Back to Course

HOW TO RUN TIKTOK ADS

59% Complete
48/81 Steps

Part I: All about ads
Part I: All about ads
~~Module 01: Ads Setup~~ 4 Lessons
~~Module 02: Campaign Structur…~~ 3 Lessons
~~Module 03: Ad Group~~ 4 Lessons
~~Module 04: The Assets Tab~~ 6 Lessons
~~Module 05: Your Customer's Jo…~~ 5 Lessons

Part II: Developing Creative
Part II: Developing Creative
~~Module 01: The importance of …~~ 8 Lessons
~~Module 02: Ad Inspiration~~ 7 Lessons
Module 03: Framework and H… 10 Lessons
~~Lesson 01: Ad Frameworks~~
~~Lesson 02: Visual Hooks~~
Lesson 03: Verbal Hooks
Lesson 04: Pain Points
Lesson 05: Showcasing Your Product
Lesson 06: Call to Action
Lesson 07: Scripting Your Ad
Lesson 08: Building Our First Ad
Lesson 09: In-App Features
Lesson 10: Closing Thoughts for Part 2

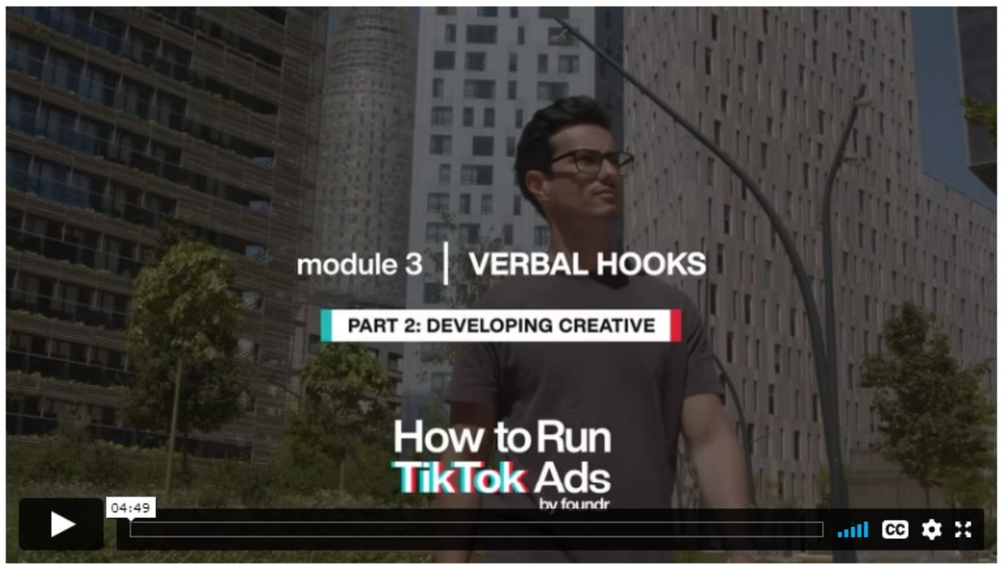
Bonus Part III: Organic
Bonus Part III: Organic (aka the Secret S…
Module 01: Intro and setting up… 3 Lessons
Module 02: Navigating TikTok 3 Lessons
Module 03: Your brand on TikTok 9 Lessons
Extra Bonus Content! 4 Lessons

LESSON 03: VERBAL HOOKS

Gerardo Perez

MODULE PROGRESS

20% Complete



Next up is verbal hooks, ways of getting people's attention verbally, rather than visually. And remember, **this is not an either/or situation** — try mixing and matching verbal AND visual hooks!

A couple verbal hooks examples:

- Audience anchoring
- Two-person conversation skit
- I bought this so you don't have to
- Here's x reasons why…

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