

LOW-TICKET COMPANION

# Hook-and-Shot Mini Pack

A calmer way to pair your opening line with the right first shots.

Use this when the idea is clear but the opening still feels vague.

## 12 Calm Hook Starters

### Product clips

1. Three shots I plan before filming this product
2. The detail I show first when the texture matters
3. A simpler way to film this object in under 15 seconds

### Desk workflows

4. The first page I open before planning the week
5. My calm reset before I film desk content
6. One small workflow shift that cleans up the whole sequence

### Hands-only videos

7. A simple hands-only sequence for this setup
8. The order I use when I want the process to read clearly
9. A quieter way to show the making part

### Educational reels

10. One page I fill before I explain this on camera
11. The proof shot that makes this tip easier to understand
12. A clearer way to show the process without overexplaining

# Hook-to-Shot Pairing Matrix

| Hook type     | Best first shot             | Best proof follow-up | Good closing frame   |
|---------------|-----------------------------|----------------------|----------------------|
| Outcome-led   | Hero frame                  | in-use shot          | end-state frame      |
| Problem-led   | setup shot                  | contrast shot        | quiet CTA frame      |
| Process-led   | hands entering frame        | key action step      | finished layout      |
| Detail-led    | close-up                    | wider context shot   | return to detail     |
| Voiceover-led | printed cue or screen intro | proof clip           | clean text end frame |

## 3 Quick Storyboard Cards

### Product Clip

Hook: show the object and name the result. Proof: in-use shot. CTA: save or compare.

### Desk Workflow

Hook: name the reset. Proof: main action frame. Detail: writing, sorting, or highlighting.

### Educational Reel

Hook: name the page or tool. Proof: one visible application. CTA: move to the full planning system.

## Mini Filming Checklist

- clean the frame
- choose the first shot
- write the opening line
- confirm the proof moment
- place props within reach
- check the final frame
- review whether the proof shot reads clearly

## Upgrade Bridge

The free planner helps you map one idea on one page.

This mini pack helps you pair the opening with the right first supporting shots.

The full **Faceless Video Storyboard Kit** gives you the complete storyboard system, all shot-list templates, prep workflow, reshoot review, repurposing sheet, and worked examples.