

Bonus 7

Hooks guide

Includes 250+ Useable Hooks

What is a hook?

A hook is a phrase or statement designed to grab your audience's attention right away and make them want to keep reading or watching. It's the first line of your content that draws people in, sparking curiosity or interest.

A strong hook is engaging and often highlights a problem, poses a question, or presents an intriguing fact or statement.

Key considerations

1) Align the hook with your post's content: Make sure your hook matches what your post is about.

Avoid sensational or misleading hooks that might grab attention but frustrate your audience when they don't deliver. This could harm your credibility and cause people to lose interest in your content.

2) Short and to the point: Keep your hook concise. It should quickly capture attention without giving away all the details upfront.

3) Test different hooks: Experiment with different styles and see what resonates best with your audience. Over time, you'll discover which type of hooks engage your audience the most.

4) Connect with your audience's feelings and experiences: Always craft hooks that speak directly to what your audience is going through. If they can't relate to the hook, they're less likely to engage.

Types of hooks you should be using

1- Storytelling hook: Start with a short, engaging story that relates to your content. This draws people in by creating curiosity and emotion.

How to use: Share a personal anecdote or an experience your audience can relate to. Keep it brief and use it to lead into the main point of your post. Example: "I used to struggle with staying productive, but everything changed when I discovered this one simple habit..."

2- Question hook: Ask a question that piques curiosity or addresses a problem your audience may be facing. It invites them to keep reading to find the answer.

How to use: Pose a question that speaks to your audience's needs or challenges. Make it thought-provoking but easy to answer. Example: "Do you find it hard to stick to your morning routine?"

3- Bold statement hook: Make a strong, confident statement that grabs attention and sparks curiosity.

How to use: Use a bold claim or statement that either challenges a common belief or highlights the benefits of your content. Example: "Your morning routine is ruining your productivity. Here's why."

4- Relatable emotion hook: Tap into an emotion your audience is likely feeling—frustration, excitement, fear, etc.—to connect with them right away.

How to use: Speak directly to an emotional experience your audience is familiar with to create an immediate connection. Example: "Tired of feeling overwhelmed by your to-do list? You're not alone, and I've got just the thing to help."

5- Desire-driven hook: Instead of focusing on the process or method (what you're going to teach), this hook highlights the desired outcome or result that your audience wants. By presenting the result upfront, you tap into what your audience truly cares about: the benefit they'll achieve by following your advice.

How to use: Think about what people really want in terms of results, not just the steps they need to take. Reframe the hook to focus on the result, making it more enticing and action-driven. Example: Instead of "How to improve your fitness routine", try "Get stronger and feel more energised with this easy fitness routine"

6- Personal journey hook: This type of hook emphasises your personal achievements or the results your clients have reached, showcasing your expertise. Instead of just giving general advice, you're sharing insights or lessons learned through real experiences, which makes the content more relatable and trustworthy.

How to use: Highlight the outcome that you or your clients achieved and use that to frame your content. By presenting yourself as someone who has been through the process, you build credibility and connect with your audience on a deeper level. Example: Instead of "How to travel on a budget", try "How I traveled through Europe for under \$1,000"

Hook templates

1. If I could go back, I'd tell myself ___
2. What the heck is a ___?
3. Why I don't care about ___ when doing ___
4. Do you really need ___?
Let's dive into it
5. What ___ has done for ___
6. ___ isn't working like it used to...
7. Should you prioritize ___ or ___?
8. 3 myths about ___
9. What's scarier than going all-in on ___?
10. The lazy person's guide to ___
11. Here's how I went from ___ to ___
12. How to know if ___ is worth it
13. Stop blaming ___ for ___
14. ___ cannot be trusted
15. Why ___ could be costing you ___
16. If you're afraid of ___, read this
17. Please stop doing ___ if you want ___
18. The truth about ___
19. What ___ taught me about ___
20. What I learned from ___
21. Top 3 reasons to stop ___
22. The best decision I made for my ___
23. Let me save you time with this ___ hack
24. The biggest ___ mistake you're making

25. A simple way to level up your ___
26. Guess what happened when I tried ___?
27. 5 things I'd tell my younger self about ___
28. How I managed to ___ in [timeframe]
29. Why ___ is more important than ___
30. Wondering how to achieve ___? Try this
31. Bust a myth with me: ___
32. Answering my most-asked question about ___
33. Want to learn ___?
34. Do you remember when ___?
35. I did ___ and here's what I learned
36. If you want ___, stop doing ___
37. How long it took me. to ___
38. The one thing I'd never buy again for ___
39. A trick I swear by for ___
40. One of the biggest mistakes I made in ___
41. The ___ rules I broke
42. You need this free tool for ___
43. Have you heard about ___?
44. A day in my life as ___
45. You won't believe this ___ hack
46. 3 things you're probably doing wrong with ___
47. Why ___ is underrated
48. Is it just me, or ___?
49. When ___, try this!

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| 50. You've been doing___
wrong | 63. You won't believe what
___ has done for me |
| 51. The scariest decision
I've ever made | 64. Top 3 things I can't live
without for ___ |
| 52. 5 reasons___could be
easier than you think | 65. If you aren't doing___,
you're missing out |
| 53. How to stick to___ | 66. 5 tools I wish I'd known
earlier |
| 54. Why nobody talks
about ___ | 67. What I wish I'd known
before ___ |
| 55. How___changed my
perspective on ___ | 68. I get asked this question
a lot, so here's the answer |
| 56. Want to know how I
___? | 69. One unexpected
benefit of ___ |
| 57. I wish I had known
sooner about ___ | 70. 3 easy ways to___ |
| 58. 5 websites you need for
___ | 71. If you're struggling with
___, you're not alone |
| 59. My best___hack | 72. The worst advice I
received about ___ |
| 60. One cause of___that
surprised me | 73. Want to improve your
___? Try this |
| 61. This___tip will blow
your mind | 74. The simple truth about
___ |
| 62. Here's the tea on___ | |

75. How ___ helped me achieve ___
76. Why you don't actually need ___ to succeed
77. 3 things to stop doing in ___
78. Here's a short cut for ___
79. The secret to ___ that nobody talks about
80. Want more ___? Try this simple tip
81. When ___ goes wrong...
82. You're doing ___ wrong if you aren't ___
83. The life hack you need for ___
84. A FAQ about ___ I often get asked
85. I can't believe I'm sharing this about ___
86. What most people don't realize about ___
87. Why ___ isn't as hard as you think
88. Let's talk about my experience with ___
89. You can't ___ until you ___
90. One thing everyone gets wrong about ___
91. A hack I wish I'd tried sooner for ___
92. If you do ___, here's a quick fix
93. Are you guilty of ___?
94. 3 surprising facts about ___
95. If ___ feels overwhelming, try this
96. You don't need fancy tools to ___
97. The funniest thing that happened to me while ___
98. How to build the habit of ___
99. The top 3 ___ mistakes and how to avoid them

100. The unexpected reason why ___ changed my mind
101. The only 3 steps you need for ___
102. You'll thank yourself later if you ___
103. The secret to stress-free ___
104. Here's what people don't tell you about ___
105. What I learned from doing ___ daily for a month
106. Why ___ isn't as intimidating as it seems
107. 3 quick adjustments to improve your ___
108. A fun fact about ___ that blew my mind
109. Why I avoid ___ like the plague
110. A small habit that made a huge difference in my ___
111. My fool proof method for ___
112. When I first tried ___, I never expected ___
113. If ___ feels impossible, you're missing this
114. How to get started with ___ in under 5 minutes
115. The best (and worst) advice I've heard on ___
116. Here's the fun part about ___
117. An unpopular opinion about ___
118. If ___ had a user manual, this would be it
119. Why I wish I hadn't ignored ___ for so long
120. How ___ changed the way I look at ___
121. ___ is way easier than you think

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| 122. The most underrated aspect of ___ | 133. The only thing you need to succeed at ___ |
| 123. Why I'm obsessed with ___ | 134. A little-known benefit of ___ |
| 124. Why I swear by ___ | 135. My three biggest takeaways from ___ |
| 125. How to make ___ part of your daily routine | 136. If you're stuck on ___, this is for you |
| 126. Here's what ___ can teach us about ___ | 137. How to ease into ___ without stress |
| 127. Why ___ will always be worth the effort | 138. Here's my top 3 hacks for ___ |
| 128. An overlooked solution to ___ | 139. One lesson I learned the hard way about ___ |
| 129. The surprising effect ___ has on ___ | 140. Here's how ___ can change the way you ___ |
| 130. Here's how to avoid ___ with just one tweak | 141. Here's the part of ___ that I love most |
| 131. What to do if you're feeling overwhelmed by ___ | 142. Why ___ doesn't have to be difficult |
| 132. How ___ can improve your ___ in unexpected ways | 143. What I discovered when I stopped ___ |

144. The unusual reason
why ___ works for me
145. A behind-the-scenes
look at ___
146. One tool that changed
how I ___
147. A quick fix for when ___
isn't going well
148. Why I look forward to
___ every week
149. How ___ became a
game-changer in my
routine
150. One tweak I made to
___, and it worked
wonders
151. Why ___ surprised me
in the best way
152. A reminder for anyone
feeling ___
153. Here's how I keep ___
fun
154. Why I'll never go back
to ___
155. One unexpected perk
of ___
156. How to turn your ___
struggles into strengths
157. My go-to strategy for

158. Here's what I love most
about ___
159. Why I've stuck with ___
for so long
160. The most fulfilling part
of ___
161. A mini-guide to
mastering ___
162. One habit I've kept for
years
163. Why ___ makes
everything better
164. How ___ taught me a
valuable lesson
165. My recipe for success
with ___
166. A tip for making ___
stress-free

Extra hook templates

When it comes to product-based businesses, there are specific hooks that can be used along with the sales content suggested in Bonus 2, which place more emphasis on the product itself.

Here are some templates you can use:

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| 1. 3 ways to use our___in your daily routine | 10. One small way our___ can improve your daily routine |
| 2. The one product you didn't know you needed for___ | 11. Why___is the perfect gift for any occasion |
| 3. What makes our___ different from the rest? | 12. Why we're obsessed with quality at every step of making ___ |
| 4. Can you guess our best-selling product of the month? | 13. Our latest product drop —here's what makes it unique |
| 5. Why customers love our___ | 14. The story behind the design of our ___ |
| 6. 3 reasons to add___to your wishlist | 15. 3 signs it's time to upgrade your ___ |
| 7. Here's how___can make your life easier | 16. Ever wonder what goes into making our ___? |
| 8. How our___is made, from start to finish | 17. The one product you didn't know would solve ___ |
| 9. 5 ways to get the most out of your ___ | |

18. Why our ___ makes the perfect gift for (special occasion)
19. What inspired us to create ___?
20. Here's why ___ is flying off the shelves
21. Get a sneak peek at our latest collection of ___
22. Why ___ customers keep coming back for more
23. The top 3 benefits of using our ___
24. Our most popular product and why it's a customer favourite
25. Why our ___ is worth every penny
26. Have you tried our ___ yet? Here's what makes it special
27. One feature that sets our ___ apart
28. Behind the scenes: How we create our ___
29. Your guide to choosing the right ___ for your needs
30. Why our ___ is eco-friendly from start to finish
31. Customer reviews: what people are saying about our ___
32. This week's top-seller and what customers love about it
33. Our newest product just launched—don't miss out!
34. Our 3-step process for quality in every ___
35. The only ___ you'll ever need
36. Why our ___ is perfect for (target audience)
37. Get ready to transform your ___ with our latest release
38. The must-have accessory for any ___

39. Why your ___ is more than just a product—it's an experience
40. Discover the unique benefits of our ___
41. Limited edition ___ — grab yours before it's gone!
42. What makes our ___ a best-seller?
43. The story of how we created our ___
44. Your go-to guide for using our ___ effectively
45. A closer look at our ___ and what makes it so special
46. Everything you need to know about our latest ___
47. 3 ways to personalise your ___
48. Our customers' favourite ___, and here's why
49. The perfect addition to your ___ collection
50. Here's what's inside our best-selling ___
51. Get more out of your ___ with these tips
52. Your guide to caring for your ___ for longevity
53. How to incorporate our ___ into your lifestyle
54. Unboxing our latest ___ — see what's inside!
55. 3 unique ways to use our ___
56. Why our ___ is built with sustainability in mind
57. What sets our ___ apart from standard options
58. Here's how we ensure quality with every ___
59. Discover the craftsmanship behind our ___

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| <p>60. Our founder's story: Why ___ was created</p> <p>61. How we prioritise quality in our ___</p> <p>62. 3 ways to elevate your daily routine with our ___</p> <p>63. Why our ___ is made for people who love ___</p> <p>64. Everything you need to know about our ___</p> <p>65. Why our ___ is a must-have for ___ lovers</p> <p>66. What makes our ___ the perfect travel companion</p> <p>67. Why we chose (material/ ingredient) for our ___</p> <p>68. Here's what makes our ___ eco-friendly</p> <p>69. One small way our ___ can make a big impact</p> <p>70. 3 reasons why our ___ is worth the hype</p> | <p>71. How our ___ was designed to solve ___</p> <p>72. Why our ___ is so easy to use</p> <p>73. The details that make our ___ special</p> <p>74. What customers love most about our ___</p> <p>75. Our top tips for getting the most out of your ___</p> <p>76. Why our ___ is the perfect upgrade</p> <p>77. What inspired our latest collection of ___</p> <p>78. Our ___: Quality you can feel</p> <p>79. Why our ___ is perfect for beginners and experts alike</p> <p>80. The unexpected benefits of using our ___</p> <p>81. Why we hand picked (material) for our ___</p> |
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| 82. Our favourite ways to use ___ every day | 87. Here's what makes our ___ worth the investment |
| 83. Our___as seen in (popular media or influencer) | 88. How our___adds a touch of luxury to everyday life |
| 84. Why our___makes for a unique gift | 89. Get ready to fall in love with our ___ |
| 85. How our___is designed to last | 90. The care and attention behind each ___ we make |
| 86. The journey of our____, from idea to final product | |



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