

DIRECT RESPONSE HOOKS

Set 1: Curiosity & Confession

Ayomide Victor Oluwatimilehin

20 hooks built around information gaps and personal confession, designed to make the viewer need to know what happens next.

1. "I stopped touching my face by accident. My skin thanked me for it."
2. "My dermatologist asked what changed. I almost didn't tell her."
3. "I wasn't going to post this, but three people asked this week alone."
4. "Nobody told me the real reason my skin kept breaking out. This did."
5. "I found out I was doing my routine backwards. Literally backwards."
6. "This is the thing estheticians don't say out loud in a 10-minute appointment."
7. "I almost returned this. Then day 9 happened."
8. "The ingredient label made me suspicious. Then I looked it up."
9. "I didn't believe the reviews either. Then I stopped believing them for a different reason."
10. "This isn't a skincare video. It's the thing I wish someone showed me two years ago."
11. "I used to think purging was normal. It wasn't."
12. "My skin wasn't sensitive. My routine was aggressive."
13. "I only tried this because my sister wouldn't stop talking about it."
14. "There's a reason this brand doesn't run ads on TV."
15. "I read the ingredient list out loud to my dermatologist. Her reaction surprised me."
16. "This got banned from one platform for the wrong reasons."
17. "I wasn't struggling with acne. I was struggling with bad advice."
18. "The thing that finally worked wasn't in my routine at all."
19. "I compared before and after photos I never planned to share."
20. "Three dermatologists gave me three different answers. This settled it."

All books in this document are original work by Ayomide Victor Oluwatimilehin, written as fictional demonstrations for direct-response skincare video ads.