Tease Writing Strategies

A basic guide to increase viewer retention

Why is a Tease Important?
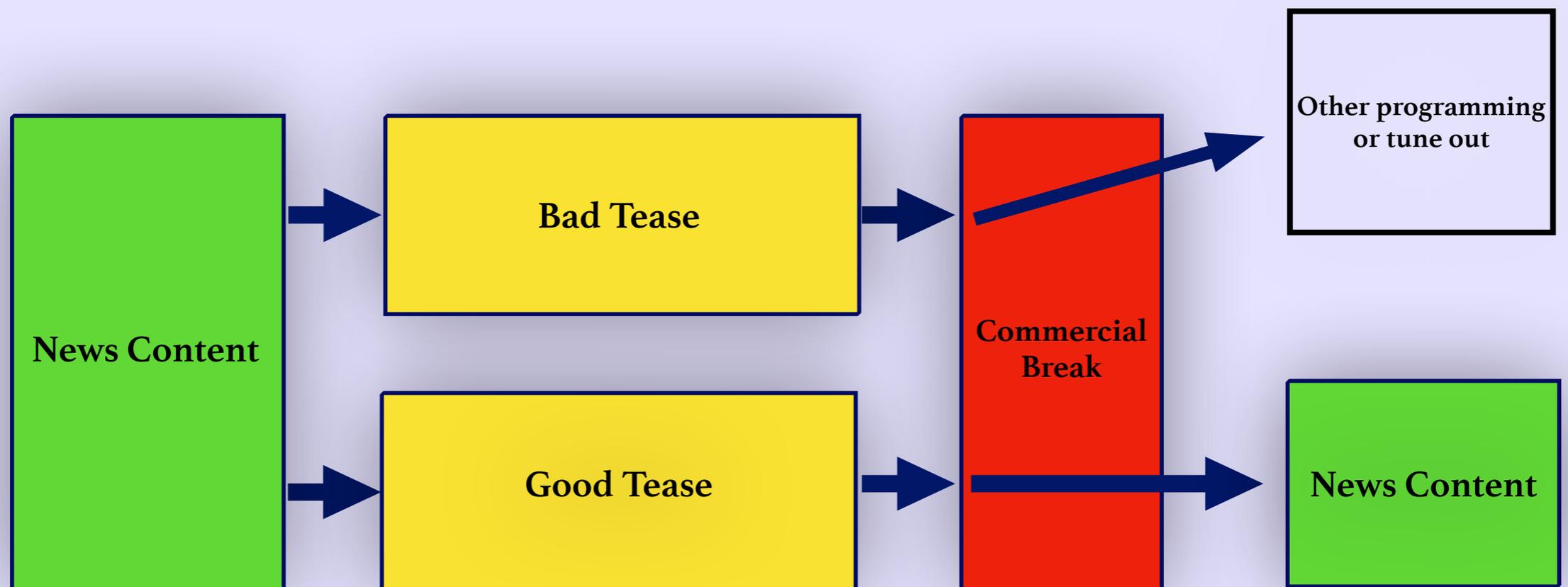
Good vs. Bad Teases

Good Teases

✅

Follow statement/promise formula

Promise more or new content to come

Deliver new content immediately

Bad Teases

❌

Abandon statement/promise formula

Does not promise more or new content to come

Reveal important details of future story

Use weak language like "coming up"

Statement and Promise

Statement:

- A statement of fact or truth

    Example: City Council is proposing a 10% tax increase on candy.

Promise:

- A promise of more information to be revealed later (often in the form of a question)

    Example: Why candy makers say they are in favor of the tax?

When put together:

City Council is proposing a 10% tax increase on candy.
Why candy makers say they are in favor of the tax?

Other Examples

Good:

☑ **Residents say there is something smelly in their neighborhood. We find out who could be causing the odor.**

☑ **The Broncos are on a 4-game losing streak. What the head coach says needs to change to get a win.**

☑ **Tickets to the Rolling Stones concert are nearly sold out. How many tickets remain and where you can buy one for yourself.**

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Other Examples

Bad:

❌ **Residents say there is something smelly in their neighborhood. We found out the sewage company is to blame.**

- *No promise, gives away key part of story*

❌ **The Broncos are on a four-game losing streak, and it's not clear if they'll win another game.**

- *No promise, ends with statement*

❌ **Tickets to the Rolling Stones concert are nearly sold out. Details are coming up.**

- *Very weak promise, viewer expects details*

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Expert-Level Tips

Find the story's best element

Discover what makes story interesting and craft the promise to match that element.

Avoid subjective language

Hyperbolic words like "massive" and "incredible" lose their meaning when used too often.

Match script with visuals

Consider seeking out compelling video first and then write to it.