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Open the Adobe Premiere Pro program.	
Create a new project or open an existing one (see How to Create a New Project in Premiere Pro).	

From your sequence, use the Razor tool to create at least one clip from your video (see How to Clip a Video using Adobe Premiere Pro).

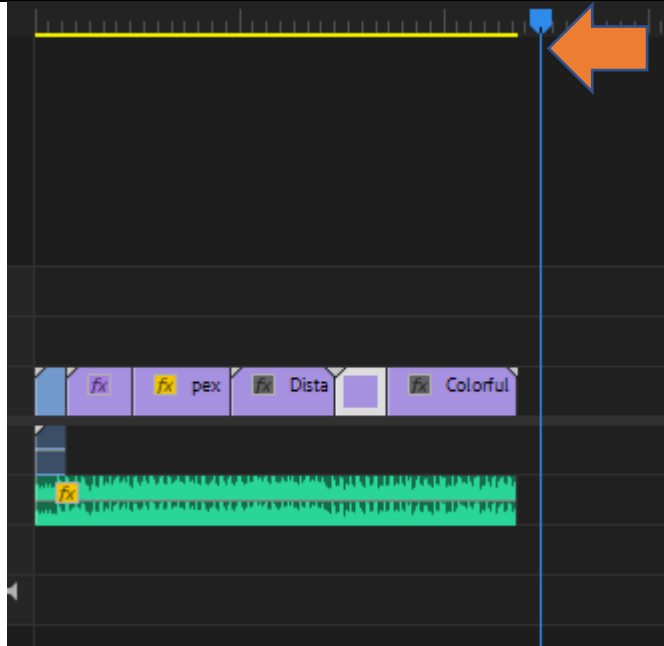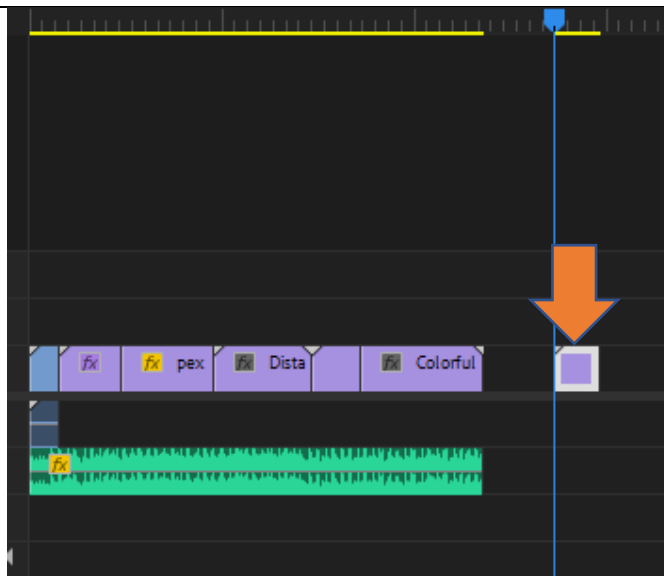The clips you choose should be interesting enough to catch the viewer's eye (about 3 seconds worth).
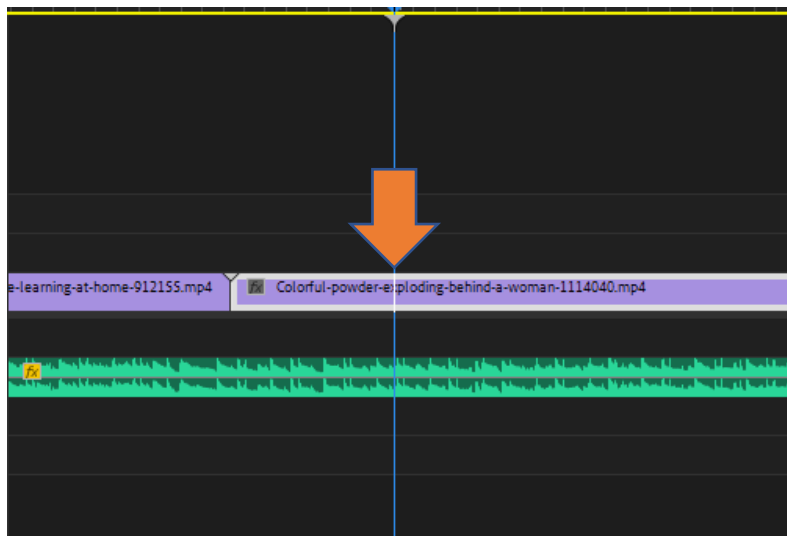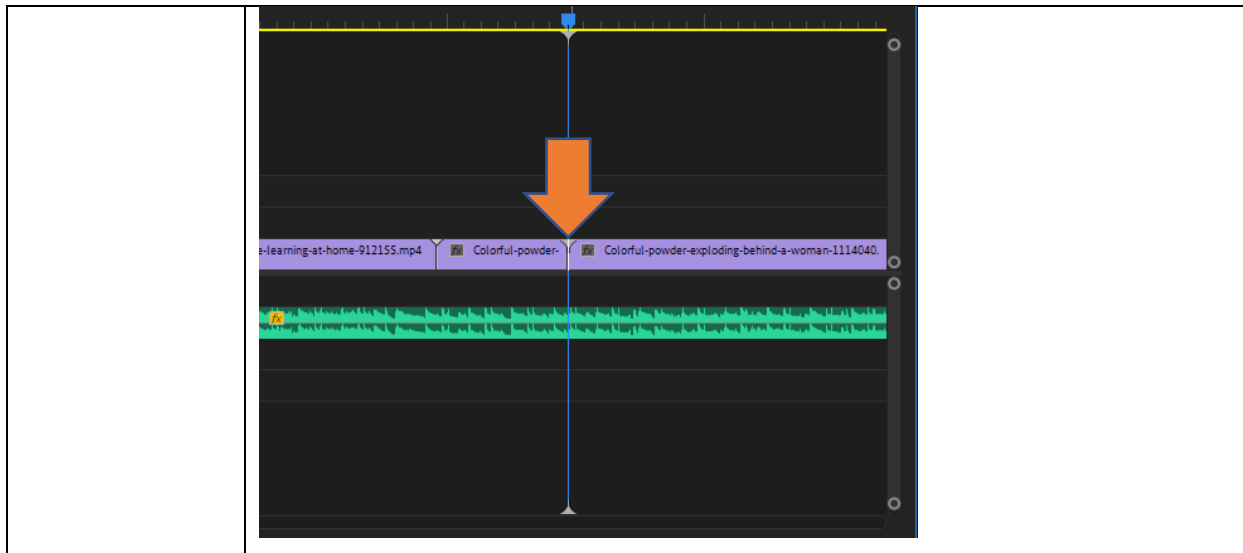
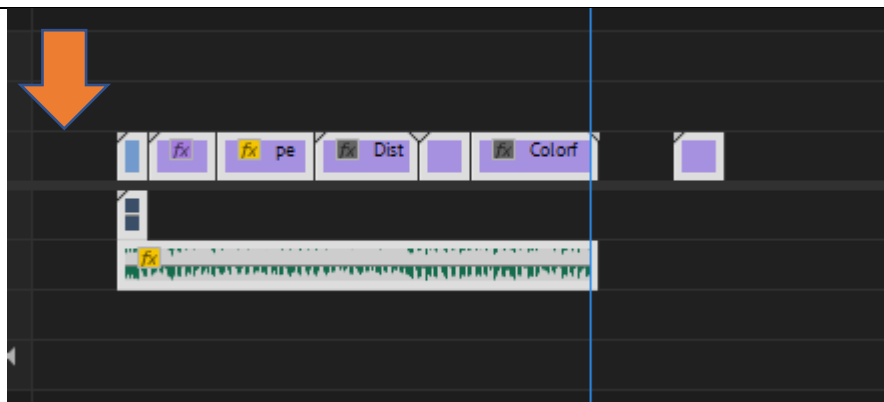|	
Right click on the highlighted part and select the 'Copy' button (or use the keyboard shortcut CTRL + C).	
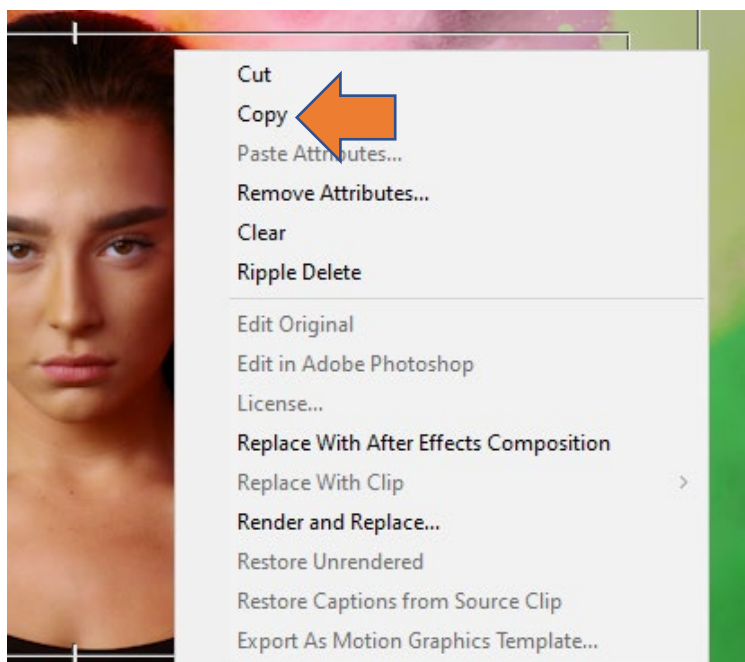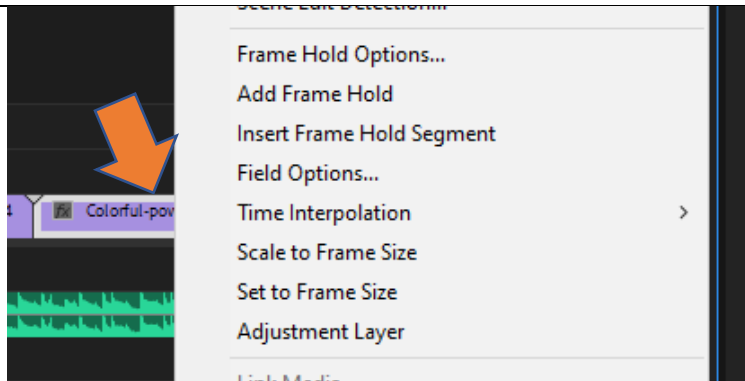
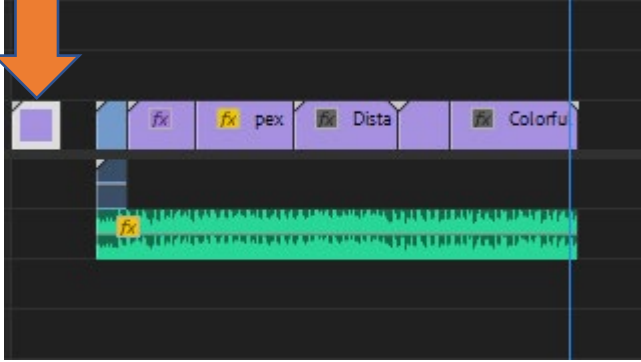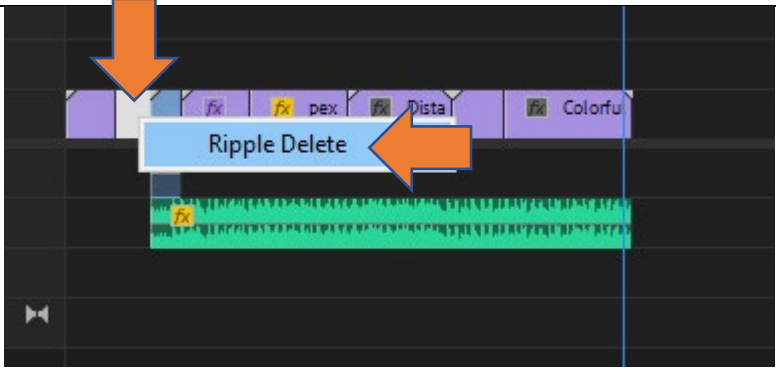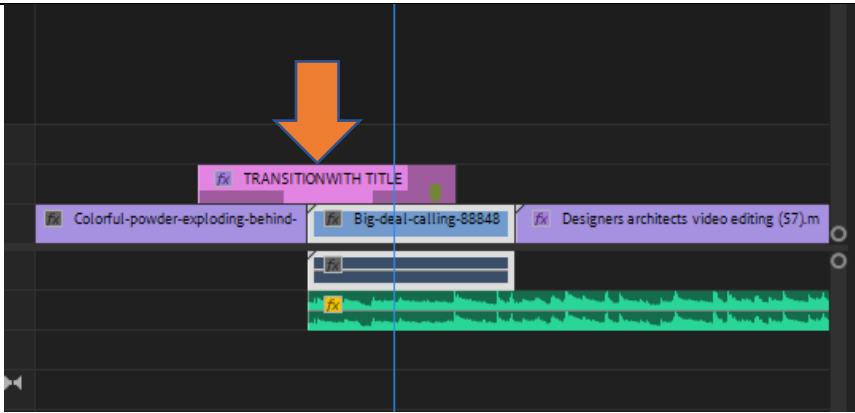|	
Move the blue cursor line to the right so that it is not touching any part of the video in the timeline.	
On your keyboard push 'Ctrl + V' (the keyboard shortcut for Paste) to paste the clip(s) to be used as your hook.	
Highlight the whole sequence and move it to the left, giving enough space in the beginning of your sequence to fit your hook.	

Grab the hook and move it to the beginning of the clip.	
Select the gap between the hook and the sequence, and then select the 'Ripple Delete' option.	
OPTIONAL (but recommended): Add a transition and/or title card between/above the hook and the rest of the sequence.	
Task Complete	