



150 Hooks for Authors

MASTER THE ART OF THE HOOK!

✍️ WRITING PROCESS & AUTHOR LIFE

1. Nobody talks about *this* part of writing a book...
2. My first draft vs. the final version 🙄
3. If you're an author, you've definitely done this...
4. What writing a book really looks like (spoiler: it's not cute)
5. The scene I almost deleted...
6. The weirdest place I've ever written a scene
7. I thought I was done. Then THIS happened.
8. Writing a book? Don't make this mistake...
9. Here's what I wish I knew before becoming an author
10. The truth about publishing no one tells you
11. Writing advice I wish I could un-hear
12. My favorite writing hack that actually works
13. A day in the life of a full-time author
14. How I went from zero words to 90,000
15. Things I do that *feel* productive but aren't
16. My biggest writing regret
17. I almost gave up on this book
18. The one habit that changed my writing life
19. Why I write thrillers (or your genre)
20. How I know a story idea is worth chasing

📖 BOOK PROMO (SOFT + DIRECT)

1. Read the first line and tell me you're not hooked 😏
2. This is the scene that readers always message me about
3. I dare you to read this and *not* get goosebumps
4. What if your best friend was lying to you?
5. Would you survive this plot twist?
6. This book was inspired by a real-life nightmare
7. Can you guess which part of this is true?
8. I wrote this scene through tears
9. Here's the story that's been haunting me for years
10. Want a book you can't put down? Start here

11. My villain might be smarter than I am
12. This character surprised me more than anyone
13. I didn't see the ending coming... and I wrote it
14. Here's what readers are saying about my latest book
15. A bookish aesthetic for my latest release 🥰
16. This one's for the readers who love...
17. If you liked [insert popular title], you'll love this
18. The book that made me fall in love with writing again
19. This book broke me. In the best way.
20. When your side character steals the show...

READER ENGAGEMENT

1. Be honest: Do you read the last page first?
2. Paperback, hardback, or audiobook — what's your go-to?
3. Tell me your current read using only emojis 📖
4. Drop your favorite underrated author below
5. Which of my characters do you relate to most?
6. One-word book review: Go.
7. What book should everyone read at least once?
8. Do you judge a book by its cover? Be honest.
9. Name a fictional character you'd punch and why
10. What's the spiciest thing you've ever read? 🌶️
11. If you could live inside one book world...
12. Which book made you cry like *ugly cry* cry?
13. What's a popular book you couldn't finish?
14. Who was your first book crush?
15. What's your reader ick?
16. How many books is *too* many on your TBR?
17. Audiobooks: yay or nay?
18. Do you annotate your books or keep them pristine?
19. What's the best first line you've ever read?
20. Ever met an author IRL? Who?

LAUNCHES, SALES & EVENTS

1. It's finally here!
2. Cover reveal time 🙈
3. I can't believe I get to share this with you...
4. I've been waiting MONTHS to tell you this
5. I'm going on tour and I want to meet you!
6. This book hit #1 and I'm still speechless
7. Preorder perks you won't want to miss
8. Launch day checklist: Coffee, champagne, or both?
9. The countdown begins...
10. Book club pick alert!
11. You're invited!

12. Signed books + a special note inside 🖋️
13. Don't walk—RUN to grab this deal
14. Here's how you can support your favorite author
15. Behind-the-scenes of my book signing day

🔍 BEHIND THE SCENES

1. From blank page to bookshelf
2. Here's what didn't make it into the book
3. What I researched that will *haunt* your browser history
4. I interviewed real experts for this scene
5. This scene was inspired by a true crime
6. A deleted line I still think about
7. I based this character on someone I know
8. Yes, this weird fact is 100% real
9. My writing playlist? Chaotic.
10. Here's what I wore to write the creepiest scene
11. The real-life location behind the fictional setting
12. From idea to outline to obsession
13. My favorite Easter egg in this book
14. This scene almost didn't make the cut
15. I wrote this on a napkin, no joke

💬 RELATABLE AUTHOR CONTENT

1. My face when someone says "I'll write a book someday"
2. When the plot twist surprises *you*
3. "Are you rich yet?" — Things people actually ask authors
4. Getting a 1-star review like...
5. When you finally write the perfect line
6. Coffee: 100% of my writing process
7. When your characters won't cooperate
8. Me talking to my editor like...
9. "This book is too long" — You mean too amazing?
10. The post-it notes have taken over my life

📖 WRITING TIPS

1. Want to write a novel? Start here
2. 3 ways to build unforgettable characters
3. My top trick for writing a killer opening line
4. Struggling to write? Try this
5. The best way to structure your novel (IMO)
6. My favorite writing resources
7. Don't start your book like this...
8. How to write realistic dialogue
9. Writing fast vs. writing well
10. What to do when you hate your draft

🌟 EMOTIONAL & PERSONAL

1. I didn't believe in myself until this moment
2. I wrote this book through heartbreak
3. This story saved me in more ways than one
4. I never thought I'd be brave enough to share this
5. My rejection pile could be a novel itself
6. To every writer who's ready to quit—this is for you
7. I cried writing this scene. You might cry reading it.
8. Imposter syndrome? Meet your match.
9. I almost burned this manuscript. Literally.
10. This is the story that changed my life

🔄 LISTS & RECOMMENDATIONS

1. 5 thrillers you won't be able to put down
2. 3 books that made me a better writer
3. 4 reasons you should read my latest book
4. My go-to writing snacks
5. Best books for spooky season 🎃
6. My top 3 favorite book tropes
7. Books to read if you loved *Gone Girl*
8. My all-time favorite twisty reads
9. My writing essentials (you'll want #2)
10. My favorite books of the year so far

😄 FUN / TRENDS / ENTERTAINING

1. POV: You just finished the plot twist
2. If you've ever stayed up until 3am reading...
3. My villain era: author edition
4. Tropes I'll never get tired of
5. When the audiobook narrator is *too* good
6. If books were people...
7. BookTok made me read it—and I'm not okay
8. Ranking my own characters by chaos level
9. What your favorite genre says about you
10. That moment when your book baby is born

🧠 MINDSET / MOTIVATION / COMMUNITY

1. You don't need permission to be a writer
2. Someone needs to hear this today:
3. Progress is still progress
4. Writers write. Even on the hard days.
5. Community over competition—always
6. A gentle reminder for creative souls
7. Keep going. The world needs your story.

8. You're not too late
9. I see you, fellow night-owl writer
10. We're in this together. Keep writing.



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