3 Second Rule Analysis

Hook strength evaluation of original clips (references main analysis.json clip numbers). Best picks highlighted. Returns multiple clips (5+) when strong hooks are present.

The Tongue as a Diagnostic Tool

Original Clip #2 (3-sec rank #1 of 3)
★ BEST PICK (strongest hook)

Teaching: 00:10:30 – 00:11:48 (78s)
Social in-point: 00:10:44 – 00:11:48
Hook Strength: 9/10
Why Selected: The metaphor of the thermometer versus the furnace is immediately striking, highly quotable, and reframes a familiar biblical concept.
Best Use: Reel opener with bold text overlay showing the thermometer metaphor
Edit Suggestion: Cut straight to 'The tongue reveals...' at t=0; add a subtle sound effect on the word thermometer.
Hook Evaluation / Reason: Exceptional hook that challenges how people view their own words instantly.
Suggested Title: Your Words Are a Thermometer, Not a Furnace
Suggested Caption: What is your speech revealing about your heart today? Drop a comment below.
Suggested Hashtags: #James3 #HeartCheck #SpiritualGrowth #FaithWords #SermonClip #FreedomChurch

Changing Our Altitude Changes Our Language

Original Clip #3 (3-sec rank #2 of 3)
★ BEST PICK (strongest hook)

Teaching: 00:24:27 – 00:25:55 (88s)
Social in-point: 00:24:29 – 00:25:55
Hook Strength: 8/10
Why Selected: Play on words with 'altitude' and 'language' creates instant cognitive curiosity.
Best Use: Inspirational Reel or Short with uplifting background music
Edit Suggestion: Start right on 'Changing our altitude...' with zero lead-in time.
Hook Evaluation / Reason: Strong, memorable opening phrase that shifts the listener's perspective upward.
Suggested Title: Change Your Altitude, Change Your Language
Suggested Caption: How does remembering who you are in Christ change the way you speak? Let us know below.
Suggested Hashtags: #James3 #IdentityInChrist #HeavenlyPerspective #Grace #SermonClip #FreedomChurch

Practical Faith in Family and Finances

Original Clip #1 (3-sec rank #3 of 3)

Teaching: 00:27:30 – 00:29:21 (111s)
Social in-point: 00:27:30 – 00:28:05
Hook Strength: 7/10
Why Selected: Directly addresses practical daily realities—family and finances—making it immediately relevant.
Best Use: Relatable teaching clip for daily Christian living
Edit Suggestion: Trim out introductory filler and begin directly with 'The language of faith...' for a punchy start.
Hook Evaluation / Reason: Solid practical hook, though slightly more traditional in delivery than the top picks.
Suggested Title: Speaking Faith Over Your Family and Finances
Suggested Caption: Where do you need to speak God's perspective into your circumstances today?
Suggested Hashtags: #James3 #PracticalFaith #FamilyAndFinances #TrustGod #SermonClip #FreedomChurch

★ *Best Pick(s)*

- **Original Clip #2: The Tongue as a Diagnostic Tool** (hook strength 9/10)
- **Original Clip #3: Changing Our Altitude Changes Our Language** (hook strength 8/10)

Overall Note

The strongest opening is Original Clip #2 ('The Tongue as a Diagnostic Tool') due to its clever thermometer metaphor which instantly stops the scroll. Original Clip #3 follows closely as the second best pick with an uplifting perspective shift on identity and language. Prioritize these two for maximum engagement.

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