



10

Dark Arts of TikTok

#1 – Hooks

Title Trap

No one's reading your caption in the first 3 seconds. That headline? It belongs on-screen. "POV: Your chaotic mate at brunch" or "Wait for it...". They're the new opening credits. Short, sharp, and curiosity-pilled.

Watch a TikTok

<https://www.tiktok.com/@isaach.p/video/7460945528675781921>



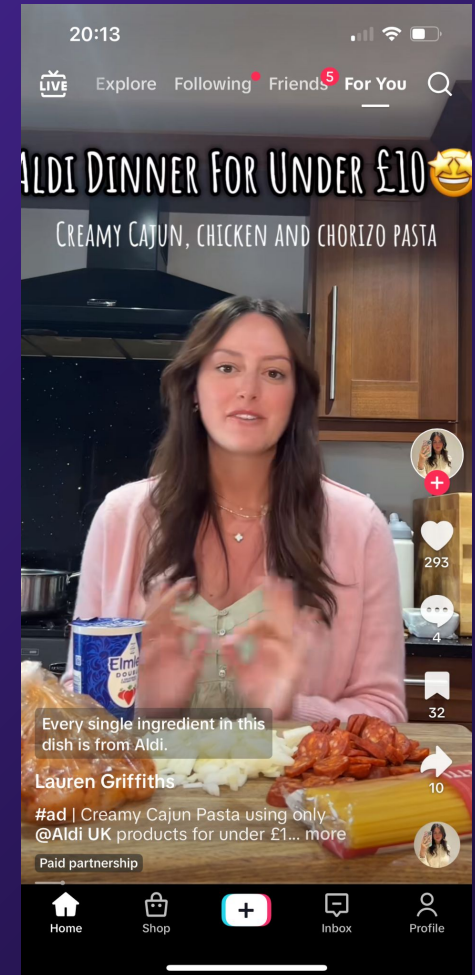
#2 – Hooks

Snap Start

Ever feel like you missed the beginning of a TikTok? You didn't. It started that way on purpose. Starting mid-sentence or mid-scene skips the "scroll away" moment. You're already in it.

Watch a TikTok

<https://www.tiktok.com/@laurenkategriffiths/video/7491006485195918614>



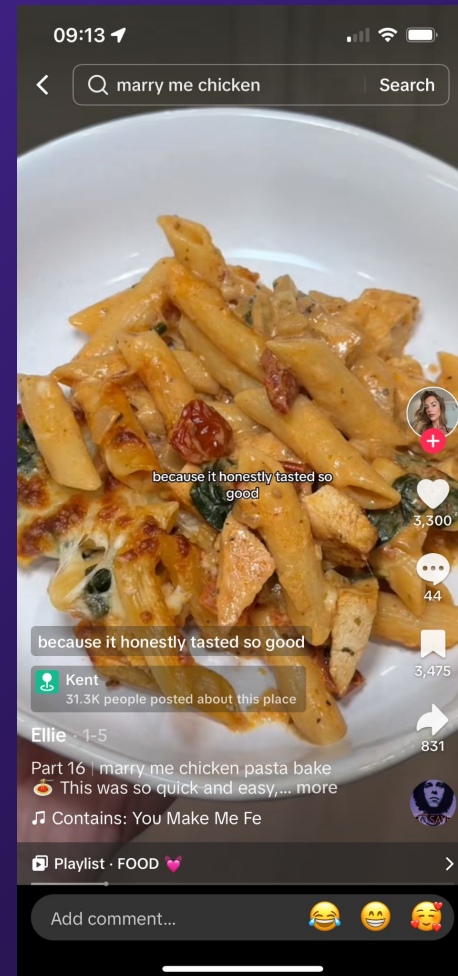
#3 – Hooks

Result Hook

Cooking videos don't start with dry pasta. They start with molten, bubbling cheesy heaven. Show the end first, and now we have to stick around to find out how you got there.

Watch a TikTok

https://www.tiktok.com/@ellena_fit/video/7456463412734741792



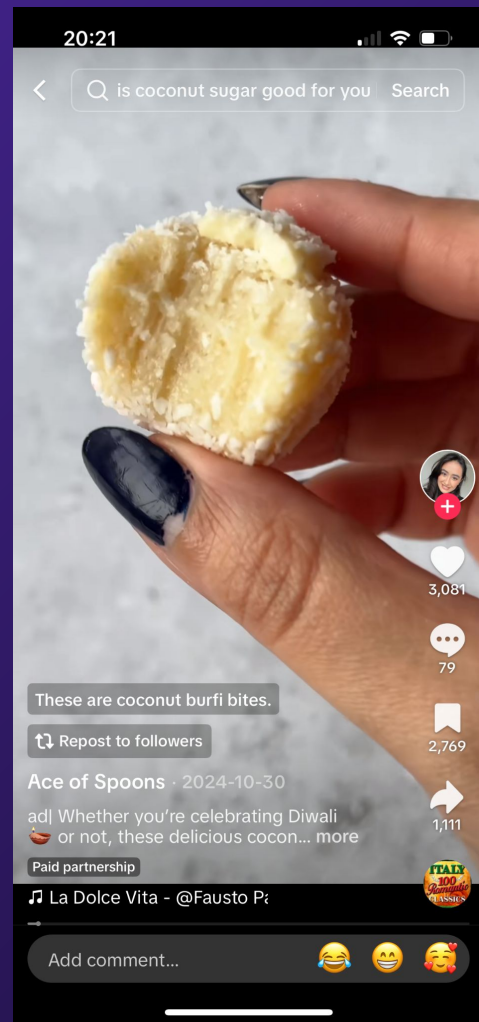
#4 – Storytelling

Breathless Cut

Talking fast is good. Editing so there's *literally* no pause between your lines is better. Viewers don't zone out if you don't give them space to. Rapid-fire storytelling keeps brains locked in.

Watch a TikTok

<https://www.tiktok.com/@aceofspoons/video/7431509724882881825>



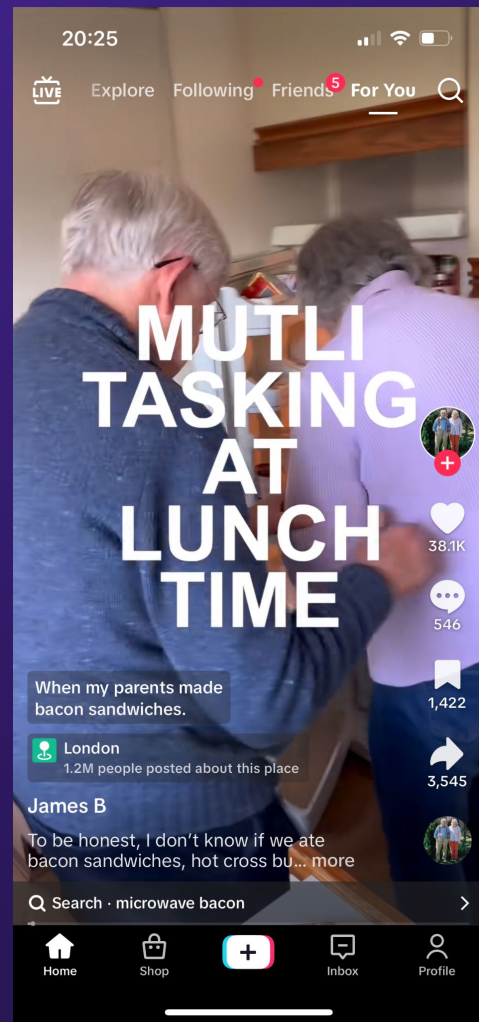
#5 – Storytelling

No Chill Edit

Dead air? Cut it. That one-second pause where nothing happens? Cut it. If there's a single moment where a viewer's thumb might twitch - it's gone. Ruthless trimming is respect for your audience's attention.

Watch a TikTok

<https://www.tiktok.com/@makemeaoffer/video/7490833586329832726>



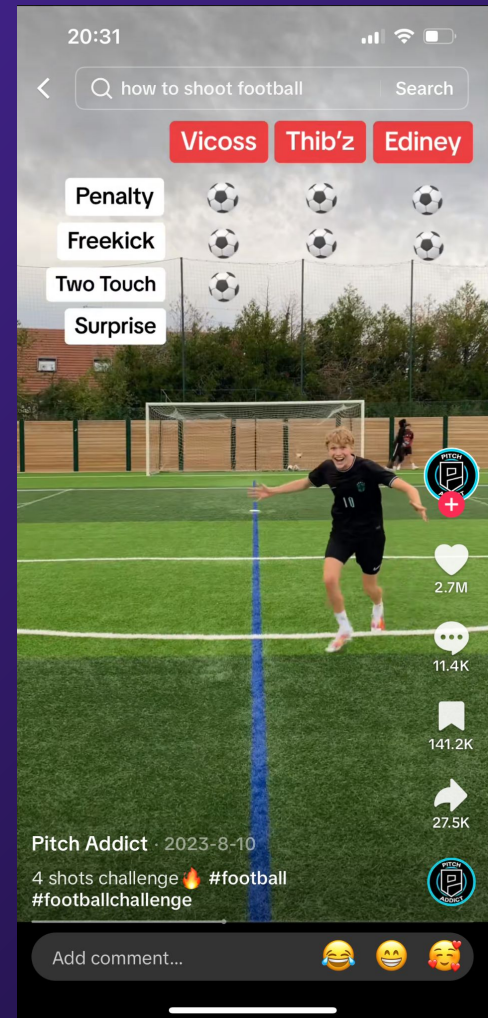
#6 – Storytelling

Breadcrumbs

"5 reasons your productivity is broken." You just told me it's 5 points - now I need to know all 5.
Signposting your structure keeps viewers tracking with you, step by step.

Watch a TikTok

https://www.tiktok.com/@pitch_addict/video/7265717996583243040



#7 – Storytelling

Comment Bait

A typo. A weird sock. A wildly inaccurate timeline. Viewers have to comment. And while they do? The video loops. Rage, pedantry, or curiosity - it's all engagement. And that's gold.

Watch a TikTok (and don't forget to read the comments!)

<https://www.tiktok.com/@ashtonhallofficial/video/7476434324548488478>



Watch a TikTok

<https://www.tiktok.com/@jamesforemann/video/7481730812606532886>



#9 – Ending

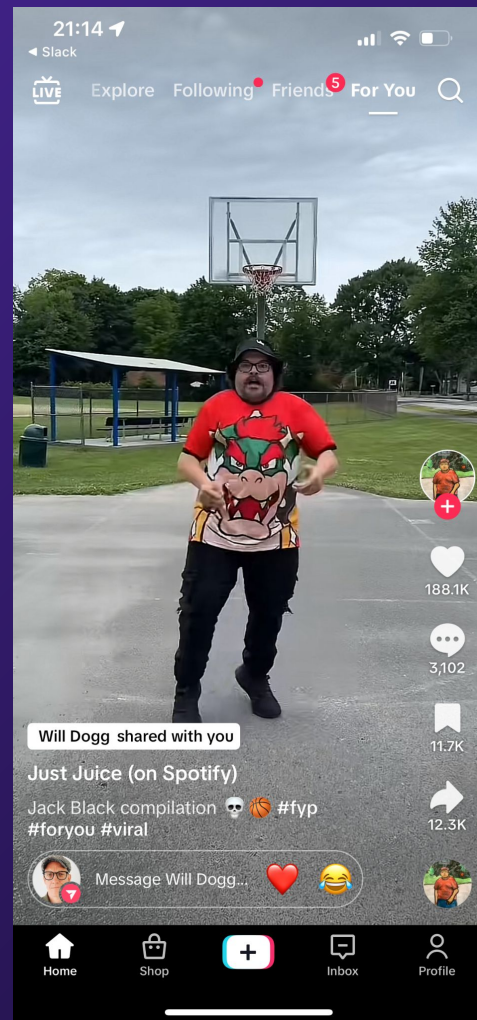
Infinity Cut

The end *is* the start. When the last frame flows perfectly into the first, the viewer just keeps watching - often without realizing. Their brain's catching up while the video's already replaying.

Watch a TikTok

<https://www.tiktok.com/@aarontheloco/video/7299817225794473249>

<https://www.tiktok.com/@justthejuice/video/7386031217067478302>



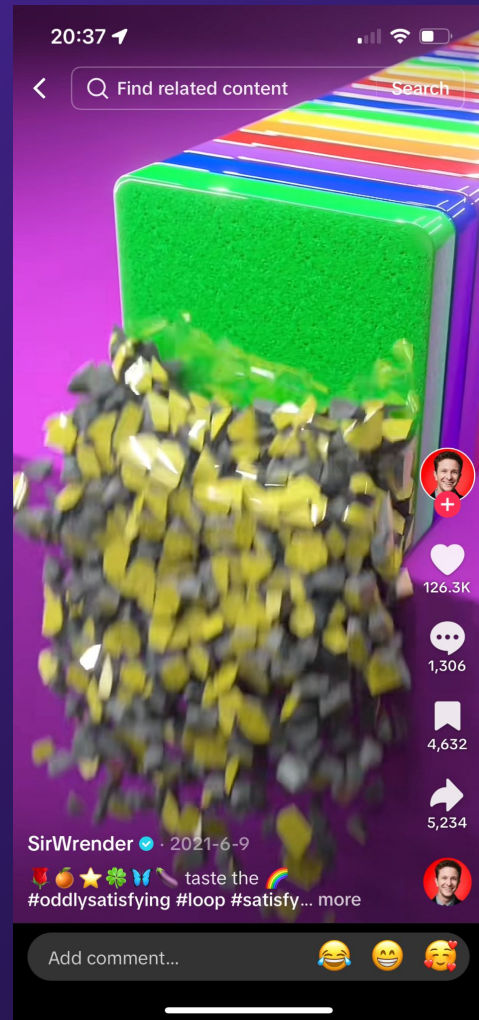
#10 – Ending

Everloop

This is the final form. Video + audio, crafted to loop so smoothly it's better the second (or fifth) time. Shorter vids. Seamless beats. Zero exit points. 500% view rate. You've ascended.

Watch a TikTok

<https://www.tiktok.com/@sirwrender/video/6971649894989778182>





What are Dark Arts

Footnotes

Dark Arts hide in plain sight - their intentions shouldn't be noticed

Many Dark Arts can be applied in the edit - some need more planning

It feels like clients are a long way from understanding these techniques

All these techniques are designed to maximise [Watch Time](#) and [Completion Rate](#)