→ Hook
→ Substance
→ Payoff.

Hook → 5 to 7 seconds.

- Some question in mind to want to see more.

SUBSTANCE → Give VALUE to audience

- make it as interesting as possible

PAYOFF → Last 5 to 10 seconds.

- satisfy curiosity of hook.

Can use multiple throughout the

Hook ideas → Should give the viewers questions

1. Here's how we built a study app for everyone.

2. We made a digital tutor that lives inside your notes.
3. We made studying 2x better than the average student.
4. Here's how studying can be 2x better
5. Have you ever felt lost after a lecture?
6. Studying before and After.
7. we made an app that makes studying 2x more effective.
8. What if I told you your way of studying can be 2x more effective
9. I really wish I knew this before I graduated uni.
10. You don't need 10 different apps to study effectively.
11. You're probably studying wrong.
12. This app will save you hours when reviewing your notes after class.
13. We made the perfect study app for you so you don't have to.
14. is it just me or do you also go blank as soon as you look at your notes after a lecture.
15. Are you struggling to focus while studying, then here's one app for your entire study stack.
16. You're probably using your iPad wrong.
17. You need this free tool to study after a lecture.

Substance → Laugh or Learn.

→ Edutainment (teach + entertain)

→ use editing + hooks within

Payoff.

→ Ans the question

→ Why would someone save this post for later.