

HOOKS THAT ACTUALLY GET ENGAGEMENT (AND CLIENTS)



Plug-and-play hooks for any
business on Facebook, Instagram &
LinkedIn

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BEFORE YOU USE THESE

A hook only works if it leads into something your audience cares about.

After your hook, always talk about:

- ✓ **a problem**
- ✓ **a frustration**
- ✓ **or a desired result**

Not just your product.

Your Content Foundation

Before you post, you need your "Core Pillars."

Fill these in so you can plug them into the templates below.

My Ideal Client: (e.g., Exhausted toddler moms, over-40 skincare enthusiasts)

The Big Problem I Solve: (e.g., Kids won't sleep, skin losing elasticity)

Their Biggest Pain Point: (e.g., Feeling like a "zombie," looking older than they feel)

Their Dream Outcome: (e.g., Waking up refreshed, feeling confident in their skin)

The Hook Vault

“THIS IS YOU” HOOKS

“If you’re a [ideal client] and dealing with [pain point]... read this”

“This is for the [ideal client] who is tired of [pain point]”

“If you’ve been trying to [desired result] but still struggling with [pain point]...”

“YOU’RE DOING IT WRONG” HOOKS

“You’re not struggling because of [thing they think]...”

“You’re focusing on the wrong thing when it comes to [pain point]”

“This isn’t your problem... this is why [pain point] isn’t improving”

The Hook Vault

“REALIZATION” HOOKS

“I didn’t realize this about [pain point] until...”

“This is what finally helped me [desired result]”

“I wish I knew this before trying to [desired result]”

“CALL-OUT” HOOKS

“If you’re a [ideal client] trying to [desired result]...”

“Small business owners trying to [goal], this is for you”

“If you’re posting but not getting [result]...”

“CONTRAST” HOOKS

“What most [ideal client] do vs what actually works”

“The difference between [bad result] and [desired result]”

“You think [belief]... but it’s actually [truth]”

The Hook Vault

“CURIOSITY” HOOKS

“There’s a reason [pain point] isn’t improving...”

“This is what most people don’t realize about [topic]”

“Here’s what’s really happening when you try to [goal]”

“QUICK VALUE” HOOKS

“If you’re struggling with [pain point], start here”

“Try this if [pain point] keeps happening”

“If you want [desired result], do this”

“EMOTIONAL” HOOKS (FB gold)

“This is the frustrating part about [pain point]...”

“You’re not doing anything wrong if you’re struggling with [pain point]”

“This is why [pain point] feels so overwhelming”

Examples

EXAMPLE – FITNESS COACH

Generic:

“If you’re struggling to lose weight...”

Strong:

“If you’ve been trying to lose weight but keep starting over every Monday...”

EXAMPLE – HAIR STYLIST

Generic:

“If your hair isn’t healthy...”

Strong:

“If you keep getting your hair done but it never actually feels healthy...”

EXAMPLE – SKINCARE / BEAUTY

Generic:

“If you struggle with skincare...”

Strong:

“If you’ve tried every skincare routine but your skin still isn’t clearing up...”

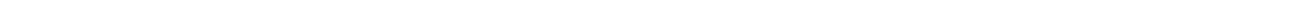
EXAMPLE – REALTOR

Generic:

“If you’re trying to buy a home...”

Strong:

“If you’re trying to buy a home but keep getting outbid every time...”



The Formula

HOW TO MAKE THIS SPECIFIC

Take your hook and add:

- ✓ WHO you help
- ✓ WHAT they're struggling with
- ✓ WHAT's not working

"If you're a [who you help] trying to [goal] but still dealing with [problem]..."

ADD EMOTION

Turn:

"If you're struggling with sales..."

Into:

"If you're posting every day but it feels like no one is paying attention..."

The Framework

Hook → Caption → Call to Action

THE HOOK (gets attention)

This is what makes someone stop scrolling.

If your hook doesn't connect...

they won't read anything else.

Your hook should:

- ✓ call out a specific person
- ✓ mention a real problem
- ✓ create curiosity or emotion

THE CAPTION (builds connection)

This is where people decide:

"this is for me" or "I'm scrolling"

Your caption should:

- ✓ describe their problem
- ✓ explain why it's happening
- ✓ give a simple shift or insight

THE CALL TO ACTION (drives results)

This is where most people miss it.

If you don't tell people what to do...

they won't do anything.

Full Post Example

Hook:

"If you're posting every day but still not getting clients..."

Caption:

"You're not doing anything wrong...
You just don't have a clear plan for what to say..."

CTA:

"Comment 'PLAN' and I'll send you one"

Why Your Post Aren't Working

If your post isn't performing, it's usually because:

Your hook isn't specific enough

Your caption isn't connecting

Your CTA isn't clear

You don't need more content.

You need content that works together.


Don't go back to guessing what to post

You don't need more content ideas.

You need to know how to say things in a way that actually connects.

That's what these hooks are for.

But if you want help turning this into content that actually brings in clients...

 Message me "PLAN" on Instagram
and I'll help you map out content that actually brings in clients



Thank you!

You've got this! Remember, every big journey is a collection of small steps. Stay consistent, keep experimenting, and watch your Instagram business thrive. Devyn is here to support you every step of the way — see you on Instagram!



@next_level_creatives_