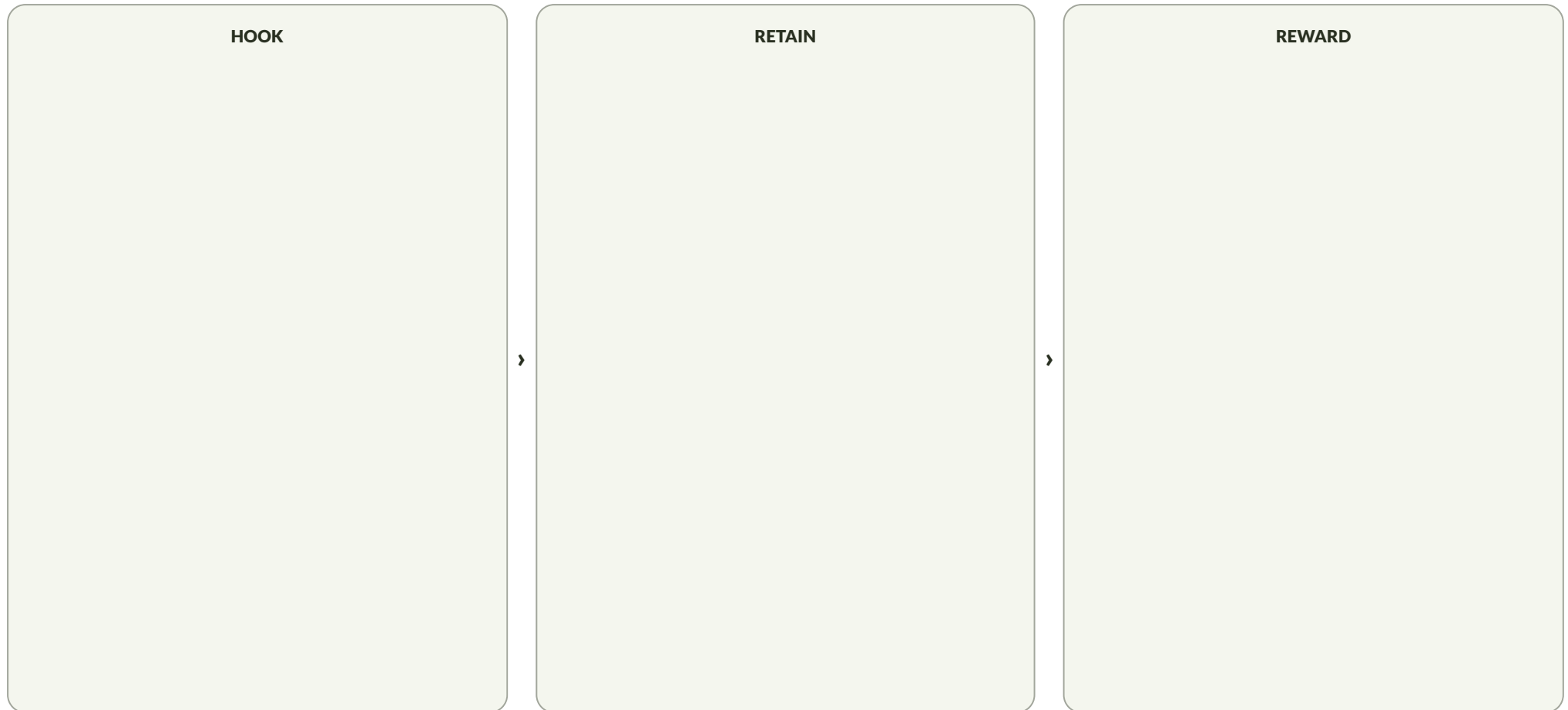




● **HOOK:** The first 3 seconds that stop the scroll.

● **RETAIN:** The beats that hold attention through the middle.

● **REWARD:** The payoff that makes the watch worth it, then the CTA.