DOCUMENT 02 • THE COMPLETE HOOK VAULT

THE HOOK PACK

138 hooks across 10 categories + Hormozi bonus section

100+ hooks. 10 categories. One AI that writes them specifically for you.

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BEFORE YOU DIVE IN

Why hooks are the only thing that matters.

You could have the best content in the world and nobody would ever see it — because they scrolled past in the first 2 seconds. The hook is not the intro to your video. It IS the video. Everything else is just delivery.

A great hook does three things simultaneously: stops the scroll, creates an information gap the viewer has to close, and signals that what follows is worth their time. This pack gives you 138 proven structures across 10 different psychological triggers.

The ★ symbol marks bonus hooks in each category — extra value beyond the core 10.

🔍 CURIOSITY-DRIVEN HOOKS

These hooks work by creating an information gap the viewer's brain physically needs to close. They tease, not explain. The viewer stays because not knowing feels uncomfortable.

Best for: New audiences, reach content, cold traffic

1. Why isn't anyone talking about [your topic] tips?
2. Here's what no one is telling you about [your goal]
3. I cracked the code of [topic]
4. This might get me canceled, but I'm going to tell you [truth]
5. Here's the hidden truth about [situation]
6. I wasn't going to share this, but I couldn't resist
7. Here's what [top creator/brand] doesn't tell you about [topic]
8. I bet you didn't know this about [common thing in your niche]

9. You probably didn't know this, but [insight]

10. Here's why [common advice] doesn't work

★ BONUS HOOKS

★ I was today years old when I found out [surprising fact]

★ I'll tell you a secret no one has ever told you about [insider knowledge]

📝 LIST-BASED HOOKS

List hooks drive saves more than any other format. The brain loves organized information and hates leaving a list unfinished. These are your bookmark-bait hooks.

Best for: Saves, evergreen content, discoverability

1. 5 things I wish I knew before I [started your journey]

2. [Number] things that feel illegal to know about [topic]

3. [Number] lessons I learned from [unexpected experience]

4. X things I wish I would have known sooner about [topic]

5. Mistakes I made when I first started [niche/journey]

6. 3 things you probably don't know about [tool/job/platform]

7. Red flags to look for in [brand deals/clients/products]

8. [Number] reasons your [content/business/results] isn't growing

9. Here are 3 things you NEED to be using if you're a [creator/niche]

10. I tested [method/tool] and here's what I found

★ BONUS HOOKS

★ [Number] things that will hold you back from [desired result]

★ I tested [viral trend], and the results are in

📚 STORYTELLING HOOKS

Story hooks are the highest watch-time format on short-form video. They create narrative tension the brain is wired to resolve. You don't need a big following — you need a compelling moment.

Best for: Watch time, followers, emotional connection, comments

1. Nobody told me this would happen when I started [your journey]
2. I made every mistake in the book when I started [topic]. Here's what I learned.
3. I almost quit [thing] until I discovered [turning point]
4. I was in your exact position [time period] ago. Here's what I did.
5. I spent [time period] figuring this out so you don't have to
6. The day I realized [common belief] was completely wrong
7. Everyone told me not to do this. I did it anyway.
8. Three years ago I was [struggling with X]. Here's what changed.
9. I used to believe [thing]. Then this happened.
10. The mistake I made that actually turned into my biggest breakthrough

★ BONUS HOOKS

★ Real talk: here's what [your journey] actually looks like behind the scenes

★ Here's the story nobody tells you about [topic]

🎓 EDUCATIONAL HOOKS

Educational hooks position you as the expert even with a small following. They signal that what follows is valuable and worth saving. Authority is claimed, not assigned.

Best for: Saves, shares to teach someone, authority building

1. Most people get [topic] completely backwards. Here's the right way.
2. Here's what most people misunderstand about [topic]
3. This is what separates people who succeed at [thing] from those who don't

4. The step-by-step process I use to [achieve result]
5. Here's why [common approach] fails most people
6. Most tutorials on [topic] skip this critical step
7. Here's the part of [process] nobody explains well
8. The mistake most beginners make with [topic] — and why it makes sense
9. The real reason [outcome] happens isn't what most people think
10. Everything you need to know about [topic] in under 60 seconds

★ BONUS HOOKS

★ Here's how to think about [topic] differently

★ I'm going to teach you [topic] the way nobody else does

? QUESTION-BASED HOOKS

Question hooks drive comments — the highest-weight engagement signal on most platforms. They pull the viewer into a two-way conversation and make your content feel like a dialogue.

Best for: Comments, engagement rate, community building

1. What if everything you knew about [topic] was wrong?
2. Are you making these mistakes with [topic]?
3. Have you ever felt like [relatable creator struggle]?
4. Do you know what's actually holding you back from [goal]?
5. What if the reason you're not getting [result] has nothing to do with [common assumption]?
6. Have you been doing [thing] wrong this whole time?
7. Is it possible that [common belief] is actually wrong?
8. Do you know why [common approach] stops working after a while?

9. What's the one thing you wish you knew before starting [topic]?

10. Why does [common creator frustration] keep happening to so many people?

★ BONUS HOOKS

★ Do you focus on [wrong thing]? Let me stop you right there.

★ Have you ever noticed that [observation about your niche]?

💡 TIPS & TRICKS HOOKS

Tips & Tricks hooks are the backbone of affiliate and tool-based content. They prime the viewer to want the recommendation before you even make it — and they convert browsers into buyers.

Best for: Affiliate content, tool recommendations, sales generation

1. Stop doing [old way] and do this instead

2. If you're still doing [thing] the old way, watch this

3. Most people do [task] the hard way. Here's the easier path.

4. You don't need [expensive thing] to get [result]. Try this instead.

5. I stopped [old habit] and started [new habit] and the difference was immediate

6. If I had to start [topic] over, I'd do this first

7. Here's how to get [result] without [painful or expensive thing]

8. The underrated move that most people in [niche] skip

9. You're probably overcomplicating [topic]. Try this instead.

10. This saves me [time/money] every single [day/week]

★ BONUS HOOKS

★ The tool I use to make [task] almost automatic

★ The free/fast/simple version of [paid thing] that actually works

★ In 60 seconds I'm going to show you [result]

✨ INSPIRATIONAL & MOTIVATIONAL HOOKS

Motivational content has the highest share rate of any format. People send these to friends, save them for bad days, and tag others who need to hear it.

Best for: Shares, broad reach, new audience discovery

1. Most people quit right before it starts working
2. The people getting [result] aren't smarter than you. They just did this.
3. You don't need [common requirement] to start [desired thing]
4. Stop waiting until you're ready. You'll never feel ready.
5. The hardest part of [topic] is starting. After that it gets easier.
6. You're not behind. You're just on your own timeline.
7. What got you here won't get you there
8. The biggest breakthroughs in [area] come right after the hardest moments
9. Small consistent actions on [topic] will beat any shortcut
10. The difference between where you are and where you want to be is one habit

★ BONUS HOOKS

★ You already have everything you need to start [thing]

★ Progress on [topic] is still progress. Don't discount it.

🤝 RELATABLE HOOKS

Relatable hooks build community. They make the viewer feel seen — like someone finally said the quiet part out loud. This is how you turn viewers into loyal followers.

Best for: Comments, followers, community loyalty, DMs

1. Nobody talks about the part where [honest creator experience]
2. The thing nobody warns you about when you start [topic]

3. Real talk: [honest observation most people avoid saying in your niche]
4. Unpopular opinion: [honest take most people think but don't say]
5. Things I wish someone had told me before I started [journey]
6. Nobody talks about how [uncomfortable truth about your niche]
7. Hot take: [slightly controversial but relatable opinion]
8. Every [beginner/creator/person in niche] goes through this phase
9. The part they don't show you in the highlight reel
10. Can we normalize [thing people feel embarrassed about in your niche]?

★ BONUS HOOKS

★ Nobody told me [thing] would also mean [unexpected consequence]

★ Things that hit different once you've been doing [niche] for a while

💥 SHOCKING TRUTHS & DISCOVERIES

The highest-performing category for reach and shares. These hooks trigger the "you need to see this" response — the most powerful distribution mechanism on any platform.

Best for: Shares, viral reach, cold traffic

1. Everything you know about [topic] is WRONG
2. Nobody's talking about this, but [surprising insight]
3. No one told you this until now, but [common belief] is false
4. STOP [common action]. START [better action].
5. This is why [common advice] is misleading
6. The biggest lie about [topic] — and the truth you need to hear
7. You've been lied to about [topic] — here's the reality

8. This one mistake could be costing you [specific loss]
9. I don't know who needs to hear this but [uncomfortable truth]
10. What [industry/platform] doesn't want you to know about [topic]

★ BONUS HOOKS

★ The ugly truth about [topic/industry] that nobody says out loud
★ I thought I knew everything about [topic], but I was so wrong

😂 HUMOR & ENTERTAINMENT HOOKS

Humor hooks are the great equalizer. You don't need a big following to be funny. Entertaining content gets shared to people who never would have found you — and it shows you're a real human.

Best for: Shares, broad reach, brand personality, new followers

1. Don't hate me but [honest/funny take on your niche]
2. This might get me canceled, but I'm going to tell you [truth]
3. Unpopular opinion: [strong take on creator life]
4. Hot take incoming — [surprising opinion about your niche]
5. If you're still [doing outdated thing], stop it!
6. I hate [common fad/trend in your niche], and here's why
7. People who [do this creator mistake] make me laugh
8. To the surprise of absolutely no one — [funny observation]
9. You're going to hate me for saying this, but [unpopular truth]
10. Don't let this be you — [relatable creator mistake]

★ BONUS HOOKS

★ Don't watch this if you don't like [uncomfortable truth about niche]
★ Okay I'm sharing my secret on how I [achieved result]

💪 HORMOZI BONUS SECTION

15 battle-tested hooks from Alex Hormozi's framework — contrarian, proof-based, zero fluff. These convert exceptionally well for creator education and monetization content.

- ★ Most people are doing [common action] wrong — here's how to do it right
- ★ What no one tells you about [specific topic]
- ★ This mistake is costing you [specific loss]
- ★ If I had to start over, I would do this
- ★ Nobody talks about this, but it's crucial for [desired outcome]
- ★ Here's what I'd do if I had to make [result] in [time frame]
- ★ The biggest mistake you're making in [specific area]
- ★ You've been lied to about [common belief]
- ★ Here's why most people fail at [specific goal]
- ★ If you're not doing this, you're leaving money on the table
- ★ The harsh truth about [specific topic]
- ★ You don't need [common tool] to succeed — you need this instead
- ★ I spent [time frame] testing this so you don't have to
- ★ If I had to grow from 0 again, this is exactly what I would do
- ★ Stop focusing on [common focus] and do this instead

Total hook count: 138 — 100 curated + 23 category bonuses + 15 Hormozi bonus hooks

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