BILLIE CASH · SECRET PDF NO.03

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Hooks, retention & *watch-time*

The three levers under every viral video. Win the first second, hold the curve, and the algorithm does the rest.

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FREE · FOR THE ONES
WHO OPEN THE EMAILS

THE FIRST LEVER

The first 1.5 seconds

Before anyone decides to watch, they decide not to leave. That decision happens in about a second and a half. Your hook isn't the first sentence — it's the first *frame plus* the first beat of motion or tension.

> TESTED
>
> Don't feed the payoff before ~1.5 seconds. Give the eye a reason to stay before you give the brain the reward. Too early and you've shown your hand to someone still deciding to look.

THE SECOND LEVER

Hold the retention curve

Watch-time isn't one number — it's a shape. The curve drops hardest at the start and at every dead beat. Your job is to flatten it: no slow intro, no throat-clearing, a small open loop that only closes at the end.

- If average watch time sits under ~20 seconds, the post rarely breaks out — the curve collapsed early.
- Every "um, so, basically" is a cliff in the curve. Cut to the live word.
- Pattern interrupts — a cut, a number, a turn — reset attention right before it drops.

THE THIRD LEVER

Watch-time compounds

The platform rewards what holds people, and holding people earns more reach, which earns more watch-time. Small gains in the first seconds compound into the difference between 10K and 10M.

> *Keep the beat after the mic drop. The last word plus two to three seconds of alive air — then cut. Dead tails and loops bleed the curve.*

ACTION

Do this now: watch your last post muted, at frame one. If you can't tell why someone would stay past second two, re-cut the open. The hook is the 20% that carries the 80%.

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