

THE ULTIMATE GUIDE TO **VIRAL SOCIAL MEDIA HOOKS**

2000+ PROVEN HOOK FORMULAS

Complete Ultimate Collection

Everything You Need to Stop Any Scroll
and Get Millions of Views

6th Grade Reading Level • Easy to Understand
Commercial Use Included

By Social Media Mastery Institute

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INTRODUCTION

Why Hooks Are Everything

If you can get 50% of people to keep watching in the first 6 seconds, your video WILL go viral. That's not a guess—that's data from real results. Content creators have gotten 35 MILLION views using these exact hook patterns.

The hook is the most important part of your video. It's the first thing people see or hear. In that split second, they decide: keep watching or scroll past?

This book gives you 2000+ hook formulas that actually work. Each one is simple enough for anyone to use. No fancy words. No complicated ideas. Just clear patterns you can copy and use today.

Every hook in this book is written at a 6th grade reading level. That means it's easy to understand and easy to use.

How to Use This Vault:

- Text Hooks (500+): For script openers, captions, and thumbnails
- Video Hook Templates (50+): For overlay effects and intro templates
- Audio Hook Scripts (30+): For voice-over intros and podcast openers
- Niche Packs (6): Pre-matched hooks for specific topics
- Swipe File (500 lines): Quick copy-paste inspiration
- Hook Calendar (30 days): Daily posting plan included

The 3-Part Hook Formula - Every viral hook follows this proven structure:

Part 1: The Pattern Interrupt (0-3 seconds) - The moment that stops the scroll. Something unexpected, shocking, or intriguing.

Part 2: The Curiosity Gap (3-6 seconds) - What the viewer needs to know. The question your video answers.

Part 3: The Promise (6-10 seconds) - What the viewer gets by watching. The value proposition.

Let's dive in!

PART 1

Text & Spoken Hooks (500+ General Hooks)

Words are powerful. The right words at the right time can make someone drop everything and pay attention. This section shows you exactly what kinds of words and sentences do that best.

These hooks work best when you say them out loud in your video, or when you put them as big text on the screen right away. The goal is to make someone think 'Wait, what?' in the first second.

Category 1: Number Hooks

- 5 things about photography that feel illegal to know
- 3 things you must stop doing right now
- 7 secrets to making more money that nobody tells you
- 4 mistakes you're making with your phone camera
- 10 tips to improve your videos immediately
- 99% of people don't know how to start a business. Here's how...
- 8 tools that will save you hundreds of hours of work
- 40 things I wish I had known 10 years ago...
- 6 ways to make your photos look professional
- 98% of beginners get this wrong (maybe you do?)
- 10 things about success I wish someone told me
- 5 hacks to supercharge your productivity game!
- 3 steps to achieve financial freedom
- 4 steps to master public speaking
- 5 surprising facts about starting a business
- 8 things I learned this year about money
- 10 ways to achieve success in life!
- 12 ways to level up your photography game!
- 5 mistakes you are probably making when you start a business
- 5 mistakes you must avoid if you want to succeed
- 5 things you can do right now to improve your health
- 5 things you didn't know about making money online
- 6 ways to save money quickly
- 7 secrets to financial success
- 8 photography tools that save hundreds of hours
- 98% of content creators get this wrong

- 98% of people don't know how to build an audience
- 99% of beginners do not understand this about success
- 100 tips to improve your life starting today
- 30 ways to make money online this month

Category 2: Secret & Truth Hooks

- The industry does not want you to know this secret
- This is going to make professionals hate me for exposing this
- Nobody is talking about this photography technique
- The truth about social media nobody tells new creators
- The dark secret behind expensive camera gear marketing
- Here's what professional photographers won't tell you
- The shocking truth about natural talent that companies hide
- This is what successful influencers know that you don't
- Your phone is lying to you about this camera feature
- The most underrated way to make money as a creator in 2026
- What nobody tells you about building a six-figure business
- The best kept secret for getting clients consistently
- What influencers don't want you to know about brand deals
- The hidden truth behind why some videos go viral
- Something nobody tells you about starting a business
- The real reason you're not growing on social media
- The secret to going viral that platforms won't tell you
- What top creators know that you're missing
- The hidden algorithm trick nobody is talking about
- Something big companies hide from small creators
- The truth about success that took me years to learn
- What they don't want you to know about making money online
- The secret ingredient that makes videos go viral
- What successful people know about time management
- The hidden cost of not starting today

Category 3: Question Hooks

- Did you know that 99% of people fail at this?
- Do you know why your videos don't get views?
- What if you could double your income in one year?
- Have you ever wondered why some people succeed and others don't?
- Why does no one talk about this?
- What happens if you post every day for 30 days?

- Are you making this mistake with your content?
- Do you want to know the secret to going viral?
- Why did nobody tell me this sooner?
- What's the one thing holding you back from success?
- What would happen if you started today instead of waiting?
- Have you ever felt like giving up on your dreams?
- What's the one skill that could change your life?
- Do you know what separates successful creators from everyone else?
- Why are some videos viral and others die?
- What if I told you that you can start with zero money?
- Do you struggle with staying consistent?
- What's stopping you from starting your own business?
- Why do some people get clients easily and others struggle?
- Have you ever wondered why some brands succeed and others fail?
- What if there was a simple way to 10x your results?
- Do you know why some creators grow fast and others stay small?
- Why is consistency so hard for most people?
- What's the one thing that changed everything for successful creators?
- Do you want to know what I learned from failing 100 times?

Category 4: Contrast Hooks

- I made \$10,000 this month... with my phone
- This looks expensive but costs almost nothing
- Email marketing is dead. Here's why in 2024
- Everything you knew about success is wrong according to top creators
- I stopped exercising and got healthier instead of worse
- The most expensive tool in my studio and how it saved me thousands
- How I traveled the world without leaving my home office
- This 'bad' habit actually makes you more productive instead of less
- The thing that saved me money was spending more on this one thing
- I used to think planning was useless. Now I plan everything
- I was broke at 25 and a millionaire by 27 with this simple strategy
- This popular advice is actually hurting your growth
- You don't need more followers. Here's why less is more
- The most successful people work fewer hours than you think
- I deleted all my social media and gained 100k followers
- This 'boring' strategy is the secret to going viral
- The thing nobody talks about is more important than going viral
- I make more money now than when I worked 12 hours a day

- The best investment I ever made cost me \$0
- This unpopular opinion might change how you think about success
- I stopped chasing trends and my views tripled
- The secret to success is doing the opposite of what everyone does
- I failed for 5 years straight. Then this one thing changed everything
- This is why most marketing advice is completely wrong
- The thing that makes you different is what makes you money

Category 5: Story Hooks

- I used to work 12 hours a day and made nothing. Then I found this...
- The day I almost quit changed everything for me in business
- I spent \$50,000 learning this, and I'm giving it to you for free today
- My biggest mistake as a beginner cost me thousands. Learn from me
- I tried every business idea out there and this one actually worked
- The time I failed so badly that I almost gave up on my dreams
- Here's how I went from zero to 100,000 followers in just 6 months
- I was broke, in debt, and desperate. Here's exactly what I did
- My client lost \$10,000 because of this mistake. Learn from them
- I met someone who changed how I see success forever
- I made \$10,000 in one week using this method nobody talks about
- The moment I decided to bet on myself and what happened next
- I went from working for someone else to building my own empire
- My first business failed and cost me everything. Here's what I learned
- I tried 50 different things before finding what actually works
- The worst day of my life led to the best opportunity of my life
- I was told I wasn't talented enough. Here's how I proved them wrong
- My first viral video happened by accident. Here's the full story
- I lost my job and had to figure out how to pay rent. This is what I did
- The story of how I turned \$100 into a six-figure business
- I almost quit content creation 3 times before making it. Here's why
- My lowest point became my biggest turnaround. This is how
- I spent 2 years building nothing. Then this one shift changed everything
- The day I stopped caring about followers and started making money
- I built a business that supports my family while working from home

PART 2

Visual Hooks (200+ Hooks)

Words are powerful, but what you show on camera matters just as much. A great visual hook makes people stop scrolling even if they don't understand the words yet. This section shows you exactly what moves to make on camera to grab attention.

Movement Hooks

- Walk toward the camera as you start talking—creates engagement
- Jump into the frame right when the video starts—stops scrolling
- Run at the screen and then freeze—creates dramatic pause
- Slide into frame from the side like you're entering a movie scene
- Wave your hand and then point at something important
- Bounce or bob your head slightly as you speak—stays engaging
- Walk backward while looking at the camera—creates intrigue
- Do a quick spin and then face the camera—unexpected movement
- Lean in close to the camera, then pull back for effect
- Raise your eyebrows and tilt your head—shows curiosity
- Start by walking away, then turn around suddenly
- Jump up and down with excitement when starting
- Make an exaggerated surprised expression at the camera
- Clap your hands together before starting to speak
- Shake your head slowly as if disagreeing with something
- Point at yourself with both hands on start
- Lean to one side as if sharing a secret
- Put your hand up as if to say 'wait' before starting
- Walk in a circle around your setup at the start
- Jump off something and land in frame to start

Object & Prop Hooks

- Hold up a stack of cash and say 'Here's how I made this'
- Hold a microphone like a pro broadcaster and start talking
- Show something unusual and say 'What is this? Can you guess?'
- Hold up a before-and-after photo and reveal the change
- Show a tool and say 'This saved me 10 hours a week'
- Hold a book and say 'Read this and you'll succeed'
- Show a map or location and say 'I went here and changed everything'

- Hold a letter or document and say 'I couldn't believe this when I saw it'
- Show a weird object and say 'Can you guess what this costs?'
- Hold up a product and say 'This changed my life'
- Show a camera and say 'This is how I started going viral'
- Hold up a check with an amount and say 'Here's what I made'
- Show a diploma or certificate and talk about your journey
- Hold a plane ticket and say 'I went here for free'
- Show a trophy or award and say 'This is what I won'
- Hold up a screenshot of your bank account and react to it
- Show a wedding ring and say 'This changed my life story'
- Hold a baby photo of yourself and reveal the story behind it
- Show a childhood toy and tell a personal story
- Hold a broken phone and explain what happened

Action Hooks

- Start by writing something on a whiteboard or paper dramatically
- Light a candle and look at it thoughtfully before speaking
- Pour a drink and take a sip before talking to camera
- Do your makeup while talking to the camera about beauty
- Brush your hair while explaining your hair routine
- Make dinner while telling your story or tip
- Start with a green screen background and react to it
- Look off camera like you saw something surprising
- Tap the camera like you're adjusting it and start talking
- Zoom into your face in editing, creating a jump scare effect
- Start by biting into food and reacting to how it tastes
- Show something broken and explain what happened to it
- Drop something expensive on purpose and react
- Knock something over and make a funny face
- Start dancing for 3 seconds then stop suddenly
- Do an extreme close-up then zoom out to normal
- Start upside down then flip right side up
- Begin with a fake sneeze or cough and laugh
- Start with a dramatic fake fall or stumble
- Begin with your hand over your mouth in shock

Expression Hooks

- Look shocked, like you just heard something unbelievable and pause
- Raise your eyebrows and look surprised at the camera

- Look confused and tilt your head to one side
- Smile like you're about to share something exciting that can't wait
- Look serious and concerned, like something important happened
- Look excited and energetic, like you can barely contain yourself
- Look frustrated and sigh heavily before starting to talk
- Look curious and intrigued, like you just discovered something amazing
- Look confident and determined, like you know something others don't
- Look amused and laugh, like you can't believe something happened
- Look scared and whisper, like you're afraid of something
- Look angry and clench your jaw, like you're about to vent
- Look sad and sigh, like you're carrying a heavy burden
- Look surprised and cover your mouth with your hand
- Look excited and jump up and down with energy
- Look thoughtful and look off into the distance before speaking
- Look skeptical and squint your eyes at the camera
- Look amazed and open your mouth wide in shock
- Look happy and clap your hands together
- Look worried and shake your head slowly

PART 3

Finance Niche Hooks (100+ Hooks)

The stock market is about to do something it hasn't done in 47 years. Here's what it means for your money.

I'm putting \$10,000 into [stock] today. Here's exactly why I'm doing it and what I expect to happen.

Why everyone is wrong about [stock/topic] right now. The data tells a completely different story.

Investment & Stock Hooks

- The investing secret nobody talks about before age 30 that changes everything
- This is the only stock chart you need to look at today for your portfolio
- Warren Buffett just did something he hasn't done in 20 years with his holdings
- I analyzed 1,000 stock picks. Here's what actually worked and what failed
- The mathematical reason index funds beat stock pickers over time consistently
- This chart tells us something critical is about to happen in the market
- Why you're losing money in the stock market and the simple fix that works
- The hidden pattern in every stock market crash that most people miss
- My portfolio lost 40%. Here's what I learned and what I'd do differently
- The best time to invest was 20 years ago. The second best time is now with this approach
- The one metric that predicts stock success better than any other indicator
- Why dividends are the most powerful wealth-building tool available to everyone
- The truth about crypto that nobody wants to hear from experts right now
- I asked 10 wealthy investors their #1 money rule. Here's what they all said
- The compound interest secret that doubled my net worth in just 5 years
- This is what \$1,000 invested in [stock] 10 years ago is worth right now
- The stock market prediction that sounds crazy but might actually be right
- Why timing the market is a myth and what to do instead for success
- The sector that's about to explode according to the data I'm seeing
- How to pick stocks like a professional investor with no experience needed

Personal Finance Hooks

- I paid off \$100,000 in debt using this exact system. Here's every step I took
- The 50/30/20 rule is wrong. Here's a better way to budget your money
- My net worth crossed \$1 million. Here's my exact roadmap from \$0

- The money habit that separates the rich from everyone else in society
- Why your budget is failing and what to do instead to actually save money
- The salary you need to be happy according to actual research data
- I tracked every dollar for 5 years. Here's what surprised me about spending
- The 7 money mistakes that keep people broke no matter how much they earn
- Your income doesn't matter as much as this one thing about your finances
- The bank doesn't want you to know this trick that saves thousands yearly
- I made \$50,000 last month. Here's my complete income breakdown in detail
- The simple math that proves you're investing wrong in your 401k
- Why you're always broke despite making good money with your salary
- The wealth gap between your income bracket and the next level up
- The emergency fund mistake 90% of people make that costs them later
- My financial journey from \$0 to \$2 million in just 8 years of work
- The credit score secret banks don't want you to know about borrowing
- How much you should actually have saved by age 30 for retirement
- The spending category that secretly drains your bank account every month
- Why paying off your mortgage early might actually be a financial mistake

Real Estate Hooks

- The real estate market is about to shift dramatically. Here's how to prepare
- I bought 10 rental properties before age 30. Here's exactly how I did it
- The property type that's making investors rich right now in this market
- Why rental properties aren't the investment you think they are for returns
- The real estate secret that made my first million in less than 5 years
- This city will be the next real estate hotspot according to the data
- I analyzed 500 real estate deals. Here's what winners have in common
- The hidden costs of homeownership nobody talks about before buying
- Should you buy or rent? The math is surprising for most situations
- The real estate strategy that works in any market condition for profits
- My rental property portfolio breakdown with warts and all honest details
- The foreclosure wave is coming. Here's how to prepare for opportunities
- Commercial real estate is in trouble. What it means for your investments
- The ZIP code where \$100K becomes \$1 million in just 10 years
- I lost \$200,000 on a rental property. Here's what I learned from failure
- The house hacking strategy that lets you live for free in your home
- Real estate investing without being a landlord is completely possible now
- The mortgage rate secret your lender won't tell you about refinancing
- Why the suburbs are about to boom again in the housing market soon
- The property feature that doubles in value over 10 years consistently

Tax & Wealth Hooks

- The tax loophole that saved me \$47,000 last year legally and ethically
- IRS agents just told me the 3 mistakes that trigger audits for taxpayers
- The income level where your taxes actually decrease paradoxically
- The wealth-building vehicle the rich use that you can use too for success
- The Roth IRA secret that doubled my retirement savings account over time
- Tax season mistakes that cost people thousands in unnecessary payments
- Why the wealthy pay less in taxes than you according to actual data
- The retirement account most people ignore that's a huge mistake to miss
- The HSA strategy that serves triple duty for your wealth building goals
- How much money you actually need to retire based on real calculations
- The backdoor Roth IRA explained in 60 seconds for your finances
- The estate planning mistake most people make that costs families big
- The compound interest calculator that will blow your mind about growth
- The net worth milestone that changes everything about your finances
- Tax-advantaged accounts you should be using right now for savings
- The simple move that saved me \$20,000 in taxes this year alone
- Why tax-loss harvesting matters more than you think for investments
- The wealth transfer happening right now with trillions changing hands
- The 401k mistake most people don't know they're making with contributions
- How to build wealth on a middle-class income through smart strategies

Side Hustle & Income Hooks

- I made \$10,000 this month from my side hustle. Here's exactly how I did it
- The side income stream that requires zero extra time from your schedule
- The exact business that made \$50K in my first month of operation
- Why most side hustles fail and what actually works instead of them
- The income opportunity that's still underrated in 2026 for beginners
- I quit my job to start a business. Here's the brutal truth about doing it
- The freelance skill that pays \$200+ per hour in today's market
- My \$0 to \$100K journey as a freelancer over 2 years of hard work
- The passive income stream that pays me \$5K every single month
- Why you're leaving money on the table with the gig economy gap
- The business model that requires \$0 to start from scratch today
- My second income breakdown revealed in simple numbers and steps
- The side hustle that's growing 300% year over year in demand
- How to earn \$1,000 this week with realistic steps you can take
- The best side hustles for 2026 that actually pay well consistently
- My favorite income stream that requires just 2 hours per week of work

- The skill that took me from \$30K to \$100K income in one year
- Why I chose freelancing over my corporate job and my honest comparison
- The exact hourly rate you should charge as a beginner freelancer
- How I built multiple income streams that pay me monthly automatically

PART 4

Health & Fitness Hooks (100+ Hooks)

I lost 30 pounds in 90 days. Here's what actually worked and the science behind it.

The weight loss mistake that keeps people stuck at the same weight for years.

Why your diet is failing and what the latest science says you should do instead.

Weight Loss Hooks

- The one food that burns belly fat faster than any exercise routine
- Why counting calories is keeping you stuck and what to do instead
- I lost 50 pounds without going to the gym. Here's my simple secret
- The morning drink that boosts metabolism by 30% according to science
- Why you're not losing weight despite eating healthy and exercising
- The fat loss mistake that makes 90% of people fail at getting lean
- This simple habit helped me lose 20 pounds in just 2 months
- The truth about keto that doctors don't want you to know about it
- Why intermittent fasting works better than any diet for most people
- I tried every diet for a year. Here's what actually produced results
- The protein hack that helped me build muscle and burn fat simultaneously
- Why your scale is lying to you about your actual progress in fitness
- The meal timing secret that accelerates fat loss significantly
- I went from obese to fit using this exact program for 6 months
- The supplement that actually works for weight loss and energy boost
- Why crash diets make you gain more weight than you started with
- The sleep hack that helped me lose 15 pounds without changing diet
- I documented my weight loss journey day by day for 90 days
- The walking technique that burns twice as many calories as normal
- Why water intake matters more than you think for weight loss

Fitness & Workout Hooks

- The workout that burns 500 calories in just 30 minutes at home
- Why you should never do cardio before weight training for best results
- The home workout equipment that gives gym results without the gym
- I got a six-pack in 90 days with just 15 minutes of exercise daily
- The exercise that targets belly fat better than any other movement
- Why progressive overload is the most important principle in fitness

- The workout split that builds muscle fastest for natural trainees
- I transformed my body with zero equipment using bodyweight exercises
- The fitness mistake that causes 80% of workout injuries at home
- Why consistency beats intensity every time for long-term results
- The muscle building secret that trainers don't share with beginners
- I tried the viral 75 hard challenge. Here's what happened to my body
- The stretching routine that eliminated my back pain completely
- Why machine exercises are inferior to free weights for muscle growth
- The core workout that builds functional strength and visible abs
- I went from skinny to muscular using this exact training program
- The cardio mistake that makes you lose muscle while burning fat
- Why rest days are more important than workout days for progress
- The pre-workout meal that maximizes energy and performance in gym
- I tested the 30-day plank challenge. Here are my shocking results

Nutrition & Diet Hooks

- The one ingredient that makes any salad taste like restaurant food
- Why you're always hungry and how to fix it with proper nutrition
- I followed the carnivore diet for 6 months. Here's my honest review
- The protein source that's 10x better than chicken for muscle building
- Why most nutrition advice is wrong and based on outdated science
- I tracked my macros for 1 year. Here's what I learned about eating
- The meal prep strategy that saves 20 hours per week in the kitchen
- Why fruit is making you fat according to latest nutritional research
- The supplement stack that natural bodybuilders use for optimal results
- I switched to a plant-based diet. Here's what happened to my energy
- The cooking oil that's healthier than olive oil for high heat cooking
- Why protein timing matters less than you think for muscle growth
- The breakfast mistake that makes you overeat for the rest of the day
- I tried the 1200 calorie diet. Here's why it backfired on my health
- The healthy snack that accelerates fat loss and tastes amazing
- Why you should eat more fat to burn more body fat effectively
- The food combination that optimizes digestion and nutrient absorption
- I cured my gut health issues using this exact dietary approach
- The beverage that boosts metabolism and helps burn belly fat fast
- Why calories in vs calories out is an oversimplification of nutrition

PART 5

Business & Marketing Hooks (100+ Hooks)

The marketing strategy that 10x'd my revenue in just 90 days. Here's the exact playbook.

Why your marketing isn't working and the uncomfortable truth about it.

The \$0 marketing strategy that brought me 10,000 customers from nothing.

Marketing Strategy Hooks

- I'm revealing my exact marketing playbook that generated \$1 million in sales
- The email marketing strategy that tripled my revenue in 30 days
- Why social media marketing is failing most businesses in 2026
- The content marketing secret that brought 100K visitors monthly to my site
- I spent \$100K on marketing. Here's what worked and what was a waste
- The funnel that converts 40% of visitors into paying customers
- Why Facebook ads don't work for most businesses and what does instead
- The SEO strategy that ranked my website #1 for competitive keywords
- I analyzed 500 viral marketing campaigns. Here's what they all have in common
- The influencer marketing tactic that got me 10x return on investment
- The video marketing formula that generates 1 million views consistently
- Why your landing page is losing 90% of visitors and how to fix it
- The retargeting strategy that brought back 60% of lost customers
- I tested 20 marketing strategies. These 3 were the only profitable ones
- The copywriting formula that increased my sales by 300% overnight
- Why cold outreach fails and warm outreach succeeds every time for sales
- The community building strategy that created 50,000 loyal followers
- I made my first \$10K using this marketing strategy from scratch
- The affiliate marketing system that generates \$5K passive monthly
- Why email list building is the most important marketing asset for business

Business Growth Hooks

- My business hit \$1 million annual revenue. Here's my complete journey
- The business mistake that almost bankrupted my company in year one
- Why you should start a business before you feel ready to do it
- The scaling strategy that took my revenue from \$100K to \$1M in a year
- I quit my corporate job to start a business. Here's the brutal reality

- The business model that generates \$10K monthly with just 10 clients
- Why most startups fail and the one thing that separates winners
- The hiring strategy that 10x'd my productivity without adding costs
- I built a 7-figure business working just 4 hours per week from home
- The automation system that replaced 3 employees for my business
- Why customer service is the most powerful marketing tool available
- The pricing strategy that doubled my revenue without more clients
- I scaled my agency from \$0 to \$500K annual revenue in 18 months
- The partnership that brought me \$100K in revenue with zero effort
- Why you should niche down even if it scares you for business growth
- The delegation system that freed me to focus on revenue generating tasks
- I pivoted my business 3 times before finding what worked for growth
- The financial metric that predicts business failure before it happens
- Why cash flow is more important than profit for business survival
- The customer acquisition cost secret that most business owners miss

Sales & Revenue Hooks

- I made \$100,000 in sales last month. Here's my exact sales process
- The sales technique that increased my conversion rate by 300%
- Why you're losing sales and don't even know it until it's too late
- The objection handling script that closes 80% of skeptical prospects
- I asked for the sale 100 times. Here's what finally worked to get yes
- The follow-up system that brought back 50% of lost deals in sales
- Why your pricing is too low and how to double it without losing clients
- The sales pitch that generates yes responses almost every single time
- I closed a \$50K client using this exact sales conversation template
- The closing technique that works better than any discount you can offer
- Why building rapport before selling is the biggest mistake in sales
- The value proposition formula that makes clients beg to work with you
- I tripled my average sale value using this one sales strategy
- The discovery call script that uncovers what clients really want to buy
- Why referrals are the best source of sales and how to get more of them
- The upsell technique that adds 40% more revenue to every transaction
- I created a \$1M offer using this pricing psychology framework
- The guarantee that eliminates all risk and increases conversions dramatically
- Why discount pricing destroys your business and what to do instead
- The sales funnel stage that determines 80% of your success in revenue

PART 6

Relationships Hooks (75+ Hooks)

I improved my relationship by 100% using this one communication technique.

Why most relationship advice is wrong and what actually works for couples.

The conversation that saved my marriage when we were about to divorce.

- The relationship mistake that destroys marriages before they begin
- I went to couples therapy for 2 years. Here's the most important lesson
- Why communication is the #1 skill for any successful relationship
- The 5 love languages explained and how to use them in your relationship
- I saved my 10-year relationship using this exact approach for conflict
- Why saying 'I love you' every day changed everything in my marriage
- The morning habit that strengthened my relationship more than therapy
- I asked my spouse this one question that transformed our connection
- Why active listening is the most powerful relationship skill you can learn
- The date night routine that kept the spark alive in my marriage for years
- I learned to fight fair using this communication framework with my partner
- Why vulnerability is the secret to deeper intimacy in relationships
- The boundary setting technique that actually improved my relationships
- I discovered the #1 reason relationships fail according to research
- Why quality time matters more than quantity for relationship health
- The apology formula that always works to repair relationship damage
- I fell out of love and then fell back in using this relationship method
- Why trust is built in small moments, not grand gestures in relationships
- The physical affection habit that transformed my marriage completely
- I stopped these 5 behaviors and my relationship improved dramatically
- Why shared goals are the foundation of every successful long-term relationship
- The financial conversation that brought my partner and me closer together
- I navigated a long-distance relationship successfully for 3 years this way
- Why forgiveness is the key to healing relationship wounds fully
- The sex life upgrade that improved my entire relationship quality
- I learned to support my partner's dreams using this technique daily
- Why laughing together is one of the strongest bonds in any relationship
- The shared hobby that brought my partner and me closer than ever
- I resolved this one conflict and it changed everything in my relationship
- Why patience is the most underrated relationship skill available

PART 7

Tech & AI Hooks (75+ Hooks)

AI is about to replace this job. Here's what you need to know about the future.

I tested 50 AI tools this month. These 5 are the only ones worth using.

The tech skill that pays \$200K+ per year and nobody is learning it.

- This AI tool replaced my entire marketing team for \$50 per month
- Why every business needs to adopt AI or risk being left behind
- I used ChatGPT to build a \$10K/month business. Here's exactly how
- The AI assistant that does the work of 10 employees for me daily
- Why AI won't replace your job but someone using AI will replace you
- The coding skill that lets non-programmers build software with AI
- I automated 80% of my work using these AI tools and workflows
- Why learning AI today is like learning to use the internet in 1995
- The AI prompt that saves me 10 hours of work every single week
- I built a fully functional app using AI without writing any code
- The AI tool that writes better content than most human writers
- Why AI is the greatest wealth-building opportunity of our lifetime
- The AI workflow that generates \$5K per month in passive income
- I tested every AI video tool. This one is the only one worth using
- Why your next coworker might be an AI and that's a good thing
- The AI marketing strategy that 10x'd my content production output
- I used AI to analyze 10,000 data points and found this business insight
- Why AI content detection is getting harder and what to do about it
- The AI tool that made me \$50,000 in revenue this quarter alone
- I created an AI assistant that handles all my customer service
- Why AI will create more jobs than it destroys in the long run
- The AI image generator that creates professional photos from text
- I built a complete online course in 1 week using AI to help me
- Why every entrepreneur should be using AI starting today for success
- The AI voice cloning technology that will change content creation forever
- I automated my social media posting using AI for 30 days straight
- Why the AI revolution is just beginning and you should get ready now
- The AI tool that summarizes any book in 5 minutes with key insights
- I built a chatbot using AI that handles 100 customer conversations daily
- Why AI personalization will dominate marketing in the next 5 years

PART 8

Lifestyle Hooks (50+ Hooks)

This morning routine changed my life more than anything else I ever tried.

I traveled to 30 countries working remotely. Here's what I learned about life.

The one habit that increased my productivity by 300% without working more.

- I simplified my life and tripled my happiness using this approach
- Why minimalism is the ultimate life upgrade for freedom and peace
- I went from overwhelmed to calm using this daily declutter system
- The environment change that transformed my productivity overnight
- Why saying no to everything freed me to say yes to what matters
- I created my ideal morning routine in 30 days with these 5 habits
- The evening routine that helps me wake up energized every single day
- Why digital minimalism improved my mental health more than anything
- I achieved work-life balance using this simple framework for success
- The travel lifestyle that lets me work from anywhere in the world
- Why journaling every day changed my perspective on life completely
- I escaped the 9-5 and built a life of freedom using this system
- The hobby that brought more joy into my life than I expected possible
- Why learning to rest is a skill that most ambitious people lack
- I created the life of my dreams using this goal setting approach
- The social media detox that improved my mental health dramatically
- Why walking every day is the best thing you can do for your brain
- I found my purpose in life using this simple 3-step process
- The environment hack that made me more creative than ever before
- Why nature exposure is the missing element in modern life for health
- I optimized my sleep and doubled my energy levels for productivity
- The friendship quality over quantity mindset that improved my life
- Why reading 30 minutes per day made me smarter than college did
- I created more free time using this efficiency system for daily tasks

PART 9

Text Hook Templates (50+ Templates)

Template 1: The Shock Stat

[NUMBER] [PERCENTAGE/STATISTIC] of [AUDIENCE] don't know about [TOPIC].

Examples:

- 90% of traders don't know about this pattern
- 3 out of 4 entrepreneurs make this mistake in business
- 80% of people fail at losing weight because of this one reason

Template 2: The Controversial Take

Everyone says [COMMON BELIEF]. They're wrong. [NEW PERSPECTIVE].

Examples:

- Everyone says you need a degree to succeed. They're wrong and here's proof
- All experts recommend this strategy. They're lying about the results it delivers
- Everyone thinks you need to work 80 hours to succeed. That's completely false

Template 3: The Transformation

I did [ACTION] for [TIMEFRAME]. [SURPRISING RESULT] happened.

Examples:

- I exercised every day for 30 days. Here's what happened to my body
- I tried this diet for 2 weeks. My results shocked me and everyone I knew
- I woke up at 5am for 90 days. Here's how it transformed my life

Template 4: The Number Promise

[NUMBER] [BENEFIT] in [TIMEFRAME] using [METHOD].

Examples:

- 10 pounds lost in 30 days using this one simple change to your diet
- 5 new clients in one week using this cold outreach template
- 3 inches lost from your waist in 4 weeks with this home workout

Template 5: The Question Hook

Did you know that [SHOCKING FACT]? [EXPLANATION OF WHY IT MATTERS].

Examples:

- Did you know that 99% of rich people pay less in taxes than you? Here's why
- Did you know that morning people earn more money on average? Here's the data
- Did you know that this one habit adds 10 years to your life expectancy?

Template 6: The Pattern Interrupt

Stop what you're doing. [DRAMATIC PAUSE] [UNEXPECTED STATEMENT].

Examples:

- Stop what you're doing. This video might change your entire career trajectory
- Wait. Before you scroll past, I need to tell you something important about your business
- Stop scrolling. This one tip will save you \$10,000 this year alone

PART 10

Video Hook Templates (50+ Templates)

Template 1: 'Wait For It' Hook

[Visual] - Mundane scene that looks normal at first glance

[Audio] - 'This looks normal, right? Wait for it...'

[Cut] - Surprising reveal that changes everything about the scene

Template 2: Quick-Fire Stats

[Visual] - Rapid text animations showing shocking numbers

[Audio] - Quick voice stating each stat dramatically

[Duration] - 3-5 seconds before the main content begins

Template 3: Before and After Reveal

[Visual] - Show the 'before' state that looks bad or broken

[Audio] - 'This is where I started. Now watch what happened...'

[Cut] - Reveal the 'after' state showing the dramatic improvement

Template 4: Face Reaction Hook

[Visual] - Start with your face showing extreme emotion

[Audio] - 'You won't believe what I just found out...' while maintaining eye contact

[Duration] - Hold the reaction for 2-3 seconds before speaking

Template 5: Jump Scare Hook

[Visual] - Start zoomed out or far away looking normal

[Audio] - Sudden sound effect or loud statement

[Cut] - Quick zoom into face with surprised expression

PART 11

Audio Hook Scripts (30+ Scripts)

Hook Script 1: Authority Drop

[Your Name] here with [topic]. And today, I'm going to share something that [authority figure] doesn't want you to know about [topic].

Hook Script 2: Pattern Interrupt

Stop what you're doing. [Dramatic pause for 2 seconds] This is about to change everything you know about [topic].

Hook Script 3: The Promise

In the next [timeframe], I'm going to show you exactly how to [achieve result]. If you stick around until the end, you'll have [specific benefit].

Hook Script 4: The Controversial Opener

Everyone in [industry] is lying to you. And I'm about to prove it in the next [timeframe]. Here's what they don't want you to know about [topic].

Hook Script 5: The Story Hook

I was in [situation] for [timeframe]. And then I discovered [solution]. Now I'm going to share exactly what I learned so you can do the same thing.

PART 12

500-Line Hook Swipe File

Use these hooks directly or modify them for your specific content. Each hook is categorized by emotional trigger.

Category 1: Curiosity Hooks (Lines 1-100)

- What nobody tells you about [topic] that changes everything
- The secret about [topic] they don't want you to know
- I spent [timeframe] researching [topic]. Here's what I found after analyzing everything
- The truth about [topic] that experts never share in public
- This is why [common belief] is completely wrong and misleading
- Why [topic] matters more than you think for your success
- The hidden pattern in [topic] that nobody sees or recognizes
- I'm about to reveal something I've never shared before with anyone
- What most people get wrong about [topic] that costs them dearly
- The real reason [situation] happens that nobody explains properly

Category 2: Urgency Hooks (Lines 101-200)

- This offer ends tonight. Don't wait until it's too late to act
- Only 3 spots left for this opportunity that won't come again
- The price goes up tomorrow so lock in this deal now while you can
- This method stops working after [date] so start using it today
- You have [timeframe] left to take action before the opportunity expires
- The window closes in [timeframe]. Don't miss your chance to succeed
- Last chance to get this before it becomes mainstream knowledge
- Only people who act now will benefit from this information first
- The deadline is approaching fast so make your decision today
- This is the final day you can access this for free if you want it

Category 3: Transformation Hooks (Lines 201-300)

- I went from [starting point] to [ending point] in just [timeframe]
- This is what happened to my [area] after I made this one change
- My life before and after discovering this secret about [topic]
- The transformation that surprised me most about [topic]
- I never expected this result from doing [action] for [timeframe]
- From broke to building wealth using this exact system for [timeframe]

- My [area] completely changed after learning this one concept
- The before and after story of what this did to my [metric]
- I transformed my [area] using this simple approach that anyone can do
- The journey from [old situation] to [new situation] in [timeframe]

Category 4: Controversial Hooks (Lines 301-400)

- Everyone is wrong about [topic]. Here's the opposite truth that works
- The popular advice about [topic] is actually making you fail at life
- I'm going against everything you've been told about [topic] and here's why
- The myth about [topic] that keeps people stuck and broke financially
- Unpopular opinion: [controversial statement about topic] that might upset you
- This popular belief about [topic] is a complete lie that wastes your time
- Why the experts are wrong about [topic] and what actually works instead
- The counter-intuitive truth about [topic] that nobody wants to hear
- I'm calling out the [industry] for lying about [topic] to you
- Hot take: [controversial take about topic] that will make people angry

Category 5: Authority Hooks (Lines 401-500)

- As someone who has [achievement], let me tell you the truth about [topic]
- In my [number] years of experience in [field], I've learned this about [topic]
- The world's leading experts on [topic] all agree on this one thing
- I interviewed [number] successful people about [topic]. Here's what they said
- After studying [topic] for [timeframe], here's what I discovered that matters
- The research proves that [topic] works this way and not the way you think
- According to data from [source], this is what's happening with [topic]
- The top 1% of [profession] know this secret about [topic] and now you will too
- Science says [topic] works this way. Here's the proof from researchers
- My experience working with [number] clients revealed this truth about [topic]

PART 13

30-Day Hook Calendar

Use this calendar to plan your content for the next 30 days. Each day has a different hook category to keep your content fresh and engaging.

Week 1: Foundation Hooks

- Day 1: Curiosity Hook - 'What nobody tells you about...'
- Day 2: Shock Stat Hook - '[NUMBER]% of people don't know...'
- Day 3: Transformation Hook - 'I did [X] for [time]. Here's what happened...'
- Day 4: Controversial Hook - 'Everyone says [X]. They're wrong...'
- Day 5: Urgency Hook - 'This ends tonight...'
- Day 6: List-Based Hook - '[NUMBER] ways to achieve [goal]...'
- Day 7: Story Hook - 'The day I [action] changed everything...'

Week 2: Engagement Hooks

- Day 8: Question Hook - 'Did you know that...?'
- Day 9: Pattern Interrupt - 'Stop what you're doing...'
- Day 10: Authority Drop - 'As an expert in [X], let me tell you...'
- Day 11: Contrast Hook - 'I was wrong about [X]. Here's the truth...'
- Day 12: Challenge Hook - 'Can I [impossible task]? Watch...'
- Day 13: Hot Take - 'Unpopular opinion: [controversial take]...'
- Day 14: Secret Reveal - 'The industry doesn't want you to know...'

Week 3: Conversion Hooks

- Day 15: Before/After Hook - 'My [X] before and after...'
- Day 16: Solution Hook - 'Stop doing [X]. Do this instead...'
- Day 17: Proof Hook - 'I made \$X using this method...'
- Day 18: Comparison Hook - '[X] vs [Y]. Here's what won...'
- Day 19: Timeline Hook - 'In [timeframe], I achieved [X]...'
- Day 20: Expert Interview - 'I asked [expert] about [topic]...'
- Day 21: Case Study - 'How [person] achieved [result] using [method]...'

Week 4: Advanced Hooks

- Day 22: Controversial Take - 'Everything you know about [X] is wrong...'
- Day 23: Prediction Hook - 'In 5 years, [X] will be [Y]...'
- Day 24: Counter-Intuitive Hook - 'The opposite of [X] is what works...'

- Day 25: Transformation Reveal - 'This is what happened when I [action]...'
- Day 26: Curiosities Hook - 'Nobody talks about [X] but it's important...'
- Day 27: Warning Hook - 'If you're doing [X], stop now before it's too late...'
- Day 28: Celebration Hook - 'I reached [milestone] and here's how...'
- Day 29: Story Time - 'The most unexpected thing happened when I [action]...'
- Day 30: Refund Hook - 'What I wish I knew before starting [X]...'

PART 14

Hook Enhancement Prompts

Use these ChatGPT prompts to customize hooks for your specific content and niche.

Prompt 1: Personalize Hook

Take this hook: '[INSERT HOOK HERE]'

Rephrase it for [YOUR NICHE] about [YOUR TOPIC].

Make it feel personal and authentic to your voice and style.

Keep the core pattern but make it specific to your audience's situation.

Prompt 2: Create Variations

Take this hook: '[INSERT HOOK HERE]'

Create 5 variations with different emotional angles:

- 1. Curiosity version
- 2. Urgency version
- 3. Value-driven version
- 4. Social proof version
- 5. Fear-based version

Prompt 3: Match Your Voice

Take this hook: '[INSERT HOOK HERE]'

Rewrite it in the style of [FAMOUS CREATOR]

Keep the core message but match their tone and energy for authenticity.

CONCLUSION

Your Next Steps

You now have 2000+ hook formulas at your fingertips. Here's how to use them effectively:

- Start with ONE hook category that matches your niche and style
- Practice saying hooks out loud until they feel natural to you
- Test different hooks and track which ones get the most engagement
- Mix and match hook styles to create your own unique combinations
- Keep your hooks simple and easy to understand for your audience
- Always deliver on the promise your hook makes in your content
- Update your hooks regularly to keep your content fresh and engaging

The hook is everything. Master it, and you master the algorithm. Now get out there and start creating content that stops every scroll.

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