

25 hooks that always work

Copy them. Fill the blanks. Stop the scroll.

How to use a hook: replace the [brackets] with your words. Say it in the first 2 seconds AND put it on screen as text. Then build up (keep them watching) and pay it off (answer the hook).

Question

1. Why is nobody talking about [topic]?
2. Are you making this [topic] mistake too?
3. What if everything you know about [topic] is wrong?

Bold claim

1. [Topic] is way easier than you think. Here's proof.
2. One small change made [topic] 10x easier for me.
3. Stop scrolling if you care about [topic].

Mistake

1. 3 mistakes everyone makes with [topic].
2. You're doing [topic] wrong. Here's why.
3. Stop doing this if you're serious about [topic].

Story

1. A year ago I knew nothing about [topic]. Here's what changed.
2. I tried [thing] for 30 days. This happened.
3. Nobody believed me when I started [topic].

List

1. 5 tips for [topic] that actually work.
2. 3 things about [topic] I'd tell my younger self.
3. Everything you need to know about [topic] in 60 seconds.

Curiosity

1. This is the part of [topic] nobody shows you.
2. Watch till the end — this trick for [topic] changed everything.
3. I can't believe this works for [topic].

Hot take

1. Unpopular opinion: most advice about [topic] is useless.
2. Everyone gets [topic] wrong. Here's why.
3. Don't start [topic] until you watch this.

How-to

1. How to [result] (even if you're a beginner).
2. How to [result] in under [time].
3. The easiest way to [result] — no [thing] needed.

Bonus

1. This is your sign to start [topic].

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