

30 Conversation Hooks Swipe File

Simple DM openers that start real conversations.

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These are NOT cold pitches, awkward networking messages, or fake "just wanted to connect" DMs. These are conversation starters designed to feel natural, relevant, and human.

Use them: after someone likes your post, watches your stories, becomes a new connection, comments, or after you engage with their content.

The goal is NOT to pitch. **The goal is to start conversations.**

Pick ONE hook that fits the situation, personalize the [BRACKETS] with something true and specific, and send it. *Don't overthink it.* The swipe file works because it gets you past the blank-message problem. Add emotion and emojis if that's your thing! 😊

CATEGORY 1: Compliment + Curiosity

1. "Loved your post about [TOPIC]. Curious...what inspired you to share that?"
2. "Your take on [TOPIC] was refreshing. I'd love to hear more about how you came to that conclusion."
3. "I noticed you work with [NICHE]. What's been the most rewarding part of that for you lately?"
4. "Saw your post about [TOPIC] and immediately thought: 'Finally, someone said it! What sparked that conversation for you?'"
5. "You explain [TOPIC] really clearly. What got you interested in the first place?"

CATEGORY 2: Shared Experiences + Curiosity

6. "It feels like [FILL IN] has been a big theme lately. Have you noticed that as well?"
7. "I've been hearing a lot of conversations around [TOPIC] lately. Has that been coming up in your world, too?"
8. "Out of curiosity, what's something that's been working really well for you lately?"
9. "If you could wave a magic wand and make one part of your business easier, what would it be?"
10. "Random question...what's been taking up the most headspace for you lately when it comes to your business?"

CATEGORY 3: Continue the Conversation

11. "That reminds me of another conversation I had recently. I think a lot of people are experiencing something similar."
12. "I have a thought on that if you're open to hearing it."
13. "I've been thinking about what you said earlier. How has that been going?"
14. "That's really interesting. I'd love to hear more about how you landed there."
15. "You've got me curious. What led you to that decision?"

CATEGORY 4: Engagement Follow-Ups

16. "Thanks for liking my post earlier! :) Curious what part resonated most?"
17. "You commented on my post about [TOPIC], and I wanted to ask... are you

working on that right now too?"

18. "Saw you checked out my content!. Appreciate you being here."

19. "You've been popping up in my feed lately, so I figured I'd actually say hi!"

20. "Thanks for engaging with my post earlier. Always curious what people are working on behind the scenes."

CATEGORY 5: Relationship Builders

21. "What kind of clients are you focused on attracting right now?"

22. "What's your favorite part of the work you do?"

23. "How long have you been in [INDUSTRY]?"

24. "Your business feels really [intentional]. How did you land on your niche?"

25. "What are you focusing on growing this year?"

CATEGORY 6: Re-Opening Dead Conversations

26. "Randomly thought of our convo earlier and wanted to check back in."

27. "No pressure at all, just wanted to circle back because I know in boxes get out of control!"

28. "You popped back into my head today after seeing something related to [TOPIC]."

29. "I realized we never finished our convo about [TOPIC]. Curious where you landed with it?"

30. "Wanted to reopen this because I think there might actually be a really simple solution for what you mentioned."