? (yes / cut)

Hook A and Hook B, exactly what you'll say

☐ You're done when you have seven hooks written and two starred as A and B.

STEP 3 OF 6 · LEARN IT

Line up what you say, what they read and what they see

Most trainers only write the spoken line, then open on 'hey guys' in front of a rack with no text on screen. With the sound off, the viewer gets nothing and is already gone.

HOW TO DO IT

- 1 Write the spoken line for Hook A in one sentence.
- 2 Write the on-screen text: the same idea in a few big words.
- 3 Write the first frame: the movement already happening, not you walking in. No warmup, intro or logo.
- 4 Check that the first few seconds tell who it's for, why they should listen to you and where it's going. Then the lesson starts.
- 5 Do the same for Hook B. The body of the video stays the same. Not on camera? Open on the movement with bold text and a voiceover.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

A says: 'Do your knees hurt when you squat?'

A on screen: 'Knees hurt when you squat?'

A first frame: side view, client already mid-squat.

B says: 'My client asked why her knees hurt every time she squats.'

B on screen: 'Why do my knees hurt?'

B first frame: close on the knees during the squat.

Who it's for: people whose knees hurt in squats. Why me: 'I coach this on the gym floor every week.' Where it's going: one setup change.

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Line up what you say, what they read and what they see

Line up your openings (rows: on-screen text, first frame, who it's for, why listen to you, where it's going)

Part	Hook A	Hook B

Before you film

- ☐ Same words said out loud and on screen
- ☐ Opens on the movement, not on me walking in
- ☐ No 'hey guys', warmup, intro or logo
- ☐ One tip only, about 15 to 30 seconds
- ☐ Makes sense with the sound off

- ☐ You're done when both hooks have a spoken line, on-screen text and first frame that all say the same thing.

STEP 4 OF 6 · LEARN IT

Write your title and thumbnail as one wrapper

Before the click, the title and thumbnail are all a stranger can judge. If they repeat each other or say nothing specific, a good video stalls.

HOW TO DO IT

- 1 Write the title with three parts: the exercise or topic people search, their problem in their words, and the result.
- 2 If you train in person, put your city and 'personal trainer' in the title or description.
- 3 Write thumbnail text: a few big, bold words that add to the title, not repeat it. Pick one clear face or one clear movement on a clean background.
- 4 Add a few tags for your niche and the exercise. Not every tag you can think of.
- 5 Write a backup title and thumbnail now. If the video stalls, swap the wrapper before you give up on it.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Title: 'Squat Form for Sore Knees: Feel It in Your Legs, Not Your Knees / Columbus Personal Trainer'

Thumbnail: 'Squat without the pinch.' Side view of the squat, plain wall behind.

Tags: squat form, knee friendly squat, Columbus personal trainer

Backup title: 'Knees Hurt When You Squat? Try This Setup First'

Backup thumbnail: 'Try this setup.'

Short clip 1: the foot position. Hook: 'Where you put your feet changes how your knees feel.' Text: 'Check your feet.'

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Write your title and thumbnail as one wrapper

Your title (topic, their problem, the result, city if local)

Thumbnail words and the one image

Your tags

Backup title and thumbnail

Short clips you can cut from the long version

Clip (one tip)	Its own hook	Its own on-screen text

☐
You're done when you have a title, thumbnail words, tags and a backup wrapper written.

STEP 5 OF 6 · LEARN IT

Check that your video keeps its promise

My first sale was to Miss Gertrude. I talked for about two hours and gave her the moon. I didn't think the training package was great, but I learned how to sell it for what it was. A hook is the same pitch, just shorter, so sell only what's really in the video.

HOW TO DO IT

- 1 Read each hook and your title out loud. Write what it promises in one line.
- 2 Watch the video body. Write what it actually hands over.
- 3 If they don't match, change the hook or title, not the facts.
- 4 Run every hook past your limits below. Any miss means rewrite.
- 5 Give viewers a way to do the lesson, like 'comment KNEES and I'll send you the drill.' Write the DM reply now so you can send it the same day.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Hook A promises: a setup change to try if your knees hurt in squats.

Video delivers: one stance and depth change, shown from the side. Match.

Old title draft: 'Never Have Knee Pain Again.' Cut. I haven't assessed these viewers.

Call to action: 'Comment KNEES and I'll send you the drill.'

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Check that your video keeps its promise

Promise check

Hook or title	What it promises	What the video delivers	Match? (yes / rewrite)

Your limits

- ☐ No body shaming
- ☐ No set number of pounds in a set number of days
- ☐ No claim that it fixes an injury I haven't assessed
- ☐ No made-up numbers
- ☐ Every question in a hook gets answered in the video

Your comment call to action and keyword

Your same-day DM reply

Hey first name, thanks for commenting keyword. Here's the drill:
link or short how-to. Try it on your next workout day and tell me how your
problem in their words feels.

- ☐ You're done when every hook and title matches the video, passes your limits, and your DM reply is ready to paste.

STEP 6 OF 6 · LEARN IT

Set up your two-hook test

If you post once and judge it by views, you never learn what worked. Change only the hook and read the retention graph, and you'll know which opening holds people.

HOW TO DO IT

- 1 Film the body once. Record Hook A and Hook B as separate openings on that same body.
- 2 Post them on different days, at a time your people plan workouts: early morning, lunch or right after work. If you can, use Instagram trial reels so non-followers see it first.
- 3 After each post, open the retention graph. Steep drop at the start: the hook or first frame lost them. Drop in the middle: the body dragged. A bump: people rewatched, so make more of that.
- 4 Grade each one against your own average, never against a bigger account.
- 5 Keep the winner. Change only one to three things on the next post.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Hook A: Tuesday, 6 am. Hook B: Thursday, 12 pm.

A: big drop in the first second. My first frame was me setting up the bar, not the squat.

B: held through the drill. Bump at the side view of the knees.

Both compared to my own usual hold, not anyone else's.

Winner: B. Next post: open on the movement every time, add more side views.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Set up your two-hook test

Post day and time for Hook A and Hook B

Test results

Hook	Posted (day, time)	Where most people left	Any bump? Where?	Better than my average?

What you'll keep, and the 1 to 3 things you'll change next post



You're done when both post dates are set and you know what you'll look for in each retention graph.

THE PLAN

Your next 7 days

Small steps, one a day, so your next video goes out with a hook you tested.

YOUR ANSWERS, IN ONE PLACE

Hooks

Title

Keyword

Post dates

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Start a proof vault note on your phone and add 5 things clients said, word for word.	☐	
Day 2	Pick one problem, write your seven hooks, and star Hook A and Hook B.	☐	
Day 3	Film the body once, then film both openings: spoken line, on-screen text and the movement in the first frame.	☐	
Day 4	Post Hook A on your first post date with your comment keyword. Answer every DM the same day.	☐	
Day 5	Open Hook A's retention graph and write where people left and where they rewatched.	☐	
Day 6	Post Hook B with the same body on your second post date. Answer every DM the same day.	☐	
Day 7	Compare both against your own average, keep the winner, and use it with your title on the long YouTube version.	☐	