



15 Stellar Hooks to Stop The Scroll & Sell with Soul



*For busy moms and female business owners
who want to show up online with content
that connects — without the overwhelm.*

Welcome

You're juggling a lot — running a business, raising kids, keeping up with life. And while you *know* showing up on Instagram is key to growing your audience and attracting clients... figuring out *what to say* can feel like one more thing on your already full plate.

That's where this comes in.

These **15 Stellar Hooks** are designed to help you grab attention, connect emotionally, and inspire action—without sounding salesy or spending hours brainstorming.

Each one is a *plug-and-play* prompt you can tailor to your own niche, making it easier to create content that actually converts.

Because when your message lands? They feel connected. Your people feel like you're listening to them and know exactly what they're going through.



15 STELLAR HOOKS TO STOP THE SCROLL & SELL WITH SOUL

(Fill in the blanks for your niche, audience, or offer.)

1. "I used to believe _____ was the secret to growing my business... but I was so wrong."
2. "If you're a busy mom trying to build a business AND keep your sanity, this one's for you."
3. "Here's what no one tells you about trying to grow on Instagram when you've only got nap-time to work."
4. "PSA: You don't need a huge following to make consistent income on Instagram."
5. "Hot take: You're not bad at marketing—you're just trying to do it like someone who doesn't have kids."
6. "This one shift helped me go from posting randomly to actually getting clients from my content."
7. "If you've ever felt invisible online, here's the reason (and how to fix it)."
8. "What if your next client didn't find you from a cold DM... but from a 10-second Reel that felt like *you*?"
9. "The biggest mistake I see (insert niche) make on Instagram? They're talking about what they *do*, not what they *solve*."
10. "You don't need to post more. You need to post with more intention. Here's how"
11. "Here's what to post when you're out of ideas, running on caffeine, and still want to show up."
12. "Your followers don't need another tip. They need a story that makes them feel something."
13. "Think your life's too 'normal' for people to care? Think again."
14. "This is your sign to stop hiding behind graphics and start showing *you*."
15. "You're not behind—you're just building something sustainable, not viral."



Let's make your content feel as **stellar** as the business you're building. You don't need to go viral—you just need to connect.



How to Use Your Hooks

- ✓ Set aside at least an hour to batch your content and really think about the thought process your ideal client would go through when you look at each hook I have given you here.

Here is a simple explanation on how to use each hook specifically to your audience or ideal client.

Hook Example 1:

"I used to think [belief your audience has], but here's what I learned..."

Use this to break a myth your ideal client believes. It positions you as the guide who's been there — and shows your growth.

Think about:

- What's a belief or habit your audience needs to unlearn?
- How did you learn the truth through your own experience?

Hook Example 2:

"POV: You're [describe your audience's struggle or relatable moment]."

"POV" hooks work because they pull your viewer right into the story. Use this to show empathy and humor around what your audience is living every day.

Think about:

- What's something your audience does or feels all the time?
 - How can you show them you *get it* without being preachy?
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Hook Example 3:

"Let me save you the 2 years (or how many years it took you) it took me to figure this out..."

This hook builds authority *and* compassion – it tells your audience you've walked the hard road and you're here to make it easier for them.

Think about:

- What mistake did you used to make that your ideal client still struggles with?
 - What's one tip or shortcut you can share?
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Hook Example 4:

"The truth no one talks about when you're [your audience's identity, e.g., a new (niche or type of industry) business owner, a mom running a business]."

This hook exposes a relatable reality – it's perfect for authentic, behind-the-scenes storytelling.

Think about:

- What's something your audience silently struggles with?
 - How can you make them feel seen by admitting it out loud?
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Hook Example 5:

"If you're [type of person] who's tired of [frustration], this one's for you."

This hook directly calls out your audience – it's like tapping them on the shoulder in a crowded room.

Think about:

- What's your audience's biggest frustration or pain point?
- What transformation do you help them reach?

Hook Example 6:

"I bet you didn't know this about [your topic or niche industry]..."

Curiosity hooks like this spark intrigue — people can't help but stick around to see what they've been missing.

Think about:

- What surprising fact or story can you share that ties back to your service?
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Hook Example 7:

"The #1 mistake I see [your ideal client eg. a mom over 40 who's trying to feel more energy, a realtor, nutrition coach] making when it comes to [problem]."

This instantly positions you as an expert — but keeps it conversational.

Think about:

- What mistake do you see over and over again in your niche?
 - How can you share the fix without sounding judgmental?
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Hook Example 8:

"Here's how I actually [result your clients want] — without [common frustration]."

This hook flips expectations and shows your audience there's an easier way.

Think about:

- What do your clients want to achieve?
 - What unique method or mindset helps them get there?
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Hook Example 9:

"I never talk about this, but..."

This creates intimacy and authenticity — your audience feels like you're sharing something just for them.

Think about:

- What personal lesson or experience shaped how you do what you do today?

Hook Example 10:

"This might be an unpopular opinion, but..."

Controversial (but true) hooks spark discussion and stand out. They show confidence in your point of view.

Think about:

- What's something you believe that goes against the "norm" in your industry?
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Hook Example 11:

"Raise your hand if you've ever [common struggle]."

Simple, interactive, and great for community engagement.

Think about:

- What funny or frustrating moment or bold statement will make your audience say "same"?
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Hook Example 12:

"This one's for the [type of person] who feels like [emotion]."

Empathy hooks make people feel seen and build trust fast.

Think about:

- What emotion do your clients feel before finding your service?
 - How can you reassure them they're not alone?
Relatability is key and connection is what they want to feel.
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Hook Example 13:

"Here's the story behind [your biggest transformation / brand moment]."

Storytelling is connection. Use this to share your journey and inspire others.

Think about:

- What's a moment that changed how you do what you do?
Tell a business story or a milestone moment, a lightbulb moment.

Hook Example 14:

“Don’t make the same mistake I did when [describe situation].”

Teaches through relatability — you made the mistake first so they don’t have to.

Think about:

- What lesson did you learn the hard way?

Hook Example 15:

“Everyone’s telling you to [common advice] — here’s what actually works.”

Challenge the norm. Position your insight as refreshing and real.

Think about:

- What’s overhyped in your industry that you do differently?
For me an example would be people saying you have to post daily to grow your Instagram which is so not true.

Final note

I know how much heart (and energy) goes into building a business — especially when you’re doing it in between school drop-offs, client calls, and reheating your coffee for the third time. These hooks aren’t just prompts; they’re tools to help you *get your voice heard*, connect with your dream clients, and finally feel confident showing up online.

Remember: you don’t need to sound like anyone else. You just need to sound like *you*. Because that’s what your audience connects to most — the real, human, imperfect, joy-filled version of you.

So take these hooks, make them your own, and watch how your content starts to flow (and your confidence grows right along with it).

You’ve got this — and I’m cheering you on every step of the way.

— Nicky 🌟

PS. For more tips and talk about all things social and online, come follow me on

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