

DONE-FOR-YOU

Video Hook Swipe File

25 proven scroll-stopping openers tailored for
coaches, consultants, and healers

by Andrea Stenberg

The Done-for-You Hook Swipe File

(Fill-in-the-blank templates + examples for Coaches & Healers)


Why Hooks Matter

When you create a video, the **first 3–5 seconds are the most important part of your video**. That’s the moment when your audience decides: *Do I keep watching or keep scrolling?*

A strong hook stops the scroll, sparks curiosity, and makes people want to hear more.

The hook isn’t about you—it’s about *them*. Their problems, their desires, their fears, their “that’s so me” moments.

That’s why you don’t want to open your video with:

 “Hi, I’m Andrea, and I help coaches with video marketing...”

That might feel polite, but if you start with a long-winded introduction you’ve already lost them. They don’t know you yet—and they don’t care until they see that you understand *them*.

Instead, lead with a hook that:

- Surprises them
- Calls out a mistake or myth
- Paints a desire or transformation
- Makes them intrigued to know more
- Taps into something they already believe or struggle with

Once you’ve got their attention, *then* you can introduce yourself and connect it back to your content.

1. Myth-Busting Hooks

Challenge what they think they know.

- You don't have to become _____ [negative type of person] to get _____ [result they want]. *Example: You don't have to become a sleazy salesman to get clients.*
- Everything you know about _____ [topic] is a lie. *Example: Everything you know about mindset is a lie.*
- Why is no one talking about _____ [in connection with your business or niche]? *Example: Why is no one talking about the mental health effects of yoga?*
- You're going to hate me for saying this, but _____ [your contrarian view]. *Example: You're going to hate me for saying this, but detox juices are a waste of time.*
- You don't need _____ [common tool/tactic] to achieve _____ [desired result]. *Example: You don't need a huge following to land high-paying clients.*
- The truth about _____ [topic] no one is telling you. *Example: The truth about manifesting that no one is telling you.*
- If you think _____ [old belief], you've been lied to. *Example: If you think working longer hours grows your business, you've been lied to.*

2. Problem-Poking Hooks

Agitate the pain point so they feel seen.

- Stop _____ [common mistake] if you want _____ [result they desire]. *Example: Stop counting calories if you want lasting weight loss.*
- Here's the number one mistake you're making with _____ [your topic]. *Example: Here's the number one mistake you're making with your mindset.*
- 3 mistakes you must avoid if you want _____ [result they desire]. *Example: 3 mistakes you must avoid if you want to succeed in photography.*
- The biggest challenge for _____ [your niche] in _____ [their goal/desire] is _____ [the thing they struggle with]. *Example: The biggest challenge for mompreneurs in growing their business is balancing childcare.*
- Struggling with _____ [pain point]? Here's why it's not your fault. *Example: Struggling with yo-yo dieting? Here's why it's not your fault.*
- Why do _____ [your niche] keep getting stuck with _____ [frustrating problem]? *Example: Why do coaches keep getting stuck with crickets on their content?*
- If you're tired of _____ [pain point], this is for you. *Example: If you're tired of creating content no one sees, this is for you.*

3. Curiosity-Sparking Hooks

Make them think, “I need to hear the rest of this.”

- Did you know _____ [surprising statistic]? Here’s why it’s important. *Example: Did you know 82% of people watch online video with the sound off? It’s important because ...*
- You’re not _____ [what they fear]—you just needed _____ [what they’re missing]. *Example: You’re not behind—you just needed the right words and structure.*
- If you’re a _____ [niche], you’ll understand this... *Example: If you’re a coach, you’ll understand this...*
- How I overcame _____ [challenge] and you can too... *Example: How I overcame my fear of sales and you can too.*
- Come with me as I _____ [behind-the-scenes activity]. *Example: Come with me as I get ready to go live on day one of my summit.*
- I bet you’ve never thought about _____ [topic] this way before. *Example: I bet you’ve never thought about confidence this way before.*
- Here’s the real reason _____ [unexpected cause] is stopping you from _____ [desired result]. *Example: Here’s the real reason your morning routine is stopping you from growing your business.*
- This one shift changed everything for me when it came to _____ [topic]. *Example: This one shift changed everything for me when it came to showing up on video.*

4. Transformation/Desire Hooks

Paint the picture of what's possible.

- The #1 tool that will make _____[task] so much easier. *Example: The #1 tool that will make tracking macros so much easier.*
- What is the best _____[tool/strategy] for _____ [niche, task, or desire]? *Example: What is the best microphone for creating podcasts?*
- Here's what no one tells you about _____ [task/strategy] for [your niche]. *Example: Here's what no one tells you about creating videos for marketing.*
- Imagine if you could _____ [big win] without _____ [thing they hate]. *Example: Imagine if you could get clients without being glued to social media all day.*

Who is Andrea Stenberg?



If a picture is worth 1,000 words, a video is worth a library when it comes to gaining visibility, showing off your expertise, and actually growing your business online.

A video marketing strategist, Andrea Stenberg shows coaches, course creators, and other heart-centered entrepreneurs how to share their unique brilliance and connect with their ideal clients using video.

If you don't know what to say, hate how you look, and are intimidated by the technology, Andrea helps you quickly and confidently make client-attracting videos. Stop making it up as you go along and start using a proven video strategy to attract new clients.

Want More?

👉 Ready to take your videos to the next level? Grab my [5-Step Video Action Plan](#) (\$97) and learn how to create and repurpose one powerful video into five pieces of strategic content in just 5 easy steps. You'll:

- Pick the perfect topic that attracts your dream clients
- Create a simple but powerful outline that keeps you confident on camera
- Record your video Promote it with a mini buzz-building strategy
- Repurpose it into multiple pieces of content to grow your reach & engagement

