

Create Engaging Reels with This Simple Framework

The Hook–Story–Offer method helps you structure short-form videos that grab attention, build connection, and drive action. Use this worksheet to plan 10 Reels with high engagement potential.

How It Works

1. Hook

Grab your viewer’s attention in the first 1–3 seconds.

Use curiosity, emotion, shock, humor, or direct questions.

Examples:

- “What if you woke up and didn’t remember your name?”
- “The one mistake that cost me six months of writing time...”
- “You’ll never guess where this plot twist came from!”

2. Story

Share a short narrative, tip, moment, or reaction that relates to your book or writing life. Make it emotional, helpful, or relatable.

Focus on one idea only—keep it short and specific.

Examples:

- “I used to edit as I wrote. It nearly destroyed my creativity...”
- “This is how I came up with the main character in my book.”
- “I read the one-star review... and I’m still laughing.”

3. Offer

Tell the viewer what to do next—but make it feel like an invitation, not a pitch.

Focus on curiosity or connection, not just a hard sell.

Examples:

- “Want a sneak peek? Grab the preview in my bio.”
- “Which would you choose—A or B? Tell me below!”
- “Follow for more behind-the-scenes from this book!”

Plan Your Reels

Use the space below to brainstorm and structure 10 Reels. Each one should have a Hook (to grab attention), a Story (to connect), and an Offer (to guide action).

Example Reel-

Hook:

Write your opening line here—something that grabs attention in 1–2 seconds.

(e.g., “Writers, stop doing this one thing that kills your creativity.”)

Story:

Summarize the main message, moment, or tip you're sharing.

(e.g., “I used to edit as I wrote. It nearly destroyed my flow. Here’s what I do instead...”)

Offer:

Invite the viewer to engage, not just sell.

(e.g., “Want my full writing ritual? Grab the free guide in my bio.”)

Reel #1-

Hook:

Story:

Offer:

Reel #2-

Hook:

Story:

Offer:

Reel #3-

Hook:

Story:

Offer:

Reel #4-

Hook:

Story:

Offer:

Reel #5-

Hook:

Story:

Offer:

Reel #6-

Hook:

Story:

Offer:

Reel #7-

Hook:

Story:

Offer:

Reel #8-

Hook:

Story:

Offer:

Reel #9-

Hook:

Story:

Offer:

Reel #10-

Hook:

Story:

Offer:

Reel #11-

Hook:

Story:

Offer: