

HOOK FORMULA PLAYBOOK

The simple system to turn
hooks into reels that get views,
followers and leads.

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INTRODUCTION

You probably already know that the hook is the most important part of a reel.

In fact, the first few seconds decide whether someone keeps watching or keeps scrolling.

But most creators make the same mistake.

They use good hooks... in badly structured videos.

A good hook will stop the scroll, but if the rest of the video is weak, people leave immediately.

This playbook will show you a simple structure you can use to turn hooks into reels that people actually watch.

Even if you have a small account.

- HookFormula

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THE REEL FORMULA

Most reels that perform well follow a very simple structure.

- Hook
- Pattern interrupt
- Value
- Call to action

The hook stops the scroll.

The pattern interrupt creates curiosity so the viewer keeps watching.

The value delivers the information.

The call to action tells the viewer what to do next.

- Example:

Hook

3 mistakes that are killing your Instagram reach

Pattern interrupt

The second one is the mistake almost everyone makes.

Value

Explain the three mistakes and how to fix them.

Call to action

Comment HOOK and I'll send you 200 hooks you can use.

10 HIGH-PERFORMING HOOK TEMPLATES

Stop doing this on Instagram

This mistake is killing your reach

Nobody talks about this reel trick

Most creators do this wrong

Steal this reel idea

If your reels get no views

Small accounts should do this

This reel format works

Your hook decides everything

This is why reels flop

5 VIRAL REEL STRUCTURES

Structure 1

Mistake → Fix → CTA

Structure 2

Curiosity → Reveal → CTA

Structure 3

List → Quick tips → CTA

Structure 4

Contrarian → Explanation → CTA

Structure 5

Example → Breakdown → CTA

10 REEL IDEAS YOU CAN POST TODAY

3 mistakes killing your reach

5 hooks that stop scrolling

The reel format nobody uses

Stop posting like this

Why reels get no views

The hook strategy creators ignore

Small account growth trick

3 reel ideas for beginners

How to create reels faster

The easiest reel format

5 TYPES OF HOOKS THAT WORK

There are a few hook formats that consistently perform well.

Curiosity hooks

Nobody talks about this Instagram trick.

Mistake hooks

3 mistakes that are killing your reach.

Secret hooks

The reel strategy nobody is using.

List hooks

5 hooks that instantly stop scrolling.

Contrarian hooks

Stop posting every day.

You don't need complicated ideas.

These formats work because they trigger curiosity.

TURNING ANY HOOK INTO A REEL

Once you have a hook, building the reel is simple.

- Step 1

Start with the hook.

- Step 2

Expand the idea behind the hook.

- Step 3

Deliver one or two useful points.

- Step 4

End with a call to action.

Example:

Hook

3 mistakes that are killing your Instagram reach.

Expansion

Most creators focus on posting more, but they ignore these mistakes.

Value

Explain the three mistakes.

Call to action

Comment HOOK and I'll send you 200 hooks you can use.

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THE EASIEST REEL FORMAT

You don't need complex editing to create reels that work.

The easiest format is:

Talking to camera + text on screen.

Why this format works:

It is fast to create.

- It feels authentic.
- It keeps attention on the message.

Many creators overcomplicate their content.

Simple videos often perform better.

SIMPLE REEL SCRIPT

You can use this script for most reels.

Hook

Let me explain.

Point one.

Point two.

Point three.

Call to action.

Example:

Hook

3 mistakes that are killing your reach.

Let me explain.

First mistake: weak hooks.

Second mistake: no structure.

Third mistake: no call to action.

Call to action

Comment HOOK and I'll send you 200 hooks.

HOW TO CREATE 30 REELS FROM A FEW HOOKS

One hook can easily become multiple reels.

Example hook

3 mistakes that are killing your reach.

Reel idea 1

Explain the mistakes.

Reel idea 2

Explain how to fix them.

Reel idea 3

Show examples.

Reel idea 4

Explain why creators make these mistakes.

This simple approach helps you create a lot of content from a few ideas.

CALLS TO ACTION THAT GENERATE COMMENTS

If you want engagement, you need to ask for it.
Simple calls to action work best.

Examples:

Comment HOOK and I'll send you 200 hooks.

Comment GUIDE if you want the full system.

Comment REELS if you want more ideas.

The easier the action is, the more people will do it.

SIMPLE 30 DAY CONTENT PLAN

If you struggle with content ideas, you can use a simple rotation.

Monday

Mistake reel

Tuesday

Tutorial reel

Wednesday

List reel

Thursday

Example reel

Friday

Call to action reel

This structure makes content creation much easier.

CLOSING

Now you have a simple system you can use to turn hooks into reels.

You don't need complicated strategies.

Start simple.

Use strong hooks.

Follow a clear structure.

Publish consistently.

If you want to see more examples of hooks and reel ideas, follow:

[@hookformula.daily](#)