



NURTURE  
TO  
CONVERT™  
POWERED BY BOSSMOM

# 5 SECOND HOOKS

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The Number one fastest way to grow  
your list using short b-roll reels &  
catchy hooks

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5 SECOND HOOK

# CONTENTS

PART 1

WHAT IS B-ROLL

PART 2

BRAINSTORMING B-ROLL  
FOOTAGE

PART 3

BRAINSTORMING HOOKS -  
THOUGHT JOGGERS

PART 4

BRAINSTORMING HOOKS -  
TEMPLATES

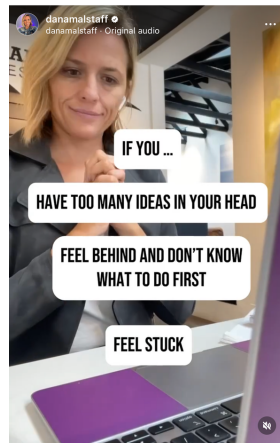
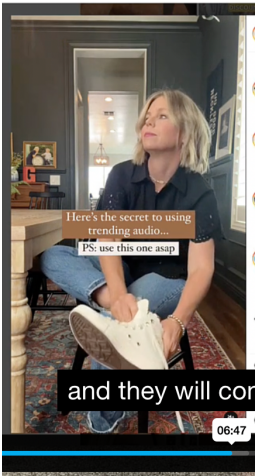
PART 5

SETTING UP SIMPLE MANYCHAT  
AUTOMATION

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# WHAT IS B-ROLL?

B-roll is the extra footage used to create intrigue. Its basically filler content. Background noise. It creates visual intrigue but you only need each clip to be about 5 seconds.



## EXAMPLES OF B-ROLL FOOTAGE:

Do what feels natural to you

- Making coffee
- Turning and laughing
- Sitting in your car and looking away
- Washing a dish
- Putting sunglasses on
- Filing a nail
- Putting a book down
- Erasing something off a whiteboard
- Putting on shoes

Recording a months worth of B-Roll footage can be done super fast, and allow you to fill up your repository with ease.

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# BRAINSTORMING B-ROLL FOOTAGE

Check off ones that resonate with you.

## IN YOUR WORKSPACE

- ☐ sitting down at desk
- ☐ typing on laptop
- ☐ writing in notebook
- ☐ drinking coffee/tea
- ☐ thinking
- ☐ smiling, laughing

## IN YOUR HOME SPACES

- ☐ pouring coffee
- ☐ putting shoes on
- ☐ making bed
- ☐ cleaning counter
- ☐ sitting to rest
- ☐ doing hair

## WITH YOUR KIDS

- ☐ hugging kids
- ☐ kids playing
- ☐ kids climbing
- ☐ board games/puzzles
- ☐ kids eating
- ☐ kids interrupting you

## OUT AND ABOUT

- ☐ working in public
- ☐ walking on trail
- ☐ enjoying a hobby
- ☐ view panorama
- ☐ enjoying friends
- ☐ cheers-ing drinks

# BRAINSTORMING B-ROLL FOOTAGE

**What are some common things you do in your day as you do your work?**

**What are some of the feeling words that you want people to feel when they see your content?**

**What are some visual queues that you can get 5 second videos of to give your audience those feelings?**

**What are some things you do each day that are unique to you and how you spend your time?**

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# BRAINSTORMING YOUR HOOKS

## THOUGHT JOGGERS TO GET YOU STARTED:

Here's how I \_\_\_\_.

Want to know how I \_\_\_\_?

I \_\_\_\_\_. Want to know how?

Examples:

- Got my baby to sleep for 12 hours
- Saved my marriage
- Lost 100 pounds
- Helped myself cry
- Found the love of my life
- Coparent with success

Here's how I \_\_\_\_ without \_\_\_\_.

Or

Here's how I help my clients \_\_\_\_ without \_\_\_\_.

Examples:

- Grew my business without sacrificing my family time
- Made my self-care a priority without sacrificing my relationships with others
- Lost the weight without giving up carbs
- Made x amount of money without working 60 hour weeks

Want to \_\_\_\_?

(You can also add the "without" to these)

Examples:

- Get your baby to sleep through the night?
- Learn how to invest with ease?

# BRAINSTORMING YOUR HOOKS

## THOUGHT JOGGERS TO GET YOU STARTED: (PAGE 2)

Sick of \_\_\_?

Examples:

- Being up all hours of the night
- People not seeing your content
- Arguing with your partner
- Not being able to stick to a diet
- Fad diets

Brainstorm 10-20 of these that lead to your opt in, small products, affiliate offers.

Unpopular opinion: \_\_\_\_

Examples:

When \_\_\_ do \_\_\_\_...

Examples:

- When moms do self-care...
- When Realtors implement this strategy...
- When partners finally communicate...

In the caption you can expand on what you've built intrigue for, and then invite them to comment a certain word below so you can send them the thing you were building intrigue for.

# BRAINSTORMING YOUR HOOKS

## TEMPLATES YOU CAN MAKE YOUR OWN:

- I want to live in a world where \_\_\_\_.
- All I want for Christmas is...
- Here's how I \_\_\_\_.
- Want to know how I \_\_\_\_?
- I \_\_\_\_\_. Want to know how?
- Here's how I \_\_\_\_ without \_\_\_\_.
- Here's how I help my clients \_\_\_\_ without \_\_\_\_.

Examples:

- Grew my business without sacrificing my family time
  - Made my self-care a priority without sacrificing my relationships with others
  - Lost the weight without giving up carbs
  - Made x amount of money without working 60 hour weeks
- 
- Want to \_\_\_\_?
  - (You can also add the “without” to these)
  - Examples:
  - Get your baby to sleep through the night?
  - Learn how to invest with ease?
  - Can anyone else relate to \_\_\_\_, because please tell me it's not just me!
  - Here are 5 ways to do \_\_\_\_ (make sure you stick around for 5 because that's my favorite!)
  - Stop scrolling! If you love \_\_\_\_, this is for YOU!
  - YOUR journey to [Achievement] starts here \_\_\_\_
  - Watch until the end because I'm revealing something big, & you don't want to miss it!



# BRAINSTORMING YOUR HOOKS

## TEMPLATES YOU CAN MAKE YOUR OWN:

- Brace yourselves! I'm spilling all the tea on\_\_\_\_!
- Struggling with [insert common problem]? Here's a hack you wish you knew sooner!
- Girl, if you're still doing [insert outdated method], you need to watch this!
- Tip alert! Discover the game-changing advice every [insert industry] pro swears by!
- Discover the power of \_\_\_\_
- Find out how I [Achievement] in just [Timeframe]...
- Ready for a reality check? Let's debunk [insert myth]!
- Maximise your \_\_\_\_ with \_\_\_\_
- Ready to transform your approach to [insert topic]?
- You won't BELIEVE what happened to me yesterday \_\_\_\_
- Wanna know the secret to \_\_\_\_? Let's dive in!
- Feeling overwhelmed as a \_\_\_\_?
- Let's settle this once and for all... [Debate/Controversial Question]

# BRAINSTORMING YOUR HOOKS

## TEMPLATES YOU CAN MAKE YOUR OWN:

- Omg is \_\_\_\_ that I'm hearing about? Let's talk about it!
- Craving some insider knowledge? Here's a [insert industry]
- Things I didn't do to grow/build \_\_\_\_\_
- This reel will change how you think about \_\_\_\_\_ the words you use in your business, how your audience sees you, how you think about your messaging
- It took me [insert time frame] to learn how to [desired results] but I'll teach you how in 10 seconds
- Is [framework/method/step] still effective for [desired result]?
- Watch what happens when you stop \_\_\_\_\_ and start \_\_\_\_\_.
- Trying to [desired results]? I made these mistakes so you don't have to...
- The most underrated [tip/process] to achieve [desired result]
- One tiny change that made a huge impact in \_\_\_\_\_.
- Here's why \_\_\_\_\_ is so difficult AND what you can do about it

# SETTING UP MANYCHAT

## STEPS TO SET UP THIS SIMPLE AUTOMATION

1. Go to New Automation

\* Instagram & Facebook are different so you will need to create one for each, but you can clone from one to the other.

2. To begin, choose start from scratch

3. New trigger

- User comments on your post or reel
- You need the paid version so you can set it up to say 'any post or reel'
- Use words that are somewhat unique
- And Comment contains specific words
- Turn on public auto response in Feed - add a few options for comment responses

4. Next click Instagram or Facebook (whatever you're setting it up for)

5. Type a response for what they commented for

- Add button "Give them to me"- title button and select Instagram.
- Add action - add a tag (tag based on what action they took).
- This is a great way to see who you're interacting with and sending personal DMs

6. Send a message - Perfect! Here's your \_\_\_\_.

Add button, title button "Click Here", add link

7. Preview

8. Rename Automation

9. Set Live

10. Convert channels - to Facebook