

Hook Ideas for Short Form Video or Long Form Written Content

- “Top TikTok Shopping Finds”
- “The Perfect (x) Doesn’t Exist”
- “If you haven’t tried (x)...watch this!”
- “Getting My Daily (x) Hits Different With...”
- “I deleted all your apps, you just need this one”
- “Late Night Snacks Hits Different With This (x)...”
- “TikTok made me buy this”
- “I threw away all your ____ because you just need this one”
- “3 Reasons Why I Love (x)”
- “When you LOVE feeling (x) but don’t have the time to (x) everyday”
- “Don't buy that, buy this instead!”
- “I tried every X out there and here are the results...”
- “Want (x)? Then stop scrolling”
- “Want (x)? Then check this out”
- “If you're like me & do (x), then this one's for you.”
- “What I ordered vs. what I got.”
- “I Bought This For My (x) For (x) holiday/occasion”
- “Some days I feel like (x) & that’s why I use/take (x).”
- “Things I Wish I Knew About Sooner Part (x)”
- “One product I use EVERY day without fail is...(x)!”
- “5 Tips to get rid of (x)”
- You know what makes me so mad?
- “5 Reasons why I use..(x)”
- “If you don’t use (x) for (x) then I don’t know what you’re doing!”
- “Just got my delivery from (x)”
- “Stop scrolling if you suffer from (x)”
- “Stop scrolling if you want (x)”
- “Want to feel (x) but don’t want to break the bank?”
- “How I (x) while on a budget”
- “My top shopping find I now can’t live without”
- “Here’s what I ordered & here’s what I got” Whilst showing the website in hook!
- “What (x) industry don’t want you to know about (x)”

- “Who Else Wants (x result) without (x pain point)”
- “This is the Secret To Getting (x Result)”
- “Get Rid Of (x Problem) With (x solution/product)”
- “What You Need To Know About (x problem/product/solution)”
- “The Lazy Way To Get (x Result)”
- “The quickest way to solve (x Problem)”
- “Little known ways too (x get result/solve problem)”
- “How I do (x)!”
- “I Wish I Knew About This Brand Before!”
- “My Personal Battle With (x problem)”
- “This is the biggest mistake people make when (x solution to problem)”
- “5 Things I wish I Knew Before I (tried all these other x solutions)”
- “How To Get (X Result) Quickly”
- “If your not doing (x) you’re missing out”
- “This is why your (x solution) isn’t working”
- “If you want (x Results) avoid this, and try this!”
- “Calling all (target audience) who are tired of (x problem)”
- “Okay, I'm sharing my secret on how I (use x product/solution)”
- “The simple way to do (x)”
- “(X) Reason why you should be using (product)”
- “Why is nobody talking about this (product)”