

Cheatsheet

30 VIRAL HOOKS FOR BAKING ACCOUNTS

to grow your profile in 30 days



Use these hooks to
boost your views and attract clients to
your profile as a baker or bakery owner

BY AMANDA OAKLING

MEET AMANDA

Hi, I'm Amanda! A professional baker with over 10 years of experience. I successfully ran a large bakery with 20 employees, which I later sold after building it into a well-known brand.



About me

- I love sugar! I still bake for my family some times per week.
- I travel a lot. I have been in more than 30 countries.
- I have a big dreams and I always achieving them.

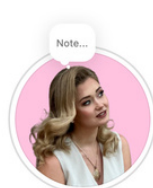
Over these 10 years, I developed a strong social media presence for my bakery, growing the account to 15,000 followers and attracting hundreds of clients every month. I also built my personal account to 10,000 followers, where I created a vibrant community and a platform to sell my online masterclasses and books, generating \$10,000 monthly.



kukasgardas Following Message

1,816 posts 15.5K followers 1 following

Kūkas uz pasūtījuma, uzkodas, makarūni
Nodrošināsim ar svaigu kūku un sāļām uzkodām
PIEGĀDE: Rīga, Ulbroka, Mārupe, Sigulda
Pasūti INTERNETĀ VEIKALĀ
... more
kukasgardas.lv/cenas-un-piegade + 1



kukukaraliene Edit Profile View archive Ad to

716 posts 10.3K followers 542 following

Amanda Ozoliņa | Kūku Receptes & Retriti & Mārketings
Šef-konditore ar 10 gadu pieredzi
Iemācīšu cept kūkas un attīstīt instagramu
20K cilvēki gatavo pēc manām receptēm... more
kukukaraliene.lv/celo-gramata

71.5K accounts reached in the last 30 days. View Insights

7 days 14 days **30 days** 90 days 25 Oct – 23 Nov

Views ⓘ

1,347,133

Views

Followers 71.5%
Non-followers 28.5%

Accounts reached 71,588

By content type

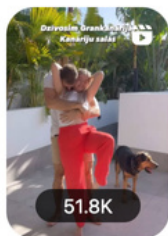
All Followers Non-followers

Stories 60.8%
Reels 39.3%
Posts 0.0%
Videos 0.0%
Live 0.0%

Followers Non-followers

Top content based on views

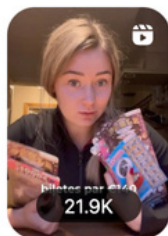
[See all](#)



12 Nov



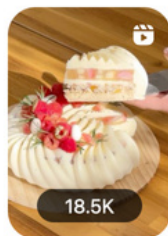
1 Nov



28 Oct



25 Oct



18 Nov

When it comes to social media, I know what works best for bakers and what doesn't. Through my journey, I've learned how to effectively attract clients, create content that converts, and craft reels that boost visibility.

This guide and all my educational resources are based on my experience and proven techniques that helped me grow my business and create a thriving brand.

Now, I'm here to share my knowledge and help bakers like you shine in your business by mastering the power of social media!

Here is what saying some of my clients:

I know myself—I need a mentor now and then to guide me and give me that extra push 🙌. I'm great at executing, but having someone point me in the right direction works so well for me.

You really caught my attention as a personality, and I love what you've achieved 🏆. That's probably why I signed up for your 1:1 mentoring. I had this feeling that I wanted to show more of me on social media but had no idea where to start.

You helped me so much with ideas on how to mix my daily life and cake orders into my content 🍰. I also loved how we tried out different Reels until I found my own style. Now, I get at least 10 messages a day!

The key now is to keep the momentum going and not give up. Thank you for everything 😊

13:09

Thank you, Amanda! 🙌 Of course- Girl, I was terrified 😱 and didn't think I could handle all the social media stuff with my crazy baking schedule. I even thought, 'Is this really worth it?' But WOW—you gave me so much motivation and energy to go for it! 🙌🔥 I was super scared to show up on video (like, who even wants to see me?! 😭), but now I totally get why it's a must. And guess what? My first LIVE video got me 10 orders! 🥳🎉 Last reel also performed well!

And aslo the way you taught me to stay structured with my content plan and scheduling is pure magic -total game-changer for my biz. Thank you for pushing me out of my comfort zone and into my power! 🚀💖

12:59

@amandaoakling



30 HOOKS for bakers

Creating viral reels for your bakery or cake business is all about grabbing attention immediately. In the world of social media, the first second of your video determines whether someone keeps watching or scrolls away. A strong, curiosity-driven hook is the secret to captivating your audience, piquing their interest, and turning casual viewers into loyal followers and paying clients.

When you use engaging hooks, you're not just entertaining your audience—you're subtly sabotaging their hesitation to order from you by making your expertise irresistible.



Whether it's sharing baking hacks, debunking myths, or showcasing your incredible designs, hooks are your chance to build trust and connection.

Here are 30 viral hook templates with examples tailored specifically for bakers and bakery owners to help you grow your page and attract more orders.

Hooks + Bakery Examples:

This one thing has helped me with [topic] more than anything.

Example: This one thing has helped me design cakes that are always the star of the party! 🎉🍰

What's one thing everyone believes about [topic], but is actually a myth? I'll go first...

Example: What's one thing everyone believes about custom cakes? I'll go first... They're NOT as expensive as you think!

Stop doing this with your [topic]. DO this instead.

Example: Stop buying cakes last minute! DO this instead to make sure your celebration is perfect.

Everyone's talking about... / Why is everyone talking about...

Example: Why is everyone talking about these rustic buttercream cakes? Let me show you why they're so popular!

If you're still doing [behavior], you're missing out on [topic].

Example: If you're still buying generic cakes, you're missing out on custom designs made just for YOU.

5 weird [topic] habits that are making [person type] [positive outcome].

Example: 5 weird cake-cutting habits that are making parties way more fun! 🎉🍰

Can we be honest about [topic]?

Example: Can we be honest about why supermarket cakes just don't cut it for special occasions?

Hooks + Bakery Examples:

The best [thing] I ever made/did.

Example: The best cake I've ever made? This 3-tier floral beauty for a summer wedding! 🌸💍

I finally figured out how to [do thing/get result]. Here are the [5] steps I took to make it happen.

Example: I finally figured out how to make cakes that look stunning AND taste amazing. Here's how!

How to 10X your [result].

Example: How to 10X the "WOW" factor at your party with a custom cake designed just for you.

Here's how you're finally going to [get result] in [current year].

Example: Here's how you're finally going to impress your guests in 2024—with a cake they'll never forget.

3 Ways you can get more [result] in [amount of time].

Example: 3 ways to make your next party unforgettable with the perfect cake.

Why is no one talking about [topic]?

Example: Why is no one talking about how custom cakes make celebrations extra special?

Stop wasting time doing [behavior].

Example: Stop wasting time trying to find the perfect gift. A custom cake is all you need!

What's the best way to [get result]? Let me show you...

Example: What's the best way to celebrate a milestone? Let me show you—it involves cake! 🎂

Hooks + Bakery Examples:

Here's what happened when I [tried something].

Example: Here's what happened when I surprised a client with a cake design inspired by their favorite movie!

Your [blank] isn't working... Here's why...

Example: Your store-bought cake isn't working for your big event... Here's why (and how to fix it).

3 mistakes you're still making with [topic].

Example: 3 mistakes you're still making when ordering a cake (and how to avoid them).

3 bizarre myths people still believe about [topic].

Example: 3 bizarre myths people still believe about custom cakes—let me bust them!

Smart [person type] are [getting result]. Here's how...

Example: Smart party planners are upgrading their events with cakes that are custom-made. Here's how to do it too!

How to [get result/perform task] the easy way.

Example: How to get the perfect birthday cake without any stress.

This is really embarrassing...

Example: This is really embarrassing... but I once delivered a cake to the wrong house! 😊 (Don't worry, it all worked out!)

Steal my [topic] strategy.

Example: Steal my party cake strategy to make sure your cake is the centerpiece of the event.

Hooks + Bakery Examples:

I can't believe I didn't know this sooner...

Example: I can't believe I didn't know this sooner... Cakes are the most photographed part of a party!

This one [thing] will save you hours on [topic/process].

Example: This one tip will save you hours of stress when planning your party cake!

3 of the best-kept secrets for/in [topic].

Example: 3 of the best-kept secrets for getting a cake that wows your guests!

If you're [getting negative result], here are 3 ways to fix it.

Example: If you're disappointed with your cakes, here are 3 ways to get the perfect one next time.

If you're like me and you [want result/struggle with problem], this is for you:

Example: If you're like me and want every party to feel special, this is for you: Custom cakes make it happen!

This is the secret [topic] hack that no one's talking about.

Example: This is the secret cake hack no one's talking about: Custom cakes aren't as pricey as you think!

Here's how I [got result] in 5 simple steps.

Example: Here's how I made my client's dream wedding cake in 5 simple steps.