

IDEAS
STRUCTURE
CHARACTERS
CLIFFHANGERS
REPEAT VIEWERS

IT STARTS
WITH A HOOK.

SAME
SCREEN.
BIGGER
POSSIBILITIES.

CHARACTER

CONFLICT

ESCALATION

THE NEXT QUESTION

What happens
in the next
3 seconds?

0:57

1:00

A MOMENT

A SHIFT

A NEW QUESTION

THE LAST
THREE SECONDS

Good
Stories
Travel
Further

VERTICAL HOOK BIBLE

40 Domestic + 16 Other-Genre Hooks

Indian Microdrama • 60-90 Seconds

THE LAST THREE SECONDS,
WRITTEN DOWN.

Hooks • Episode Engines • Writer Tests • Production Rules

A PRACTICAL GUIDE FOR MICRODRAMA WRITERS & PRODUCERS

This sample is from the paid file.

Same cover. Same cards. The paid PDF is 12 pages. This download stops after two cards and the rule those cards use.

HOOK · BUTTON · ENGINE

HOOK — the last three seconds. An image that creates a new question. Not a premise. Not a logline.

BUTTON — the cut. Hold, or cut. No music swell that explains the twist.

ENGINE — one lie that can survive eight buttons. A hook is not an engine.

The question at 0:00 cannot be the question at 0:58.

HOOK 01 · THE WRONG NAME

Last 3 seconds — She looks at the wedding card. The groom's name is not the man beside her.

The button — Hold her face half a second too long. No swell. Cut.

Why it holds — The room does not know. The viewer does.

Use on — Wedding, engagement, family function.

Do not follow with another name-on-paper card.

HOOK 02 · THE SECOND PHONE

Last 3 seconds — He sets one phone down. A second lights in the drawer. Her photo.

The button — We see the lock screen. Cut before anyone speaks.

Why it holds — The object is the confession.

Use on — Bedroom, after a family lunch.

The paid file continues from hook 03 through 56, plus the 8-episode engine, the long spine, the continuity ledger, the question bank, the production sheet, and the paste-ready rails.

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