

100 VIRAL HOOKS

*For short-form
content*



Exclusive



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What is in this exclusive guide?

- ✓ Top pain based hooks
- ✓ Top curiosity hooks
- ✓ Top results based hooks
- ✓ Top mistake based hoosk

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Affiliate Marketing Series

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100 VIRAL HOOKS FOR SHORT-FORM CONTENT

100 ready-to-adapt hooks across 10 categories — organised by intent and designed to stop the scroll.

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Your Hook is Everything

Your hook is the single most important sentence in every piece of short-form content you create. On TikTok and Reels, you have roughly 1–2 seconds before a viewer swipes. The hook either earns the watch — or loses it.

This swipe file gives you 100 hooks organised by conversion intent. Don't copy them word for word. Each one is a structural template — adapt it to your niche, your voice, and your specific audience.

The 3-Part Hook Formula

PART 1: The Target

Name the specific person you're talking to. 'If you're a 9-to-5 worker trying to start online...' This immediately filters your ideal viewer and builds instant relevance.

PART 2: The Pain or Promise

Identify the exact frustration or desired outcome. Be specific. 'Still making \$0' beats 'not succeeding'. 'First \$100 commission' beats 'some money'.

PART 3: The Tension

Open a loop that can only be closed by watching. A question, a contradiction, a surprising outcome. The viewer should feel they'd be missing something by scrolling past.

How to Use This List

Pick 10 hooks per week. Adapt each one to your niche. Post and track watch time in the first 24 hours. When a hook outperforms the others, build 5 more pieces using the same structural pattern. Success leaves patterns — your job is to find them.

01 PAIN-BASED HOOKS

High conversion. Tap into a specific, urgent frustration your audience is already feeling.

1. If you're trying to make money online and it's not working, this is why...	2. If you're still making \$0 with affiliate marketing, here's the reason...
3. You're not failing — you're just doing this one thing wrong...	4. If you've been posting for weeks and seeing no results, watch this...
5. This is why most beginners never make money online...	6. If you feel stuck trying to grow your income online, this will help...
7. You're wasting time doing this — here's what to do instead...	8. If your content isn't converting, this is the problem...
9. You're closer than you think — but you're missing this...	10. Stop doing this if you actually want to make money online...

02 CURIOSITY HOOKS

High engagement. Open a loop the viewer cannot close without watching more.

11. Nobody tells you this about affiliate marketing...	12. This one thing changed everything — and it took me months to find it...
13. There's a reason you're not seeing results — and it's not what you think...	14. What I'm about to tell you is simple, but most people never apply it...
15. This works even if you have zero experience, zero following, zero budget...	16. I didn't believe this at first — but the results were undeniable...
17. Here's what nobody explains to beginners...	18. This is the missing piece that most creators ignore...
19. You've probably been thinking about this completely wrong...	20. This looks simple — but almost everyone gets it backwards...

03 MISTAKE-BASED HOOKS

Frame a common error your audience is likely making — then position yourself as the fix.

21. <i>This mistake is costing you money every single day...</i>	22. <i>If you're doing this, you're leaving real income on the table...</i>
23. <i>Stop making this beginner mistake — it's invisible but expensive...</i>	24. <i>This is why your affiliate links aren't converting...</i>
25. <i>You're posting consistently but doing this wrong...</i>	26. <i>This one mistake cost me two months of wasted effort early on...</i>
27. <i>If I had to start over, I would avoid this from day one...</i>	28. <i>Most people fail because of this single, fixable thing...</i>
29. <i>This is the biggest structural mistake beginners make...</i>	30. <i>Avoid this and you'll see results twice as fast...</i>

04 RESULT-DRIVEN HOOKS

Lead with a concrete outcome. Show that results are real, accessible, and achievable from zero.

31. <i>Here's how real beginners are earning online in 2026...</i>	32. <i>This is exactly how I would start from zero if I had to do it again...</i>
33. <i>You don't need a website to make money online — here's the alternative...</i>	34. <i>This simple approach can generate your first \$100 commission...</i>
35. <i>Here's how to get into affiliate marketing with literally no startup budget...</i>	36. <i>This is the most beginner-accessible way to start earning online right now...</i>
37. <i>Want to make money online? The starting point is not what you think...</i>	38. <i>This strategy works even if you have no audience and no experience...</i>
39. <i>Here's a complete beginner system that actually produces income...</i>	40. <i>This is how everyday people are building income streams with just a phone...</i>

05 AUTHORITY HOOKS

Establish credibility quickly. Position your insight as hard-won and exclusive to you.

41. <i>If I had to build an online income from scratch today, I'd do this...</i>	42. <i>After trying everything, this is what actually produces consistent results...</i>
43. <i>Let me save you several months of frustration with this one insight...</i>	44. <i>I wish I knew this before I spent a year figuring it out the hard way...</i>
45. <i>Here's the honest truth about making money online that most people won't say...</i>	46. <i>This is what separates people who earn consistently from those who don't...</i>
47. <i>If you're serious about making money online, this needs to be your approach...</i>	48. <i>I've tested this with my own audience and here's what I found...</i>
49. <i>Most advice about affiliate marketing is outdated — here's what works now...</i>	50. <i>This is the exact strategy I'd apply starting tomorrow if I were you...</i>

06 RELATABLE HOOKS

Make the viewer feel seen before you offer anything. Relatability builds trust faster than any pitch.

51. <i>POV: You've been trying to make money online for months and nothing is working...</i>	52. <i>You start motivated, post for a few days, then lose momentum — sound familiar?</i>
53. <i>You watch other creators succeed and wonder what you're doing differently...</i>	54. <i>You save content and plan to take action — but never actually start...</i>
55. <i>You've tried multiple methods and still have nothing to show for it...</i>	56. <i>You want to start earning online but genuinely don't know where to begin...</i>
57. <i>You're tired of watching people succeed at something you keep failing at...</i>	58. <i>You feel like you're doing everything right but getting nowhere...</i>
59. <i>You've been consistent for weeks and the results still aren't coming...</i>	60. <i>You're closer than you think — don't make the mistake of quitting now...</i>

07 SIMPLICITY HOOKS

Remove the perceived barrier to entry. Make the viewer believe they can start right now.

61. <i>This is much simpler than the gurus make it sound...</i>	62. <i>You don't need any previous experience to do this...</i>
63. <i>Anyone can start this today with what they already have...</i>	64. <i>This setup takes under 20 minutes from scratch...</i>
65. <i>No special skills required — just follow the steps...</i>	66. <i>You don't need a budget to get started with this...</i>
67. <i>This works even if you're starting from absolute zero...</i>	68. <i>No website, no course, no experience — just this...</i>
69. <i>You're overcomplicating it — here's what you actually need...</i>	70. <i>The simplest possible starting point for affiliate marketing...</i>

08 URGENCY HOOKS

Create a reason to stop scrolling right now. Use sparingly — urgency loses power if overused.

71. <i>If you're serious about starting online, don't scroll past this...</i>	72. <i>Stop — this is more important than the next ten videos you're about to watch...</i>
73. <i>You need to hear this before you make your next move online...</i>	74. <i>Don't start affiliate marketing until you've seen this...</i>
75. <i>This single insight could save you months of wasted effort...</i>	76. <i>If you ignore this, you'll keep struggling with the same problem...</i>
77. <i>Watch this before you post another piece of content...</i>	78. <i>This is your sign to finally take action...</i>
79. <i>Don't keep waiting — every week you delay costs you...</i>	80. <i>If you're ready to change your financial situation, this is where to start...</i>

09 MONEY-FOCUSED HOOKS

Lead with financial possibility. Works best paired with a concrete, believable number or outcome.

81. Here's how everyday people are generating income online right now...	82. You don't need a 9-to-5 to earn consistently — here's the proof...
83. This is how beginners are generating their first \$1,000 in commissions...	84. Want an additional income stream that doesn't require a degree? Start here...
85. This is how I'd approach building online income in 2026 from day one...	86. You can start earning with just a smartphone and a clear strategy...
87. This is one of the most accessible side income models available right now...	88. Here's how to turn content creation into consistent commissions...
89. You don't need a following to make money — this approach works differently...	90. This is how creators are monetising attention without running ads...

10 DIRECT CTA HOOKS

High conversion when the viewer is already warm. These filter for serious buyers over browsers.

91. If you want to start affiliate marketing properly, this is for you...	92. If you're a beginner who's serious about earning online, stay with me...
93. This is for anyone who wants to build a real income stream online...	94. If you want results and not just information, listen to this carefully...
95. I'm going to show you exactly where most beginners go wrong — and how to fix it...	96. If you want a simple, working system, this is what it looks like...
97. This is the fastest path from zero to first commissions...	98. If you're ready to actually take action, this is the starting point...
99. Let me walk you through exactly what to do from day one...	100. If you've been waiting for the right moment to start — this is it...

Your Action Step

Don't just read this list — use it. Here's the weekly system that gets results:

WEEK 1: Test across categories

Pick 2 hooks from 5 different categories (10 total). Post one per day. Don't skip days — consistency is the variable you're testing, not just the hook.

WEEK 2: Identify your winners

After 7 days, check watch time and completion rate. Which hooks kept viewers watching past 3 seconds? Those are your winners. Note the structural pattern — not just the wording.

WEEK 3+: Scale the pattern

Take your top 3 hook structures and write 5 variations of each. Now you have 15 new hooks that are already likely to perform. Repeat the cycle every month.

You have the hooks. Now build the content engine.

Get the TikTok Cashflow Blueprint — the complete step-by-step system for turning short-form content into consistent commissions.

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