

The Hook Deck turns a blank page into three video ideas.

Sixty cards in three suits, for creators and small teams who need something worth filming today.

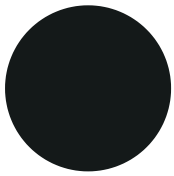
iklipse

Every video idea in this deck needs three cards.



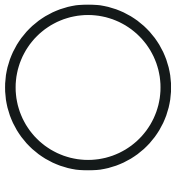
Hook.

The first two seconds, the part that makes a thumb stop. 20 cards.



Format.

The shape of the video, from a street interview to a micro-drama. 20 cards.



Twist.

One rule you have to follow. It forces a fresh choice when the easy idea shows up. 20 cards.

Each card has an example line in English and in Arabic. Use them as a starting point and write your own.

Play alone and leave with three ideas in fifteen minutes.

Solo. One player. Fifteen minutes. A pen and a timer.

1. Shuffle each suit into its own pile, face down.

2. Draw one card from each pile. You may swap one card, once.

3. Write for five minutes: the first line people hear, three shots, and how the twist changes the plan.

4. Do it three times. Film the best idea today and keep the other two for next week.

Run a team sprint when the content calendar is empty.

Team sprint. Three to six people. Fifteen minutes.

1. Each person draws one card from every pile.
2. Trade one card with the person on your left if you want to.
3. Write alone for six minutes. Nobody talks.
4. Pitch for one minute each. Read your first line out loud as if the video were playing.
5. Everyone votes for two ideas. The top three go on next week's calendar.

Warm up a client workshop in ten minutes.

Workshop warm-up. Groups of two to four. Ten minutes.

1. Put the client's product on the table, or write it on a sticky note.

2. Give each group one hook and one twist. The facilitator holds the format pile.

3. Two minutes: pitch the worst possible video for those cards. The laughing is the point.

4. Draw a format for each group. Three minutes: pitch the best version.

5. Stick every first line on the wall and keep it there for the rest of the session.

Print on thick paper, then cut along the marks.

1. Print on A4 card stock at actual size (100%). Turn off any fit-to-page setting.

2. For backs, print double-sided and flip on the long edge. Each card sheet is followed by its backs.

3. Cut along the light lines. Each card is 63 x 88 mm, the size of a poker card.

4. Keep the three suits in separate piles. The backs show which pile a card belongs to.

Printing single-sided? Skip the backs pages and sort the piles by the colored fronts.

Show the price first.

Put the price on screen in the first second, then spend the rest of the video earning it.

This costs 49 dirhams. Here is why it is worth every one.

سعره ٤٩ درهم، وهذا سبب أنه يستاهل كل درهم.

Hook 01 / 20

Start with the wrong answer.

Say the common mistake out loud as if it were true, then correct it.

Everyone says post every day. That advice is costing you.

الكل يقول انشر كل يوم. هذه النصيحة تكلفك كثير.

Hook 02 / 20

The embarrassing question.

Read out the question people only ask in private messages, then answer it plainly.

Can I still return it if I already opened the box?

أقدر أرجعه إذا فتحت العلبة؟

Hook 03 / 20

The mess, then the fix.

Open on the problem at its worst. The fix arrives by the third second.

This was my kitchen at 2am, one hour before suhoor.

هذا كان مطبخي الساعة ٢ الفجر، قبل السحور بساعة.

Hook 04 / 20

A number nobody expects.

Lead with one surprising number from your own business. Use a real one.

We peeled 400 onions for one Ramadan menu.

قشّرنا ٤٠٠ بصلة لقائمة رمضان وحدة.

Hook 05 / 20

Answer the comment.

Put a real comment on screen and start replying to it in the first second.

Someone asked if this is really handmade. Watch.

واحد سأل إذا هذا شغل يدوي فعلاً. تابعوا.

Hook 06 / 20

Say the ending first.

Show the finished result up front, then go back to where it started.

This is how it ends. Now let me show you how we got here.

هذه النهاية. خلّيني أوريك كيف وصلنا لها.

Hook 07 / 20

The thing we stopped doing.

Confess one habit your business dropped and tell people what happened next.

We stopped offering free delivery. Here is what our customers said.

وقفنا التوصيل المجاني. وهذا اللي قاله عملاؤنا.

Hook 08 / 20

Point at the detail.

Look into the lens and point at the one thing the viewer should notice.

Look at the stitching on the left. That is the whole story.

لاحظ الخياطة على اليسار. هنا القصة كلها.

Hook 09 / 20



Hook



Hook



Hook



Hook



Hook



Hook



Hook



Hook



Hook

Pick a side.

Ask a two-option question and make people choose in the comments.

Karak or Turkish coffee at suhoor? Choose one.

كرك أو قهوة تركي على السحور؟ اختار واحد.

Hook 10 / 20

The overheard line.

Open on a real sentence a customer said to you, written big on screen.

"I bought it for my mother and kept it for myself."

«اشتريته لأمي وخليته لي.»

Hook 11 / 20

Count down from three.

Promise three things, show the number, and start at three.

Three things I wish I knew before opening a café. Three:

ثلاث أشياء تمنيت أعرفها قبل ما أفتح الكافيه. ثلاثة:

Hook 12 / 20

Start mid-sentence.

Cut in as if the viewer walked into a conversation already going.

...and that is why we never use frozen dough.

...ولهذا السبب ما نستخدم عجين مجمد أبداً.

Hook 13 / 20

The before you would hide.

Show an old photo or a first version you would normally keep private.

Our first logo. Yes, we paid for this.

أول شعار لنا. أيوه، دفعنا عليه فلوس.

Hook 14 / 20

Name the viewer.

Say exactly who this video is for in the first line.

If you run a small bakery in Jeddah, this one is for you.

إذا عندك مخبز صغير في جدة، هذا الفيديو لك.

Hook 15 / 20

Sound before picture.

Open on one strong sound, such as a sizzle or a zip, before any face or text.

[Sizzle] That sound is our whole morning.

[صوت القلي] هذا الصوت هو صباحنا كله.

Hook 16 / 20

Break a rule on camera.

Do the thing people say you should never do, then explain why it works for you.

They say never wash a cast iron pan with soap. Watch me.

يقولون لا تغسل مقلاة الحديد بالصابون. شوفوني.

Hook 17 / 20

Show the hidden step.

Reveal one step of your work that customers never get to see.

Nobody sees this part. It takes four hours.

هذا الجزء ما يشوفه أحد. ياخذ أربع ساعات.

Hook 18 / 20



Hook



Hook



Hook



Hook



Hook



Hook



Hook



Hook



Hook

Ask the impossible question.

Open with a question that sounds absurd, then answer it seriously.

Can a full iftar fit inside one lunch box?

هل يدخل فطور رمضان كامل في علبة وحدة؟

Hook 19 / 20

Tell them what to skip.

Warn people away from something, even one of your own products, and say why.

Do not buy our large size. Get this one.

لا تشتري الحجم الكبير. خذ هذا.

Hook 20 / 20

Point of view (POV).

Film from the viewer's eyes. A five-word caption sets the scene.

POV: you open the fridge an hour before iftar.

تخيّل: تفتح الثلاجة قبل الفطور بساعة.

Format 01 / 20

Street interview.

Ask one question to many people, then cut to the best five answers.

What is the one dish your mother makes better than anyone?

ما الأكلة اللي تطبخها أمك أحسن من الكل؟

Format 02 / 20

Before and after.

Same frame, same angle, two moments. Cut between them on a clap or a snap.

The shop at 8am. The same shop at midnight in Ramadan.

المحل الساعة ٨ الصبح. نفس المحل نص الليل في رمضان.

Format 03 / 20

Micro-drama episode.

One scene of about a minute with one conflict and a cliffhanger. Plan it as part one of a series.

Episode 1: She found the receipt.

الحلقة ١: لقت الفاتورة.

Format 04 / 20

Tutorial in reverse.

Start on the finished thing and walk each step backwards to the raw materials.

From a finished kunafa tray back to raw dough.

من صينية كنافة جاهزة إلى عجينة خام.

Format 05 / 20

Duet or reply.

Answer another video or a comment side by side, with the original still visible.

Replying to the man who said our coffee is too strong.

رد على اللي قال إن قهوتنا قوية زيادة.

Format 06 / 20

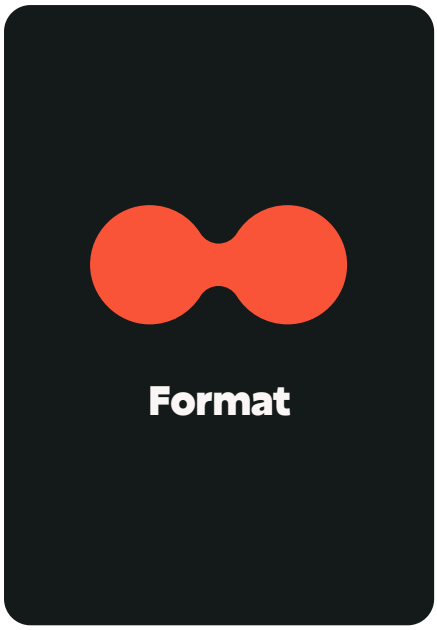
Day in the life.

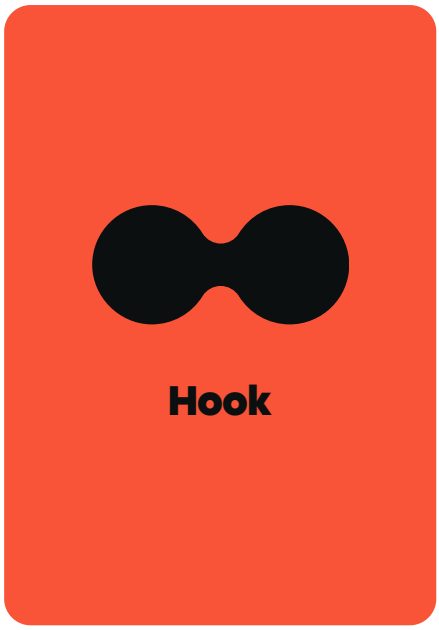
One day in eight to twelve short clips, with a time stamp on each.

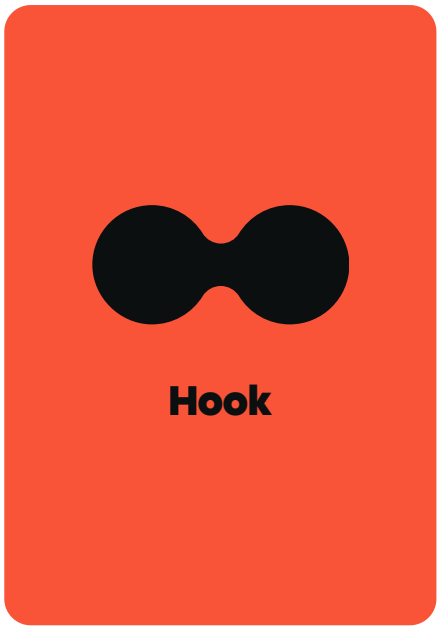
A Ramadan day at a family bakery, from suhoor to suhoor.

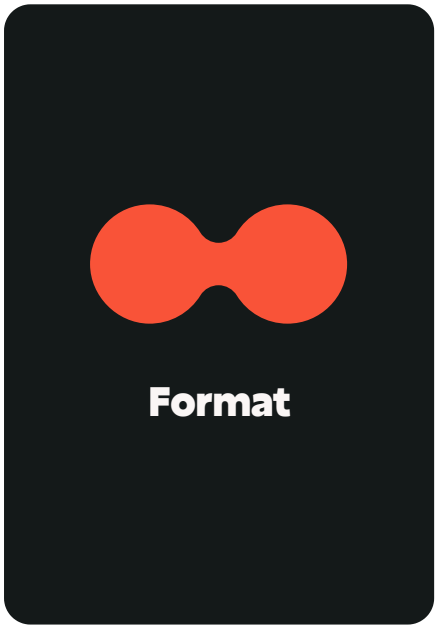
يوم رمضاني في مخبز عائلي، من سحور إلى سحور.

Format 07 / 20


Format

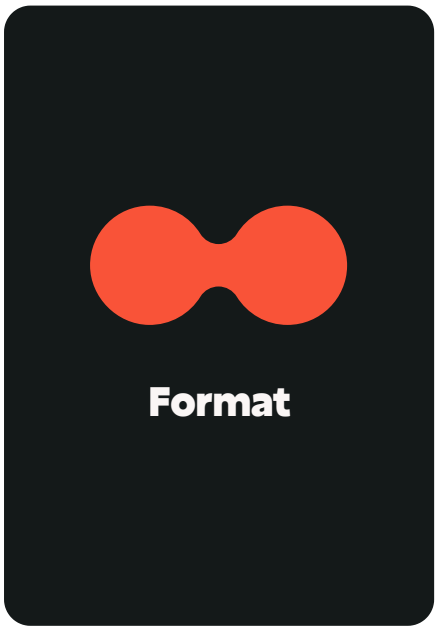

Hook


Hook

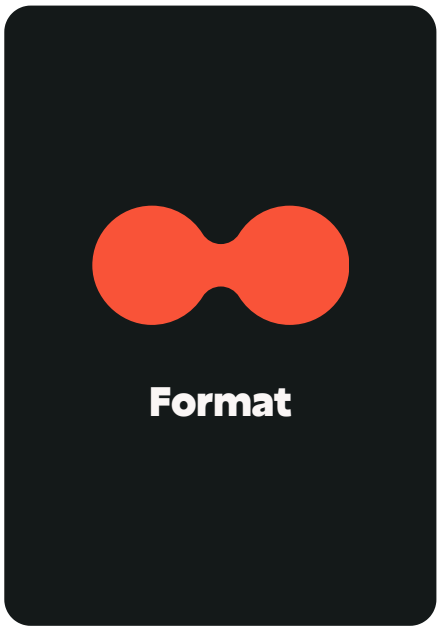

Format


Format


Format


Format


Format


Format

Unboxing with a twist.

Open the box the usual way, then reveal something nobody expected inside.

Unboxing our new gift set. My grandmother's note is inside.

نفتح علبة الهدايا الجديدة. وفيها ورقة من جدتي.

Format 08 / 20

Myth versus fact.

Put the myth on screen, cross it out, then show the fact with proof.

Myth: dates are only for Ramadan.

خرافة: التمر بس لرمضان.

Format 09 / 20

One-shot walkthrough.

Walk through the space in one continuous take while you talk.

Walk with me from the front door to the oven.

امشِ معي من باب المحل إلى الفرن.

Format 10 / 20

Music-led ad.

Pick a track you hold the rights to, then cut every shot on the beat.

Eight shots, one beat, one product, no talking.

ثماني لقطات، إيقاع واحد، منتج واحد، بدون كلام.

Format 11 / 20

Nostalgia scene.

Recreate a small moment people remember from childhood and put your product in it.

Waiting for the iftar cannon with grandpa's radio on.

ننتظر مدفع الإفطار وراديو جدي شغّال.

Format 12 / 20

Blind taste test.

Give real people two or three unlabeled versions and film the first reaction.

Three samosas. One of them is ours. Guess which.

ثلاث سمبوسات. وحدة منها من عندنا. خمّن أي وحدة.

Format 13 / 20

Ask an expert.

One real expert, one question, answered in under a minute.

We asked our head baker about the one mistake everyone makes with bread.

سألنا كبير الخبازين عن الغلطة اللي الكل يقع فيها مع الخبز.

Format 14 / 20

Talk over a screenshot.

Stand in front of a screenshot, message or photo and talk the viewer through it.

This is the first message a customer ever sent us.

هذه أول رسالة وصلتنا من عميل.

Format 15 / 20

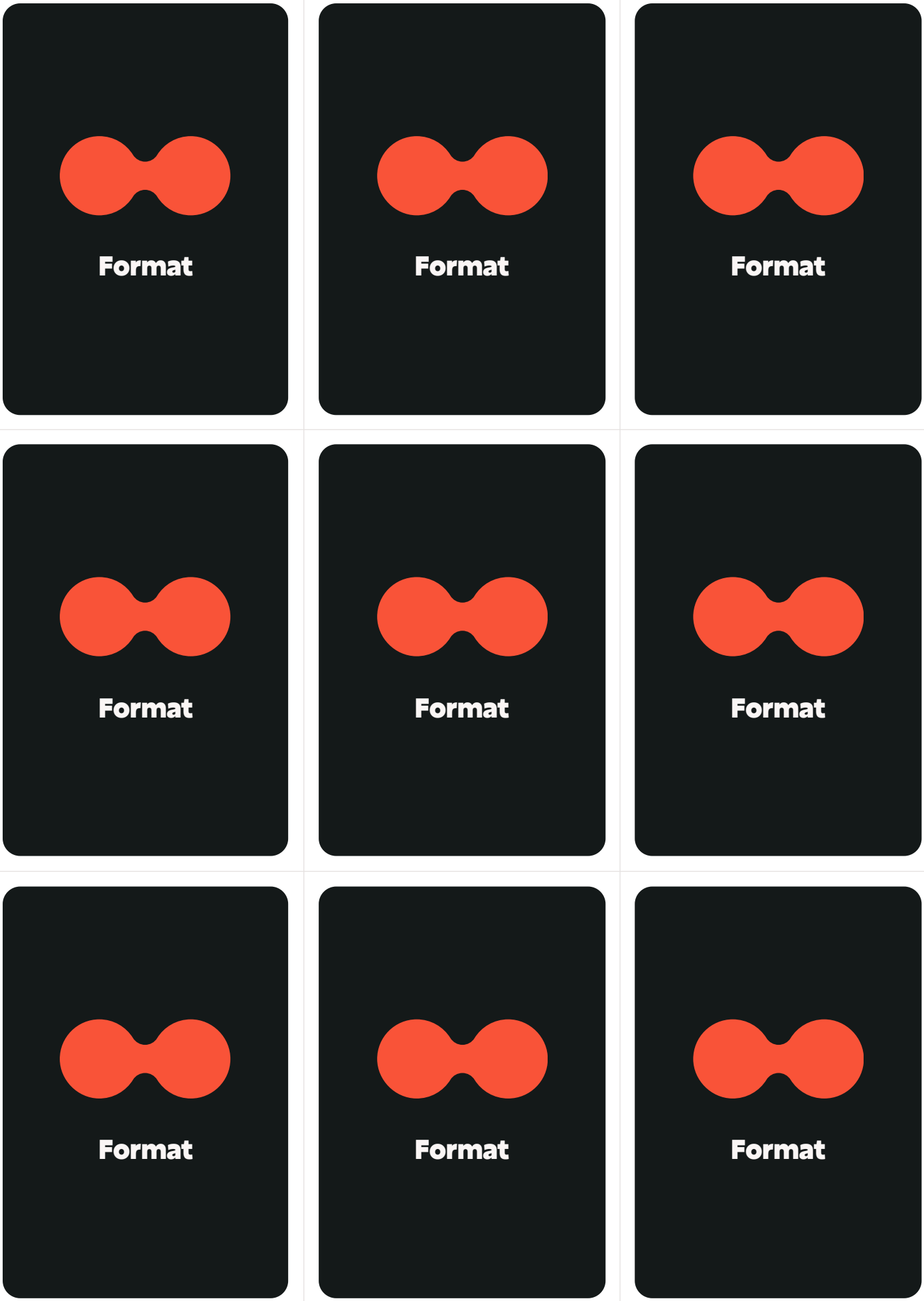
Customer tells it.

Hand the story to one real customer and let them tell it in their own words.

I came in for one cake and ended up ordering our wedding cake.

جيت عشان كيكة وحدة وطلعت طالب كيكة عرسنا.

Format 16 / 20



Backs for card sheet 4.

Timed challenge.

Set a clear task with a time limit, put the clock on screen and film the attempt.

Can our team wrap 50 gift boxes in ten minutes?

هل يقدر فريقنا يغلّف ٥٠ علبة هدية في عشر دقايق؟

Format 17 / 20

Five-item list.

Count through a short list with one shot per item and the number on screen.

Five things in our store under 20 riyals.

خمس أشياء في محلنا بأقل من ٢٠ ريال.

Format 18 / 20

Founder to camera.

The founder speaks straight to the lens about one real decision.

I almost closed the shop in year two. Here is what kept it open.

كنت على وشك أقفل المحل في السنة الثانية. وهذا اللي خلاني أكمل.

Format 19 / 20

Giving moment.

Show a real act of giving tied to the season, with consent from everyone on camera.

Tonight we packed 200 iftar boxes with our neighbors.

الليلة جهزنا ٢٠٠ صندوق إفطار مع جيراننا.

Format 20 / 20

One take.

No cuts at all. If you stumble, start again from the top.

Thirty seconds, one take, no edit.

ثلاثين ثانية، لقطة وحدة، بدون مونتاج.

Twist 01 / 20

No voiceover.

Tell the whole idea with picture, sound and on-screen text.

Let the sizzle do the talking.

خلّ صوت القلي يتكلم.

Twist 02 / 20

Shot on the founder's phone.

The founder films it on their own phone, as it is, with no extra kit.

Filmed by me, on my phone, in my shop.

صوّرته بنفسي، بموبايلي، في محلي.

Twist 03 / 20

Arabic and English together.

Use both languages in one video. Switch once, on purpose, at the turn of the story.

Half the story in English, the punchline in Arabic.

نص القصة بالإنجليزي، والنكتة بالعربي.

Twist 04 / 20

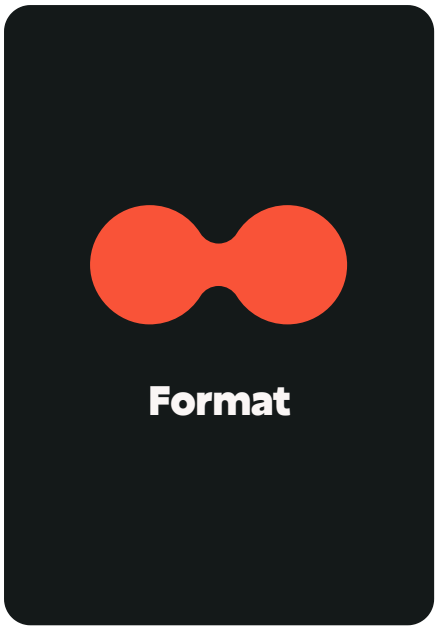
Under ten seconds.

Cut everything you can until the video runs under ten seconds.

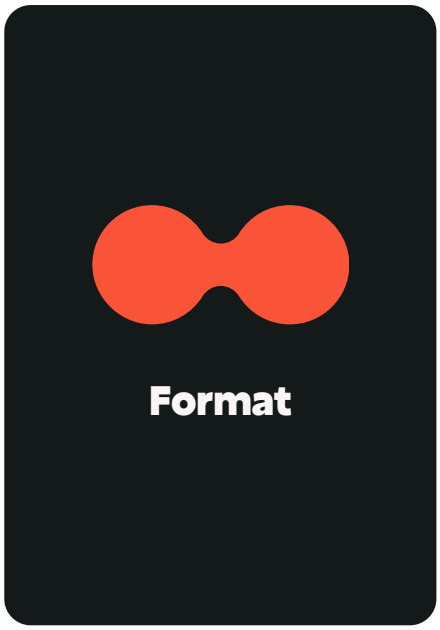
One problem, one fix, nine seconds.

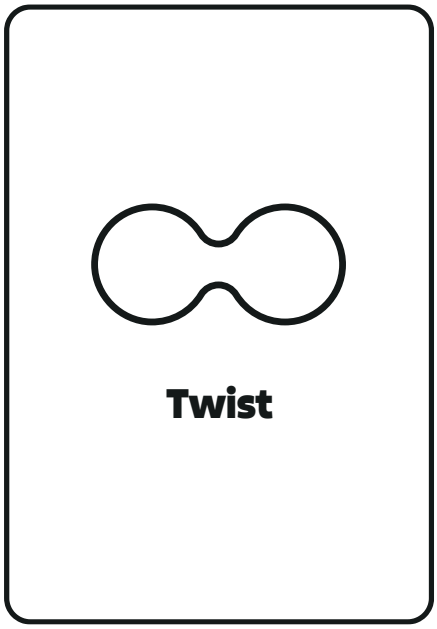
مشكلة وحدة، حل واحد، تسع ثواني.

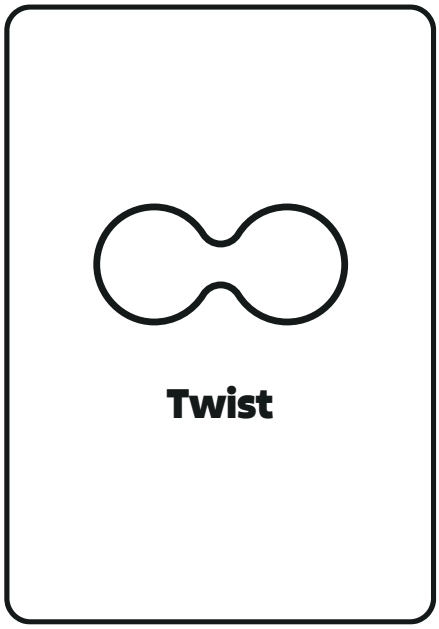
Twist 05 / 20


Format

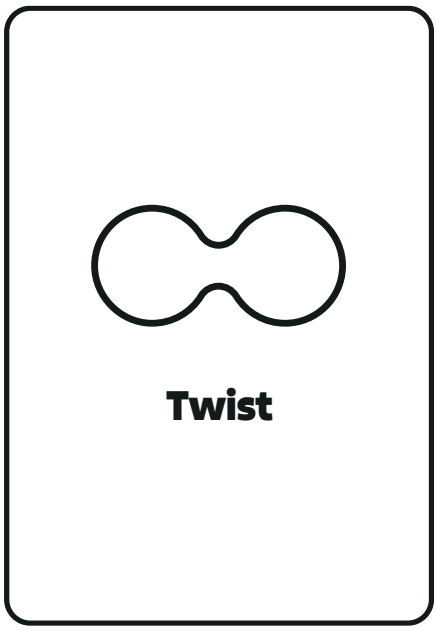

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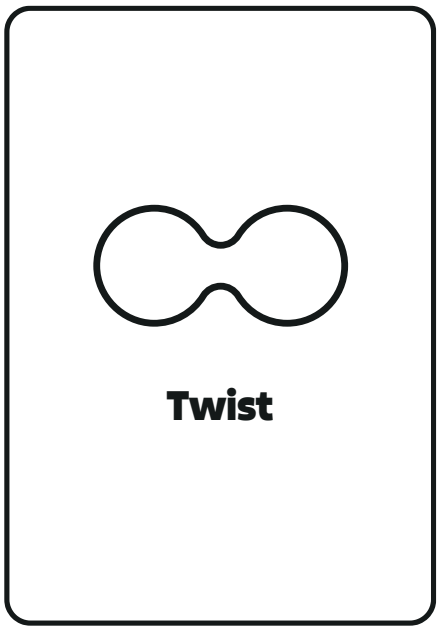

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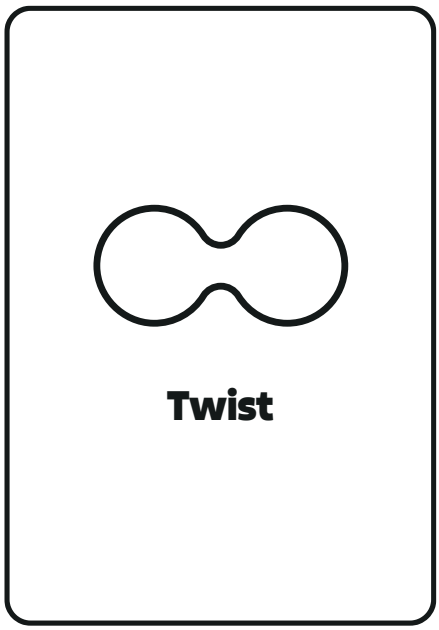

Twist


Twist


Format


Twist


Twist


Twist

No faces.

Keep every face out of frame. Tell it with objects, places and text.

Only the cups, the steam and the clock on the wall.

بس الفناجين والبخار وساعة الحيط.

Twist 06 / 20

Only hands.

Frame tight on hands doing the work, from the first shot to the last.

Hands only, from the dough to the tray.

الأيادي بس، من العجينة إلى الصينية.

Twist 07 / 20

One location.

Shoot every frame in one place and treat that place as a character.

Everything happens at the shop door.

كل شي يصير عند باب المحل.

Twist 08 / 20

Silent with captions.

No sound at all. Big captions carry every line of the story.

Big captions, zero sound, the full story.

كلام مكتوب كبير، بدون صوت، والقصة كاملة.

Twist 09 / 20

Night light only.

Shoot after sunset using only the light that is already there.

Lit by shop signs and car headlights.

الإضاءة من لوحات المحلات وأنوار السيارات.

Twist 10 / 20

End where you started.

Make the last shot match the first, so the video loops without a seam.

Same cup, same table, first frame and last frame.

نفس الكوب، نفس الطاولة، أول لقطة وآخر لقطة.

Twist 11 / 20

Product at the end.

Hold the product back until the last two seconds of the video.

You only see the bottle at second 28.

ما تشوف العلبة إلا في الثانية ٢٨.

Twist 12 / 20

Customers do the talking.

Every word in the video comes from a customer. Your team stays silent.

Our team says nothing. Our customers say everything.

فريقنا ساكت، والعملاء هم اللي يتكلمون.

Twist 13 / 20

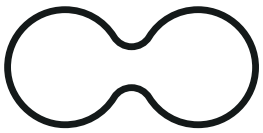
One prop only.

Build the whole video around a single object.

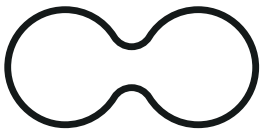
One lantern, moved from room to room.

فانوس واحد بس، ننقله من غرفة لغرفة.

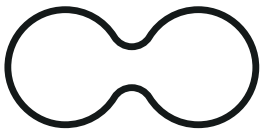
Twist 14 / 20



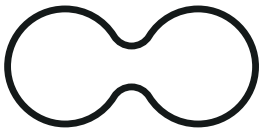
Twist



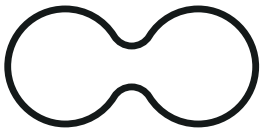
Twist



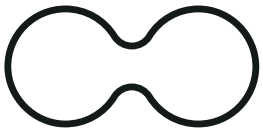
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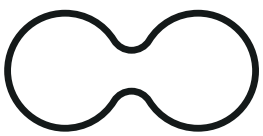
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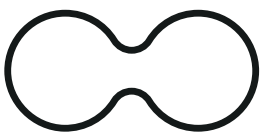
Twist



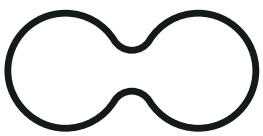
Twist



Twist



Twist



Twist

Shot from above.

Every shot looks straight down at a table or the floor.

Top-down only: plates, hands and spoons.

كل اللقطات من فوق: صحون وأيادي وملاعق.

Twist 15 / 20

The grandmother test.

Make it clear enough that a grandmother gets it on the first watch.

If my grandmother gets it, everyone gets it.

إذا جدتي فهمتها، الكل بيفهمها.

Twist 16 / 20

Real time only.

No speed-ups and no slow motion. Every second on screen is a real second.

Every second you see really happened.

كل ثانية تشوفها صارت فعلاً.

Twist 17 / 20

One color throughout.

Pick one color and make sure it shows up in every frame.

Orange in every single shot.

البرتقالي في كل لقطة.

Twist 18 / 20

Spend nothing.

Use only what is in the room today. No new props, no rentals.

Only what is on the shelf right now.

بس اللي على الرف الآن.

Twist 19 / 20

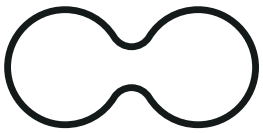
Swap the presenter.

Let someone unexpected present it, such as a new hire or a family member, with their consent.

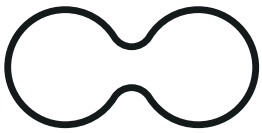
Our newest team member runs the launch.

أحدث موظف عندنا يقدّم الإطلاق.

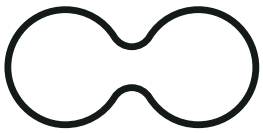
Twist 20 / 20



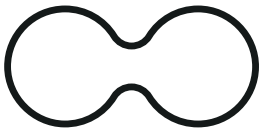
Twist



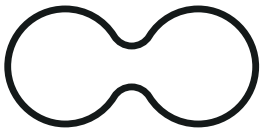
Twist



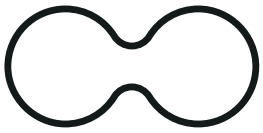
Twist



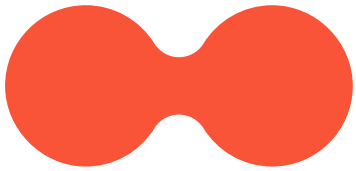
Twist



Twist



Twist



When a combo turns into a bigger idea, the iklipse team can help you make it.

iklipse runs social media for brands across the GCC, Egypt and the US, and edits the videos they shoot.

iklipseworld.com/services/social-media-marketing

iklipseworld.com/services/post-production