



FACELESS CONTENT LIBRARY

100 viral hooks | 90 days of content | 50 viral CTAs
14 ways to repurpose your content
Stock videos explained

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Disruptive Content

**Looking to stand out and be memorable in your industry?
These hooks are great way to start establishing yourself as a leader:**

1. DON'T WASTE YOUR MONEY ON THIS...
2. I DIDN'T WANT TO BELIEVE THIS EITHER...
3. HERE'S WHAT OTHERS AREN'T TELLING YOU...
4. DON'T BELIEVE THE HYPE ON THIS...
5. ____ DOESN'T WANT YOU TO KNOW THIS...
6. YOU HAVE TO STOP BELIEVING THIS IF YOU WANT ____
7. YOU HAVE TO STOP DOING THIS IF YOU WANT ____
8. PLEASE, I BEG YOU, STOP MAKING THIS MISTAKE!
9. THIS ONE MINDSET SHIFT CHANGED EVERYTHING FOR ME...
10. HERE'S WHY YOU ACTUALLY SHOULDN'T...
11. MYTHS I NEED TO DEBUNK RIGHT NOW.
12. IF YOU STILL THINK THIS WAY IT COULD BE COSTING YOU A LOT OF TIME/MONEY...
13. THIS GOES AGAINST WHAT MOST TELL YOU, BUT IT'S CRUCIAL...
14. I'LL GO TO MY GRAVE PREACHING THIS... EVEN IF NO ONE ELSE IS.
15. I'M COMPLETELY MIND BLOWN THAT SOME PEOPLE STILL DON'T KNOW THIS...
16. I'M PROBABLY GOING TO GET A LOT OF HATE FOR THIS ... BUT I BELIEVE IN IT 100.
17. DON'T GIVE UP ON THIS JUST BECAUSE EVERYONE IS TELLING YOU TO... LET ME EXPLAIN.
18. I DON'T AGREE WITH ____ AND HERE'S WHY...
19. HERE'S WHY I STILL ____ EVEN WHEN NO ONE ELSE IS...
20. DO YOU STILL BELIEVE THIS MYTH??
21. LET'S TRANSFORM THE WAY YOU THINK ABOUT ____.

Inspirational Content

If the goal of your specific piece of content is to inspire your audience or motivate them, try using these hooks to get them in the right head space:

1. HERE'S HOW I WENT FROM ____ TO ____ IN ____...
2. HERE'S THE SHOCKING STORY OF HOW I
3. THIS ONE CHANGED MY LIFE. HERE'S HOW...
4. IF YOU'RE TRULY READY TO ____ WITHOUT ____, THIS IS FOR YOU...
5. SO MANY PEOPLE NEVER OVERCOME _____. HERE'S HOW I DID...
6. MADE THIS ONE MINDSET SHIFT AND EVERYTHING CHANGED...
7. LET ME TAKE YOU TO THE LOWEST POINT OF MY LIFE....
8. I NEVER THOUGHT I COULD COME BACK FROM__ BUT ... HERE'S HOW I OVERCAME ALL THE ODDS...
9. HOW DOES SOMEONE GO FROM_____ TO _____? LET ME SHOW YOU...
10. EVEN THOUGH _____ . HERE'S HOW...
11. THEY TOLD ME I COULDN'T , HERE'S HOW I PROVED THEM WRONG.
12. THIS IS THE MOMENT EVERYTHING CHANGED ON MY JOURNEY.
13. LET ME TAKE YOU BACK TO _____ BEFORE I WAS _____.
14. IF YOU WANT _____ WITHOUT _____, THIS IS THE KEY...
15. HERE'S HOW THE TOP_____ GOT EVERYTHING THEY WANTED...
16. THIS STORY WILL ALWAYS BE MY BIGGEST MOTIVATOR. MAYBE IT WILL BE FOR YOU TOO
17. IF YOU'RE TIRED OF THIS STORY. _____ MAY CHANGE EVERYTHING FOR YOU
18. HERE'S WHY YOU SHOULD NEVER GIVE UP ON _____
19. I WASN'T READY TO TALK ABOUT THIS. BUT NOW I KNOW I NEED TO SHARE IT WITH YOU SO YOU CAN TOO.

Connection Content (calling in your target audience)

If you want to get your video content in front of the RIGHT people for your business here are some hooks to get started:

1. IF YOU LIKE THESE THINGS, WE SHOULD CONNECT...
2. CALLING ALL _____.
3. WHERE ARE THE _____ WHO WANT MORE IN THEIR LIFE?
4. I'M LOOKING FOR _____, DO THESE THINGS DESCRIBE YOU....?
5. IF YOU'RE A _____ WHO'S TIRED OF _____, THIS IS FOR YOU...
6. HOPING THIS VIDEO GETS IN FRONT OF _____. DID IT WORK?
7. CRUCIAL INFO _____ NEED TO KNOW!!!
8. IF YOU'RE A _____, LISTEN UP, THIS IS GONNA CHANGE YOUR PERSPECTIVE.
9. I WISH MORE _____ KNEW THIS...
10. WHY ISN'T ANYONE TELLING _____ THAT THEY NEED TO ?
11. THIS TIP IS FOR _____, IF THAT'S NOT YOU, YOU CAN KEEP SCROLLING...
12. 3 STEPS ALL _____ SHOULD BE TAKING RIGHT NOW.
13. IF YOU'RE A _____, DON'T FORGET ABOUT THIS CRUCIAL STEP
14. IF YOU STRUGGLE WITH _____, YOU ARE NOT ALONE
15. TELL ME IF YOU RELATE TO THIS....
16. 3 THINGS EVERY _____ MUST KNOW...
17. IF YOU'RE A _____ AND YOU HAVE A HARD TIME, LET ME HELP!
18. IF YOU'RE OVER _____, THIS COULD CHANGE EVERYTHING FOR YOU!
19. HAVE BEEN SEARCHING HIGH AND LOW FOR _____, IS THAT YOU?
20. I THOUGHT I WAS THE ONLY ONE WHO _____, BUT PLEASE TELL ME I'M NOT ALONE!!

Sales Content

If the goal of a specific piece of content is to transform content engagement into sales, try using these hooks to set your audience up to convert:

Product Videos

- RUN DON'T WALK TO TRY THIS
- HERE'S THE EXACT PRODUCT I USED TO GO FROM ____ TO ____
- THIS IS MY SECRET WEAPON TO GETTING ____
- PRODUCTS I USE TO ____ WITHOUT ____
- THIS WILL HELP YOU GO FROM TO ____ IN ____
- TIRED OF ____ ? TRY THIS FIRST...
- I CAN'T BELIEVE NO ONE TOLD ME ABOUT ____ SOONER...
- THE BENEFITS OF THIS ARE UNLIKE ANYTHING I'VE SEEN...
- I'VE CREATED THE BEST OF ALL TIME. LET ME SHOW YOU...
- I NEVER HAVE TO WORRY ABOUT ____ ANYMORE THANKS TO THIS

Service-Based Videos

- READY TO LEARN HOW TO ____? HERE'S MY METHODOLOGY...
- HERE'S HOW I HELPED ____ GO FROM ____ TO ____
- THIS IS THE #1 WAY I HELP MY CLIENTS
- 3 SIGNS YOU KNOW IT'S TIME TO HIRE A ____
- IF YOU WANT ____ WITHOUT ____ I CAN HELP. HERE'S HOW:
- THIS GOT MY CLIENT _____. HERE'S HOW WE DID IT
- THIS CLIENT BREAKTHROUGH STORY COULD CHANGE YOUR LIFE TOO, LET ME EXPLAIN...
- HERE'S WHY MY METHOD OF ____ IS DIFFERENT THAN YOU'RE USED TO
- IF YOU WANT REAL RESULTS, HERE'S WHAT I'D DO FIRST IF YOU WERE MY CLIENT...
- READY TO ____? HERE'S HOW TO GET STARTED...

Call-To-Action (CTA)

THE CTA'S IN YOUR REELS ARE IMPORTANT TO INCREASE ENGAGEMENT, WATCH TIME, AND FOLLOWER/CLIENT CONVERSION!

SIMILAR TO YOUR HOOK, YOU HAVE A COUPLE DIFFERENT OPTIONS WHEN IT COMES TO YOUR CTA (FEEL FREE TO USE ONE OR BOTH OF THESE FOR EACH REEL).

1. ON-SCREEN CTA: THIS CAN BE USED TO EITHER SEND YOUR VIEWERS TO YOUR CAPTION FOR MORE INFO OR DIRECT THEM TO TAKE A SPECIFIC ACTION (I.E. COMMENTING OR SENDING A DM OF A SPECIFIC KEYWORD).

2. IN-CAPTION CTA: YOU'LL WANT TO INCLUDE AT LEAST ONE CTA IN YOUR CAPTION, AND FEEL FREE TO INCLUDE MORE THAN ONE! USE YOUR CAPTION CTA TO DIRECT VIEWERS TO TAKE A SPECIFIC ACTION (I.E. FOLLOWING YOU, COMMENTING SOMETHING SPECIFIC, SENDING A DM, SHARING THEIR POINT OF VIEW, ETC.)

Call to Action

Get more engagement

- WHAT DO YOU THINK?? LET ME KNOW IN THE COMMENTS...
- DROP A (INSERT EMOJI) IF YOU AGREE!
- A OR B? VOTE IN THE COMMENTS!
- WHAT'S YOUR FAVORITE _____? LET ME KNOW!
- IF YOU WANT TO HEAR MORE ABOUT _____ LET ME KNOW...
- WHAT DID I MISS? DROP IT IN THE COMMENTS
- INTRODUCE YOURSELF IN THE COMMENTS -- LET'S CONNECT!
- I'D LOVE TO HEAR YOUR OPINION, DROP IT BELOW.
- TAG A FELLOW _____ WHO NEEDS TO HEAR THIS!
- COMMENT "_____" AND I'LL SEND YOU MORE INFO ON THIS

Get more saves and shares

- SAVE THIS LIST FOR THE NEXT TIME YOU'RE _____. TEXT THIS VIDEO TO YOURSELF AS A REMINDER!
- SAVE THIS TO COME BACK TO WHEN YOU'RE READY TO (RESULT)
- FAVORITE THIS SO YOU DON'T FORGET ALL THIS!
- SAVE WARNING! LOTS OF INFO COMING AT YA...
- SHARE THIS WITH SOMEONE YOU KNOW NEEDS IT RIGHT NOW.
- SHARE THIS WITH YOUR FAVORITE (PRODUCT) LOVER
- TEXT THIS TO YOUR _____ TO SHOW THEM YOU'RE THINKING OF THEM.
- SHARE THIS WITH YOUR (INDUSTRY) BESTIE!
- SEND THIS TO THAT KNOW-IT-ALL TO PROVE THEM WRONG!

Call to Action

Get more followers

- FOLLOW FOR MORE TIPS TO (DESIRED RESULT) _____
- HIT THE (+) IF YOU'RE READY FOR MORE _____ IN YOUR LIFE
- FOLLOW TO (DESIRED RESULT) _____
- FOLLOW IF YOU'RE TIRED OF (COMMON PROBLEM YOU SOLVE)
- FOLLOW FOR DAILY _____
- IF YOU'RE A (TARGET CUSTOMER) _____, FOLLOW FOR MORE
- FOLLOW FOR THE NEXT VIDEO ON _____
- IF YOU LIKED THIS TIP, FOLLOW FOR MORE ON _____
- HIT THE FOLLOW FOR A COMMUNITY OF _____
- FOLLOW ALONG IF YOU'RE READY TO _____

Get more sales

- HEAD TO MY PROFILE FOR YOUR FREE _____
- CHECK OUT MY IG STORIES FOR MORE DETAILS & DIRECT LINKS
- DON'T MISS THIS. GET YOURS IN MY BIO BEFORE (TIME) _____
- ONLY 10 LEFT! SNAG YOURS NOW!
- STOP _____ (PROBLEM) AND GET YOUR (PRODUCT) _____ FOR _____ OFF NOW
- GO GET YOURS IF YOU'RE TIRED OF _____ (PROBLEM)
- IF YOU'RE READY TO _____ (RESULT) YOU CAN SAVE _____ ON YOURS TODAY
- WANT IN ON THIS? DROP A COMMENT & I'LL SEND YOU THE LINK
- _____ LAUNCHES ON _____ (DATE). GO JOIN THE WAITLIST TO BE NOTIFIED FIRST!
- THE FIRST 10 ORDERS WILL ALSO RECEIVE _____. HURRY AND LOCK IN YOURS!
- CHECK OUT MY BIO FOR _____.
- YOU CAN GET YOURS NOW, YOU KNOW WHERE TO GO...
- SHOOT ME A MESSAGE IF YOU WANT THE SPECIAL LINK
- JOIN US NOW IN MY BIO

More CTA Ideas

- SEE CAPTION FOR MORE 📌
- COMMENT [WORD] FOR THE LINK TO ____
- TAG SOMEONE YOU KNOW WHO NEEDS TO SEE THIS!
- DESCRIBE YOUR DAY IN 3 EMOJIS
↓
- CAPTION THIS!
- RAISE YOUR HAND IF YOU CAN RELATE! 🙋
- HEAD TO MY STORIES FOR MORE INFO!
- SHARE THE LOVE! TAG YOUR BIZ BESTIE IN THE COMMENTS
- DON'T FORGET TO SAVE THIS POST FOR LATER!
- FOLLOW ME FOR MORE LIKE THIS
- SHARE THIS WITH THE FIRST PERSON WHO POPS UP WHEN YOU HIT SHARE
- SHARE YOUR TAKE IN THE COMMENTS
- SHARE THIS WITH A FRIEND WHO ____
- CAN YOU RELATE? COMMENT BELOW!
- HEAD TO MY LINK IN BIO FOR THE FREE GUIDE
- STEAL MY STRATEGY IN THE CAPTION
- IF YOU FOUND THIS POST HELPFUL, SAVE IT FOR LATER!
- QUESTIONS? COMMENT BELOW!
- HEAD TO THE LINK IN MY BIO TO CLAIM YOURS!
- IF YOU AGREE, COMMENT YOUR FAVORITE EMOJI!
- WHAT DID I MISS? COMMENT BELOW!
- SAVE THIS POST FOR THE NEXT TIME YOU NEED ____
- GO VOTE FOR YOUR FAVORITE IN MY STORIES!
- SEATS ARE LIMITED, SAVE YOUR SPOT NOW!
- LIKE THIS POST IF YOU ____
- TURN ON POST NOTIFICATIONS SO YOU DON'T MISS THE ____

90 Days of Content

StoryTelling

SHARE WHY YOU STARTED YOUR BUSINESS

SHARE WHAT INSPIRED YOUR BRANDING OR NAME

SHARE WHAT INSPIRED A CERTAIN PRODUCT

SHARE YOUR CORE VALUES & WHY THEY MATTER TO YOU

SHARE YOUR MISSION AND WHY YOUR AUDIENCE IS PART OF IT

SHARE A BREAKTHROUGH A CUSTOMER HAD WITH YOU

SHARE YOUR TRANSFORMATION STORY, BEFORE - DURING - AFTER

SHARE A HARDSHIP OR STRUGGLE & HOW YOU OVERCAME IT

SHARE A MISTAKE YOU HAVE MADE AND WHAT YOU HAVE LEARNED FROM IT

SHARE A MICRO STORY ABOUT SOMETHING THAT HAPPENED THIS WEEK

SHARE A LESSON YOU LEARNED THIS WEEK AND HOW IT CAN HELP THEM TOO

SHARE A COMMON MISCONCEPTION ABOUT YOURSELF OR YOUR BRAND

SHARE SOMETHING ABOUT YOU YOUR TARGET AUDIENCE WILL RELATE WITH

SHARE A MINDSET SHIFT YOU HAD WHEN USING YOUR PRODUCT

SHARE A FUNNY STORY OR SOMETHING THAT MADE YOU SMILE

Educational

3 TIPS TO HELP YOU _____

5 TOOLS TO HELP YOU _____ DEBUNK AN INDUSTRY MYTH

SHARE A SHOCKING STATISTIC RELATED TO YOUR INDUSTRY

SHARE A HOW TO TUTORIAL

SHARE A TIME-SAVING HACK RELATED TO YOUR INDUSTRY

SHARE A MONEY-SAVING HACK RELATED TO YOUR INDUSTRY

INTERVIEW ANOTHER INDUSTRY EXPERT

DO A Q&A ANSWERING TOP INDUSTRY QUESTIONS

DO A 7-DAY CHALLENGE DROPPING KNOWLEDGE EVERY DAY

DO AN ASK ME ANYTHING POST AND ANSWER IN COMMENTS SHARE TOP

INDUSTRY WEBSITES TO HELP

SHARE TOP BOOKS TO READ IN YOUR INDUSTRY

SHARE TOP PODCASTS TO LISTEN TO IN YOUR INDUSTRY

SHARE HELPFUL APPS IN YOUR INDUSTRY

SHARE WHY SOMETHING IS THE WAY IT IS IN YOUR INDUSTRY SHARE AN

INDUSTRY-RELATED HISTORICAL FACT OR TWO

SHARE MISTAKES TO AVOID IN YOUR INDUSTRY

SHARE A CHECKLIST FOR SOMETHING INDUSTRY RELATED

Product & Sales

SHARE CUSTOMER REVIEWS

SHARE A CUSTOMER TRANSFORMATION STORY (FROM YOUR PERSPECTIVE)

SHARE USER GENERATED CONTENT FROM CUSTOMERS (EX. UNBOXING)

DO A PRODUCT DEMO / HOW IT WORKS DEMO

DO A PRODUCT COMPARISON TO A COMPETITOR

SHARE TIPS ON HOW TO GET THE MOST OUT OF YOUR PRODUCT

SHARE A UNIQUE & UNEXPECTED WAY TO USE YOUR PRODUCT

SHARE WHAT MAKES YOUR PRODUCT UNIQUE

SHARE WHAT CUSTOMERS SAY THEY LIKE BEST ABOUT YOUR PRODUCT & WHY

HAVE A FRIEND/STRANGER DO AN IMPROMPTU PRODUCT REVIEW

DO A PRODUCT TOUR (SHOW ALL YOU OFFER)

ASK FOR PRODUCT FEEDBACK

SHARE A BEFORE AND AFTER OF USING YOUR PRODUCT

SHARE A COMMON MISCONCEPTION ABOUT YOUR PRODUCT

RESOLVE A COMMON OBJECTION WHEN IT COMES TO USING YOUR PRODUCT

SHARE HOW YOUR PRODUCT SAVES PEOPLE'S TIME

SHARE HOW YOUR PRODUCT ACTUALLY SAVES PEOPLE MONEY

SHOW WHAT LIFE WOULD LOOK LIKE WITH YOUR PRODUCT SHOW WHAT

LIFE WOULD LOOK LIKE WITHOUT YOUR PRODUCT

Behind the Scenes Content

DO AN OFFICE/SPACE TOUR

SHARE COMPANY NEWS/UPDATE

PACKAGE A CUSTOMER'S ORDER *MAKE IT ENGAGING*

SHOW A DAY IN YOUR LIFE WITH YOUR BIZ

SHARE BLOOPERS/FUNNY MOMENTS

SHOW THE LITTLE DETAILS THAT GO INTO PRODUCT DECISIONS

SHOW HOW A PRODUCT IS MADE

SHARE A BELIEF OR RANT WHILE YOU DO SOMETHING FOR YOUR BIZ

SHARE YOUR GOALS FOR THE BUSINESS/COMMUNITY

SHARE A HAND-WRITTEN SKETCH OF AN IDEA OR PROCESS

SPOTLIGHT AN EMPLOYEE AND THEIR WHY

SHARE A PSA (PUBLIC SERVICE ANNOUNCEMENT)

SHARE A POLL FOR THE AUDIENCE TO HELP YOU MAKE A BIZ DECISION

SHARE SURVEY RESULTS

SHARE BEHIND THE SCENES OF AN INDUSTRY EVENT

SHARE BEHIND THE SCENES OF A WORKSHOP/CLASS

SHARE YOUR LIFE - MORNING ROUTINE, DAILY VLOG

SHARE BTS OF A MEET UP WITH OTHER PEOPLE IN YOUR INDUSTRY

SHARE YOUR EDUCATIONAL BACKGROUND/EXPERIENCE/CREDIBILITY

Connection

SHARE A MOTIVATIONAL QUOTE OR THOUGHT

CALL IN YOUR TARGET CUSTOMER BY DESCRIBING WHO YOU'RE LOOKING FOR

CREATE "RELATABLE" CONTENT BASED ON AN INDUSTRY FRUSTRATION OR FUNNY

MOMENT VISUALLY SHOWCASE YOUR COMMUNITY AND WHAT YOU STAND FOR

SHARE A RANDOM THOUGHT YOUR TARGET CUSTOMER WOULD AGREE WITH

CALL OUT TO A PROBLEM OF YOUR TARGET CUSTOMER & SOLVE IT

SHOW HOW YOU ARE LIKE YOUR TARGET CUSTOMER

SHARE A MOTIVATIONAL STORY ABOUT A CUSTOMER

SHARE YOUR FAVORITE MEMORY OF A CUSTOMER/YOUR BUSINESS

SHOW HOW YOUR CUSTOMERS ARE CONNECTED TO EACH OTHER

SHARE YOUR FAVORITE CREATORS OR EXPERTS TO FOLLOW IN INDUSTRY

HOST AN INDUSTRY MEET UP (VIRTUAL OR IN PERSON)

SHARE AN UNPOPULAR OPINION YOUR TARGET CUSTOMER WOULD AGREE WITH

HARE AN UNCOMMON OR UNKNOWN FACT ABOUT YOUR COMMUNITY

SHARE WHICH PRODUCT SOMEONE SHOULD BUY BASED ON THEIR

CHARACTERISTICS SHARE A BUSINESS OR COMMUNITY MILESTONE

SHOW HOW YOU ARE BETTERING YOUR SURROUNDING COMMUNITY

SHARE WHY SOMEONE WOULD WANT TO BE A PART OF YOUR COMMUNITY

14 WAYS

to Repurpose Your Content

TAKE ANY IDEA FROM ABOVE AND REPURPOSE IT INTO
THESE CONTENT MEDIUMS:

1. LONG-FORM VIDEO CONTENT (YOUTUBE, FACEBOOK)
2. SHORT FORM VIDEO CONTENT (TIKTOK, REELS, PINTEREST IDEA PIN)
3. YOUTUBE SHORTS, FACEBOOK VIDEO
4. LIVE VIDEO CONTENT (TIKTOK, INSTAGRAM, FACEBOOK, YOUTUBE)
5. BLOG POST
6. INSTAGRAM CAROUSEL
7. INSTAGRAM CAPTION OF A STATIC IMAGE
8. AN EMAIL
9. AN INFOGRAPHIC
10. AN E-BOOK (PAID OR FREE GUIDE)
11. A WEBINAR OR WORKSHOP TOPIC
12. AN INTERACTIVE QUIZ TOPIC
13. A MINI-COURSE OR MASTERCLASS TOPIC
14. A PODCAST TOPIC

Check out more blueprints for your business

POSSIBILITY AWAITS

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