

# How Do You Write Blog Posts People Actually Finish? (Steal These Video Hook Tactics)

## How to Be a Click-Magnet

There are two, main tactics with SEO right now:

1. Give the answer right away, and let people stick around and read more.
2. Don't give away the entire answer in the first paragraph. Use ethical tension to make readers lean in, then pay it off with specifics and proof.

I'm a big proponent of the first method right now. That is totally what AI wants, so you should do that – for sure. I'm just taking this break to go in the other direction, which I think you can do with in the right situations. For example, if you have something that's just so huge with high demand, go ahead and use this tactic. But, on the other hand, if what you have is not quite earth-shattering, then definitely give away the answer right away.

Let's dive into not giving it away...

## Why Delaying the Answer Works in Writing

Most blogs lose readers in the first 5–10 seconds because they front-load the solution. In video, creators build curiosity first, then deliver the answer with receipts. You can do the same in writing: *pose a belief*, *open a loop*, and *promise a concrete payoff*—then deliver it with data, screenshots, or mini-case studies.

## The 3-Step Hook You Can Use in Any Intro

### 1. Trigger a belief (agree or challenge)

Start with a line that either **confirms what readers already feel** or **politely challenges it**.

- *Confirm*: “You’re publishing weekly, but traffic isn’t moving. You’re not alone.”
- *Challenge*: “If you’re cramming your entire answer into paragraph one, you’re costing yourself readers.”

### 2. Create curiosity (open a loop)

Hint at the insight without giving it all away. Use bridge phrases to keep people moving:

- “Here’s the twist...”
- “It’s not what you think.”
- “Let me break it down.”

- “Before we blame X, here’s what no one mentions…”

### 3. Hold the payoff (then pay it off with proof)

Set the promise (“By the end of this article you’ll have a 5-line intro template and a checklist”) and then **actually deliver**—with examples, screenshots, data, or quotes. This isn’t clickbait. It’s sequencing.

## Level Up Your Blog Titles (Video Hook Ladder ? Headline Ladder)



Take the video “leveling” idea and apply it to blog headlines:

1. **Level 1 (Weak):** “My Morning Routine”
2. **Level 2 (Better):** “My 10-Minute Morning Routine Before Work”
3. **Level 3 (Strong):** “The 10-Minute Morning Routine That Doubled My Weekly Output”

4. **Level 4 (Irresistible):** “The 10-Minute Morning Routine That Doubled My Weekly Output (Calendar Screenshots + What I Cut)”

*Why Level 4 wins:* it adds a **result** (doubled output) plus **proof** (screenshots) and **mechanism** (“what I cut”). That combo creates curiosity without being vague. THAT is the formula you need – especially the specificity.

## Use “Section Hooks” So Readers Don’t Bounce Mid-Article

Don’t only hook the intro—hook every major section. Start H2s/H3s with a micro-promise:

- **Weak:** “Keyword Research”
- **Strong:** “Find 3 ‘Unfair’ Keywords in 10 Minutes (Quick Filter You Can Copy)”
- **Weak:** “On-Page SEO Tips”
- **Strong:** “Fix These 3 Elements First (They Move Rankings Fastest)”

## A Reusable Intro Template (Copy/Paste)

Use this 5-line structure to open almost any post:

1. **Belief trigger:** Agree or challenge. *“Publishing more isn’t your problem—sequencing is.”*
2. **Context in one line:** *“Most posts dump the answer up top and readers bail.”*
3. **Open loop:** *“There’s a simpler way to get people to the end.”*
4. **Promise + proof:** *“I’ll show you a headline ladder, a 5-line intro template, and real examples.”*
5. **Transition:** *“First, let’s fix your headline.”*

## “Proof Pack:” What to Show (and Where)

In video, social proof and visuals unlock the million-view tier. In blogs, drop a quick “proof pack” after your first or second section:

- **1 screenshot** (analytics, calendar, SERP, or before/after)
- **1 data point** (e.g., “click-through rate jumped from 2.3% ? 5.1%”)
- **1 sentence on mechanism** (what actually caused the change)

*Placement:* after you introduce the idea but **before** the step-by-step. That timing pays off the first curiosity loop and earns the right to teach.

## Formatting That Keeps Scrollers Reading

- **Short opening lines.** 6–12 words to start. Break the wall of text.

- **Bucket brigades.** Phrases like “Here’s the catch:” “One more thing:” “So what?” keep momentum.
- **Front-load specifics.** Numbers, time-frames, constraints. Vague = scroll.
- **One promise per paragraph.** If you change ideas, hit return.
- **Subheads that sell.** Make every H2/H3 a mini-headline with a benefit.

## Examples: Upgrade a Flat Intro to a Click-Magnet

### Before:

“In this post I’ll share my morning routine. I like to get up early, drink water, and plan my day. Let’s get into it.”

### After:

“**You don’t need a 5am club—you need 10 focused minutes.** I stopped adding more to my mornings and traffic jumped anyway. *Here’s the twist:* I cut three things, kept two, and my weekly output doubled. I’ll show the calendar screenshots and the exact five-step routine. **First up: the one habit I thought mattered (that didn’t).**“

## SEO Note: Curiosity Isn’t Clickbait

You’re not hiding the answer—just sequencing it. Pair curiosity with **clear intent** and **real proof**.

Practical moves:

- **Map search intent upfront:** who’s the post for, what problem, what outcome.
- **Use specific modifiers:** time-frame, audience, constraints (e.g., “B2B,” “under 30 minutes,” “with templates”).
- **Pay off every promise:** if your headline teases “screenshots,” include them.

## Publish Checklist (Print-Friendly)

- Headline includes **result + proof/mechanism** (or a strong curiosity angle).
- First 3–5 lines: belief trigger ? open loop ? promise + proof.
- Every H2 reads like a mini-headline with a benefit.
- One “proof pack” (screen + data point + mechanism) above the fold or after section two.
- No walls of text: short paragraphs, bucket brigades, white space.
- All promises paid off (templates, steps, examples are actually there).

## Swipe: 8 Headline Starters You Can Adapt Today

1. The [Time-Boxed] Plan That [Result] (With [Proof])”
2. “I Stopped Doing [Common Tactic]—Here’s What Happened in [Timeframe]”
3. “Fix [Problem] in [X] Minutes (Skip [Expected Step])”
4. “[Result] Without [Annoying Thing]: My [Number]-Step Process”
5. “The [Role/Audience] Guide to [Outcome] (Screenshots Inside)”
6. “What Everyone Misses About [Topic] (And How to Do It Right)”
7. “Steal This [Template/Checklist] for [Outcome]”
8. “Before/After: [Metric] from [A] ? [B] (Exactly What Changed)”

## Put It All Together...

Open with a belief, create curiosity, promise proof, then deliver specific steps with receipts. That’s the same engine behind high-retention videos—just written for readers who want answers *and* a reason to keep scrolling.

Original article: <https://tonyherman.com/how-to-write-good-blog-posts/>

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