



Bonus #1: 20 Social Media Hooks That Always Work

These hooks are designed to **stop the scroll** and grab attention in the first 3 seconds. Use them for TikTok, Reels, Shorts, LinkedIn posts, or even email subject lines.

Curiosity Hooks

1. “The secret to [Achieving X] isn’t what you think...”
 2. “Nobody talks about this in [Your Industry/Niche]...”
 3. “What nobody tells you about [Topic] (and why it matters).”
 4. “Here’s the one thing I wish I knew before [Action]...”
 5. “If you’re struggling with [Problem], this will change everything.”
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Mistake & Warning Hooks

6. “3 mistakes everyone makes with [Topic] (and how to fix them).”
 7. “You’re probably doing [Common Task] wrong — here’s why.”
 8. “Stop wasting time on [Method/Tool] — do this instead.”
 9. “The #1 mistake that’s costing [Audience] time and money.”
 10. “I made this error with [Topic] for years... don’t do the same.”
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Results & Transformation Hooks

11. “How I went from [Before State] to [After State] in [Timeframe].”
 12. “I tried [Strategy/Tool] for 30 days — here’s what happened.”
 13. “How I got [Impressive Result] without [Painful Action].”
 14. “What happened when I finally stopped [Bad Habit].”
 15. “The fastest way I know to achieve [Goal].”
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POV & Relatable Hooks

16. “POV: You’re a [Type of Person] trying to [Goal]...”
 17. “If you’re [Audience Type], this will feel way too familiar.”
 18. “Confession: I used to believe [Myth] until this happened.”
 19. “This is what it really looks like to [Do Thing] behind the scenes.”
 20. “Here’s how [Audience Type] secretly feels about [Topic].”
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✓ You now have 20 evergreen hooks you can **copy, paste, and adapt** instantly.
Pair them with your Vault prompts to show customers: *“You’ll never run out of ways to grab attention again.”*