

Get 100K+ Views on Your Reels

THE 100 
VIRAL
REEL **HOOKS**

SAYAR T K

Introduction

I was in 8th standard when I started to watch videos on YouTube on a Nokia keypad phone (I don't remember what the model number was).

Only 3gp video quality was supported and there was not even a proper internet connection in the house. I always need to sit near my window to get a speed of 50 or 100Kbps.

I'm sure most of the people reading this book don't even know what 3gp is. Just kidding.

So, the videos I used to watch were of smartphone reviews. I was so addicted to that. I would watch videos from MKBHD, Android authority etc.

After watching those videos I thought to myself can I create some videos like this?

I decided to download some videos from different channels, mix it all together using windows movie maker, record audio using phone inside my bathroom (better acoustics i thought).

That was my entry to content creation.

I didn't know a thing about YouTube or Instagram, yet some how I wanted to explore them. Thinking about it now, I feel like I was destined to be a content creator.

I didn't know what a hook was, what a thumbnail was, what copyrights was...

Fast forward 10 years, I have gained more knowledge and experimented a lot of thing on these platforms.

Now I want to help you go from zero to one. Especially on Instagram

There are a lot of content creators who don't know a lot about how human attention works and how they can use that to get more views on their videos. They don't know what a hook is, they don't know how to structure their videos for views, how to analyze the video performance.

Just like when I started the journey.

This book will help you a lot in understanding these concepts.

Now why Instagram?

Because I think the Instagram algorithm is now in favor of new content creators (just like TikTok), so if you want to start now with video, there is no better platform than Instagram in my opinion (watch the webinar to know how you can combine all platforms to maximize your growth)

I have a mantra that I follow every time I create a piece of content

Get attention, hold attention, deliver value

The game of social media is a game of attention. If you can get someone's attention, hold their attention as you deliver value you will win the game. No matter you are writing a blog or making a reel.

Now, we will focus on the "**get attention**" part. To get attention of people you need to have a hook. A hook is the first 3-5 seconds of your video, the first line that you say in your video, the first things that you show, the first couple of lines in your tweets or your blogs.

If this doesn't get people's attention then you have lost them.

So in this book I have combined 100 top performing hooks of viral videos on Instagram, that you can just use in your video by adding your own style to it.

I want this book to be a plug and play styled one, where you can just turn to some pages on the book for a hook and use it in your videos.

Of course every hook doesn't work with every videos, that is why I have multiple examples and explanations of how to use that specific hook.

But lets start with some basic things like how to make a good profile, how a perfect reel should be and more.

We will see this in the upcoming chapters.

Before you go further I want you to understand that I am into niches like entrepreneurship, fitness, personal development, football and F1

So my Instagram feed usually is filled with these things. The majority of the real examples I chose are also from these niches.

But don't worry I have also provided up to 3 different variations of a hook that you can use in different niches (just to give you an idea)

I also have some thing special for you in the last chapter of the book, that will help you get unlimited hook ideas for free!

The Perfect IG Profile

There is no perfect way to setup a profile. Just like there is no perfect anything. But I named this chapter so to get your attention(which is always the first step) I will certainly give you some guidelines and examples of great profiles on Instagram.

Obviously, a clear headshot is the first step (for personal brands)

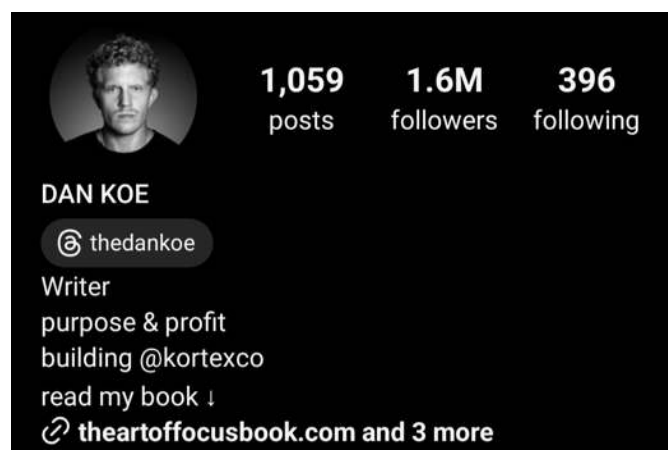


Can change based of of your niche, for example: Komal Pandey's profile picture

The goal of a good profile should be

1. Tell them what you do
2. Why they should follow you
3. A Call to action (CTA)

A general rule I like to follow is write three lines about this three things, like Dan koe.

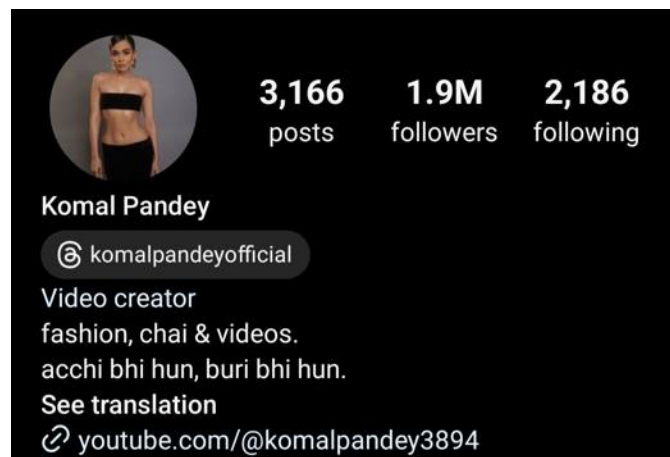


If you write more than 3 lines or make these lines extremely long (more than 150 characters) the chances of your sentences getting cut in mobile view is much

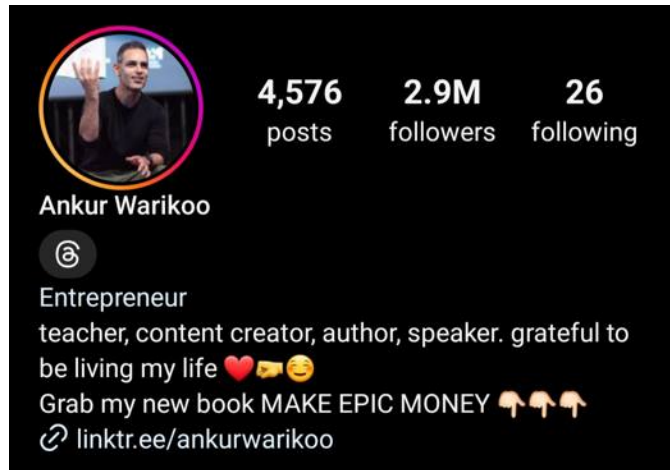
more.



It is not a deal breaker, but keep your bio short and to the point.

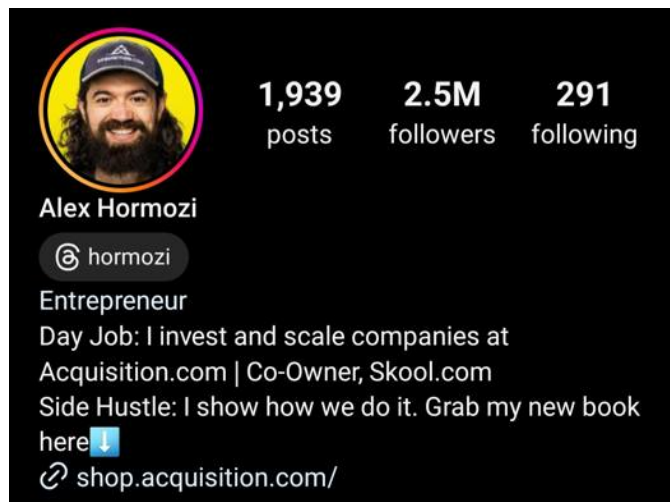



Komal Pandey is in fashion niche so it makes sense for her to have a shot of her in a dress.



Know your audience, tell them how you are gonna help them. I like to give examples so here are some. If you are stuck just copy one of them (change as you get more clarity of what you want to do)

Don't let a bio stop you from building your online presence. There are more importance things in this game than a bio.






1,167
posts

29.4M
followers


311
following



Zach King


 zachking

Digital creator

😊 Stories can make people smile.

 Contact - hello@zachkingteam.com

 Watch my YouTube Channel 

 youtu.be/GwNMqMMwKiY



1,261
posts

784K
followers

70
following

Matt Gray

 matthgray

Entrepreneur

Proven systems to grow a profitable audience with content

Founder @founder_os

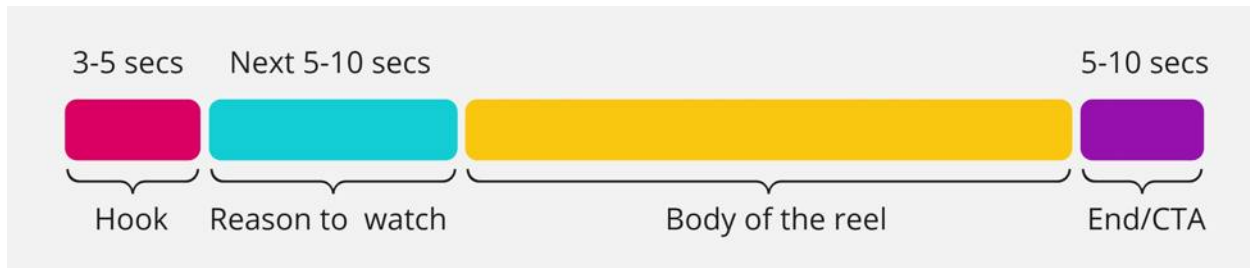
Join my free workshop ↴

 www.funderos.com/workshop and 1 more

The Perfect Reel

What makes a perfect reel? or, how can you structure your reel so that it has the best chance for going viral?

This is what I am going to explain with the help this diagram.



Next time you start researching and scripting for your reel, divide it into 4 parts

1. **Hook**
2. **Reason to watch**
3. **Body of the reel**
4. **Ending/CTA**

Let me explain you what each of these means.

Hook:

This is the most important part of the video. This whole book is dedicated to this section.

A hook is the first 3-5 seconds of your video. Why is it so important?

There are a lot of videos competing each other for your audience's attention.

When your target audience are constantly scrolling through the reels shelf you don't get no more that 3 or 5 seconds to capture their attention.

This is why we introduce a great hook at the begining of the video.

The whole purpose of this is to stop the scroll and **get the attention**. That is it.

The things you say and things you show in this 3-5 seconds constitutes your hook.

If you understand principles human psychology and how human brain works you can actually find different ways to capture people attention, that is beyond the scope of this book but I recommend you learn these topics.

As a content creator understanding human psychology along with sales, persuasion and marketing can get you ahead of other people.

Reason to watch:

Ok, suppose you have got the attention of your audience. Now what?

How can you make them watch the whole video or the most of it?

Hook gets the attention, now you need to hold the attention by giving them a reason to watch your video.

This is the next 5-10 seconds of your video.

Introduce some stake, problems, experiences, a story or anything that makes the audience want to watch your video.

The best experiment that you can do to understand this is go through all the examples of viral videos that I have given in this book and look at what they have done just after the hook.

You will learn more about it this way. (May be I will release one more book breaking this down)

Body of the reel:

This is the crux of your video, includes the main points that you want to convey.

If you have got the attention from the hook and the reason, they will watch your body as well (or at least they wont go away soon)

This is the part you go deep into the topic at hand and breakdown all the problems, finds the solution and almost complete the story of your video.

End/CTA:

I always think of a video as a story. A good story needs a good ending (not necessarily a satisfying ending)

So use the last 5 seconds to give a proper ending to your video.

Don't stretch this too much, because the viewer may have received the value from the body of the reel so there is no real reason to hang around.

One of the best ways to end is with a CTA (Call to Action) which is asking the viewer to comment something or share the video or even follow your page (like @financewithsahran)



Pro Tip: Use an integration like Manychat to do DM automation. This will help you send something to your viewers every time they comment something under their video. You can watch YouTube videos to understand how this works.

Science of a Good Hook

There was a research done over TikTok (by viral video club) looking at the hooks used in more than 50,000 viral video on the platform, and there are some interesting insights that we can take from this as a content creator.

But before we go into that, you need to understand the 3 types of hooks.

1. Positive hooks: positive hooks draw viewers in by focusing on uplifting, exciting, or encouraging emotions.
2. Negative hooks: negative hooks create a sense of urgency or fear of missing out (FOMO).
3. Neutral hooks: neutral hooks are straightforward and don't intend to evoke any strong emotions rather, the focus would be on facts or general interests.

You have to be careful of the type you use because not every hook suits all brands, especially the negative hooks.

Now keeping this in mind lets look at the insights:

- Six is the magic number: The hooks with 6 words performed the best compared to the longer and shorter versions
- You can definitely exceed this magic number if there is a clear requirement and purpose behind that. I have seen videos with longer and shorter hooks perform well on Instagram when they are used correctly
- Negative hooks on average got 46,000 more views than the other types of hooks
- Hooks that are simple to understand performed well: clarity and accessibility are the key
- Funny hooks got 130k more views on average
- Listicle format videos are oversaturated and does not perform well compared to others

Please note that these studies are done on TikTok and with an US audience, but human psychology is universal.

Now here are some of the insights that you can use from my experience analyzing viral contents on Instagram:

- Video zoom in or zoom out effects at the start can help the attention of your viewers
- Using risers (music that creates suspense) can help hook the viewer
- Asking a question at the start makes a good hook
- Giving away the ending of your videos at the start - keeps the viewer waiting for the end
- Using trending music can hook the viewer (just because they can listen that song again)
- Videos with captions performed well (people do watch videos with audio turned off) - let people know what the video is about with text

Now, If you have subscribed to our newsletter, you will actually receive reels and hooks analysis every Monday on your inbox, if you haven't already you can subscribe here: <https://thesayar.com/creator-letters>

You will gain more insights with each letter that we send in the newsletter, that is my guarantee.

1. Stop wasting money on [a product/service] for [a desired result]

Hook:

Stop wasting money on [a product/service] for [a desired result] - [do this instead for free/less money]

Reel URL:

- <https://www.instagram.com/reel/C3qPhywgGHR/?igsh=ZHZjNnF4bmlzd245>
- <https://www.instagram.com/reel/C2uhAu5iuMD/?igsh=eml5bHZtbTI1MWdv>

Hook Tone:

Negative

Why this works?:

1. **Identifies a Common Pain Point:** The hook starts by highlighting a problem or pain point that many viewers can relate to. In this case, wasting money on a particular product or service.
2. **Promises Value:** By suggesting that viewers can achieve the desired result without spending as much money or for free, the hook promises tangible value and benefits to the audience.
3. **Creates Curiosity:** The contrast between the initial problem and the alternative solution creates curiosity and prompts viewers to continue watching to learn more about the suggested approach.

Examples:

- Stop wasting money on skincare products for clear skin
- Stop wasting money on expensive gym memberships for weight loss
- Stop wasting money on financial advisors for retirement planning

2. You will rethink your entire [problem/something meaningful to the viewer] after watching this [topic] video

Hook:

You will rethink your entire [problem/something meaningful to the viewer] after watching this [topic] video

Reel URL:

- <https://www.instagram.com/reel/C1LCGDYyJKL/?igsh=MWlmdWFpYThqdml6dQ==>

Hook Tone:

Neutral

Why this works?:

1. **Provokes Curiosity:** This hook type intrigues viewers by suggesting that watching the video will lead to a significant shift in their perspective or understanding of a particular topic. It appeals to the innate human curiosity to learn and explore new ideas.
2. **Engagement Potential:** This type of hook has high engagement potential as it encourages viewers to watch the video to see if their perspective indeed changes or evolves as promised. It sets up an implicit challenge or curiosity gap that compels viewers to continue watching.
3. **Establishes Authority:** Using this hook suggests that the content creator has unique insights or information that can challenge viewers' existing

perspectives. It positions the creator as an authority on the topic, which can increase trust and credibility.

Examples:

- You will rethink your entire sales process after watching this sales funnel video
- You will rethink your entire approach to screen time after watching this parenting video
- You will rethink your entire eating habits after watching this dieting video

3. Top [number] trends for [your niche/topic] in [year]

Hook:

Top [number] trends for [your niche/topic] in [year]

Reel URL:

- <https://www.instagram.com/reel/C1mnTq4Lw0Y/?igsh=MTI3cGJlcGdpNHhxcg==>

Hook Tone:

Neutral

Why this works?:

1. **Timeliness:** This hook type capitalizes on the audience's interest in staying up-to-date with the latest trends in their niche or topic of interest. It promises to provide valuable insights into what's currently trending, making it relevant and timely.
2. **Payoffs:** Humans are naturally curious about what's new and popular. This hook type satisfies that curiosity by offering a curated list of top trends, sparking interest and engagement among the audience.



Listicle posts like this don't perform well unless you reveal a great idea in your first point (like Neil Patel does in the example reel), otherwise viewer may lose interest

Examples:

- Top 10 Trends for Fall Fashion in 2024
- Top 5 Trends in Artificial Intelligence for 2024
- Top 7 Trends in Fitness for 2024

4. Don't have time for [an activity]? Here is [how to do] with only [simple tools/less time]

Hook:

Don't have time for [an activity]? Here is [how to do] with only [simple tools/less time]

Reel URL:

- <https://www.instagram.com/reel/C1adOxMhwUa/?igsh=MWNsMTBtN2txa2dpNQ==>

Hook Tone:

Negative

Why this works?:

1. **Addresses Common Constraints:** Many people feel they don't have enough time for various activities due to their busy schedules. This hook acknowledges this common constraint and offers a solution that requires less time or resources, making it appealing to time-strapped individuals.
2. **Demonstrates Resourcefulness:** This hook type showcases resourcefulness by presenting creative solutions that maximize efficiency and minimize effort. It appeals to viewers who appreciate practical tips and hacks for optimizing their time and resources.
3. **Promotes Action:** The promise of achieving the activity with minimal time or resources motivates viewers to take action and try out the suggested

approach, leading to higher engagement and participation.



In the example video you might notice the video starts with the man throwing a dart. This is also a part of the hook as the viewers want to know if he hit a bulls eye.

Examples:

- Don't have time for gardening? Here's how to grow your own vegetables from home with minimal maintenance
- Don't have time for budgeting? Here's how to manage your finances with a simple spreadsheet and 15 minutes a week
- Don't have time for dine out? Here's how to cook a romantic dinner in 30 minutes

5. This [Company/Product/Idea] is worth over [a high price like \$100M], and we are gonna steal it together.

Hook:

This [Company/Product/Idea] is worth over [a high price like \$100M], and we are gonna steal it together. Here is how we are going to do it for free using [some free tools]

Reel URL:

- <https://www.instagram.com/reel/C23O9G8vXTr/?igsh=MTd5MXUwYWhia3FyOQ==>

Hook Tone:

Negative

Why this works?:

1. **Engages Curiosity:** This hook type immediately captures the audience's attention by presenting an intriguing proposition—stealing a valuable idea or concept worth a significant amount of money. It piques curiosity and prompts viewers to continue watching to learn more about the plan.
2. **Creates Excitement:** The promise of "stealing" something valuable in collaboration with the audience creates excitement and a sense of adventure. It taps into the desire for unconventional and daring actions, making the content more compelling and memorable.

3. **Empowers the Audience:** By suggesting that the audience can participate in the "heist" and benefit from the stolen idea or concept, this hook empowers viewers and makes them feel like active participants in the content rather than passive observers.

Examples:

- This technology is valued at over \$250M, and we're going to steal it together. Here's how we'll do it for free using open-source software
- This marketing idea is worth over \$15M, and we're going to steal it together. Here's how we'll do it for free using Google

6. The Bait

Hook:

Baiting the viewer with some thing satisfying or sexy and delivery your content on top of it

Reel URL:

- <https://www.instagram.com/reel/C4BV76JA7AC/?igsh=czQ1Mmo5cjY1bHV0>
- https://www.instagram.com/reel/C3a_n5VPTAV/?igsh=NHQ5YmZ3eng5bXd0

Hook Tone:

Neutral

Why this works?:

1. **Captures Attention:** Sensationalist hooks immediately grab the viewer's attention by leveraging provocative or enticing imagery or promises. By baiting the viewer with something satisfying or sexy, the hook intrigues the audience and encourages them to continue watching to satisfy their curiosity.
2. **Creates Anticipation:** By teasing the viewer with the promise of something satisfying or sexy, the hook generates anticipation and excitement. Viewers are eager to see what will be delivered on top of the initial bait, keeping them engaged throughout the content.
3. **Enhances Engagement:** Sensationalist hooks evoke strong emotions and desires, which can lead to increased engagement with the content. Viewers are more likely to share, comment, and react to content that triggers powerful emotional responses, leading to greater reach and impact. People like sexy/satisfying or controversial content.



Use this hook with Utmost care (especially the sexual aspect of it). It can brake your branding if done wrong

Examples:

- Showing a hot girl/celebrity do something and then cut to the content
- Showing a satisfying video of someone cutting a cake and jump to the content from there

7. This is how I transform [something] to [something better]

Hook:

This is how I transform [something] to [something better]

Reel URL:

- <https://www.instagram.com/reel/C4LTUQISgSj/?igsh=MWZwYWwN1ZzI1N2gzag==>

Hook Tone:

Positive

Why this works?:

1. **Promises Improvement:** Transformational hooks imply that the content will provide valuable insights or techniques to enhance or upgrade something. This promise of improvement appeals to viewers who are seeking ways to enhance their skills, knowledge, or experiences.
2. **Creates Relevance:** This hook type is effective because it addresses a common desire for progress and improvement. Whether it's transforming a skill, mindset, or aspect of one's life, the promise of positive change resonates with a wide audience seeking self-improvement and advancement.
3. **Demonstrates Value:** Transformational hooks highlight the value of the content by presenting it as a catalyst for meaningful change. By showcasing how the transformation will lead to something better, the hook persuades viewers of the content's relevance and importance to their lives.

Examples:

- This is how I transform my chaotic schedule into a well-oiled productivity machine
- This is how I transform my body from fat to fit in just 12 weeks

8. This [idea/lesson/product/hack] matters so much to me

Hook:

This [idea/lesson/product/hack] matters so much to me

Reel URL:

- https://www.instagram.com/reel/Cz_HJ4bLcp4/?igsh=MWh1MGxocmdp3VpNw==

Hook Tone:

Positive

Why this works?:

1. **Establishes Authenticity:** Personal connection hooks convey authenticity and sincerity by expressing the significance of the idea, lesson, product, or hack to the content creator. This authenticity resonates with viewers and fosters a sense of trust and rapport.
2. **Evokes Emotion:** By expressing the importance of the idea, lesson, product, or hack, this hook type evokes emotion in the audience. Whether it's passion, enthusiasm, or conviction, the creator's emotional investment in the topic captures the viewer's attention and encourages engagement.
3. **Invites Empathy:** Viewers are more likely to empathize with the content creator when they understand why the idea, lesson, product, or hack matters so much to them. This empathy strengthens the connection between the creator and the audience, fostering a deeper level of engagement and investment in the content.

Examples:

- This parenting hack matters so much to me
- This mindset shift matters so much to me
- This product launch strategy matters so much to me
- This knife matters so much to me

9. These [number]-[topic of concern] are gonna scare you

Hook:

These [number]-[topic of concern] are gonna scare you

Reel URL:

- https://www.instagram.com/reel/C3_BoJBgX1l/?igsh=MXJ4enZyanVlbWZvcA==

Hook Tone:

Negative

Why this works?:

1. **Strong Emotions:** Shock factor hooks aim to evoke strong emotions, such as fear, surprise, or curiosity, by presenting content with shocking or alarming implications. This emotional response captures the viewer's attention and encourages engagement with the content.
2. **Creates Intrigue:** By suggesting that the content will contain elements that are frightening or unsettling, shock factor hooks create intrigue and curiosity in the audience. Viewers are compelled to watch to satisfy their curiosity and discover the nature of the shocking content.
3. **Generates Buzz:** Shock factor hooks have the potential to generate buzz and virality, as viewers are more likely to share content that elicits strong emotional reactions. This increased sharing can lead to greater reach and exposure for the content.

Examples:

- These 7 things in your home are gonna scare you
- These 10 online scams are gonna scare you
- These 5 Algorithm updates are gonna scare you

10. Shock the Viewers

Hook:

Shock the viewers with something dangerous/adventurous

Reel URL:

- <https://www.instagram.com/reel/C2-TTSLrsRh/?igsh=eGtsem5haTF2ZDlz>

Hook Type:

Shock Factor Hooks

Hook Tone:

Negative

Why this works?:

1. **Creates Excitement:** By showcasing activities or experiences that are dangerous or adventurous, this hook type creates excitement and anticipation in the audience. Viewers are drawn to content that offers adrenaline-pumping thrills and exhilarating experiences.
2. **Offers Escapism:** For viewers seeking entertainment and escapism, thrill-seeking hooks provide an opportunity to experience excitement and adventure from the safety of their own screens. The content transports viewers to thrilling and daring environments, offering an escape from their everyday lives.

Examples:

- Jumping off a skyscraper
- Burning 1 lakh fake money

- A magic trick (or even an editing trick like @zachking)

11. If your [something the viewer values] looks like this - then try this [solution]

Hook:

If your [something the viewer values] looks like this - then try this [solution]

Reel URL:

- <https://www.instagram.com/reel/C3pg3HRRWGS/?igsh=MWNmOWdlb253dWs3cw==>

Hook Type:

Problem-Solution Hook

Hook Tone:

Positive

Why this works?:

1. **Addresses Viewer's Concerns:** This hooks directly address a concern or issue that is relevant and important to the viewer. By acknowledging the viewer's values or priorities, the hook establishes a connection and relevance, making the content more compelling.
2. **Promotes Action:** This hooks prompt the viewer to take action by suggesting a specific solution or course of action. By offering a clear pathway to resolve their problem or achieve their desired outcome, the hook motivates the viewer to engage with the content and implement the suggested solution.

3. **Demonstrates Value:** By presenting a solution that can potentially improve the viewer's situation or address their needs, problem-solution hooks demonstrate the value of the content. This encourages the viewer to invest their time and attention in consuming the content in order to benefit from the offered solution.

Examples:

- If your monthly budget feels unsustainable, then try this simple budgeting method
- If your job search looks aimless, then try this proven networking strategy
- if your belly looks like this, then try this HIITs workout

12. If you are [doing some activity] like this, [explain the problem with their approach]

Hook:

If you are doing [some activity] like this, [explain the problem with their approach]

Reel URL:

- <https://www.instagram.com/reel/CurrOGSPIBp/?igsh=MWttYTJibDBpaWEONw==>

Hook Tone:

Negative

Why this works?:

1. **Raises Awareness:** Problem identification hooks highlight common issues or pitfalls associated with a particular activity or approach. By bringing attention to these problems, the hook raises awareness among viewers who may not have previously considered the downsides of their actions.
2. **Provides Insight:** Problem identification hooks offer valuable insights into the drawbacks or limitations of a specific activity or approach. This information helps viewers recognize areas for improvement and encourages them to consider alternative strategies or methods.

Examples:

- If you are seasoning your food like this, you might be killing its flavor

- If you are organizing your workday like this, you could be wasting valuable time
- If you are running Facebook ads like this, you could be burning money

13. This is the hack to get [something expensive] for free

Hook:

This is the hack to get [something expensive] for free

Reel URL:

- <https://www.instagram.com/reel/C0J32NApRdt/?igsh=MWJ1NnIrZjY4M3hkYQ==>

Hook Tone:

Positive

Why this works?:

1. **Offers a Valuable Benefit:** Value proposition hooks promise viewers a valuable benefit, such as obtaining something expensive for free. This proposition appeals to viewers' desire to save money or gain access to high-value items without having to pay the usual cost.
2. **Addresses a Common Desire:** Many people aspire to acquire expensive items but may be deterred by the associated costs. Value proposition hooks tap into this desire by presenting a solution that enables viewers to obtain the desired item without the financial burden, making the content highly appealing and relevant.

Examples:

- This is the way to start a business for free
- This is how you can travel to Paris for free

- Hack to run google ads for free

14. If you use [something commonly used] to [achieve a desired outcome], Then you need to watch this video

Hook:

If you use [something commonly used] to [achieve a desired outcome], Then you need to watch this video

Reel URL:

- <https://www.instagram.com/reel/C2C2Z49xUwS/?igsh=MXJ0Mmo5a21qZWduYQ==>

Hook Tone:

Neutral

Why this works?:

1. **Common practices:** Making video about something your viewer uses on a day to day basis is a brilliant way to get their attention and this hook uses that perfectly.
2. **Empowers Viewers with Knowledge:** Awareness and education hooks empower viewers with knowledge that can help them make informed decisions. By providing insights into the potential pitfalls of common practices, the hook equips viewers with the information they need to avoid mistakes and achieve better outcomes.

Examples:

- If you are using paracetamol tablets to get rid of your fever, then you need to watch this video
- If you are using hard drive to backup your editing files, then you need to watch this video
- If you are using ChatGPT for coding, then you need to watch this video

15. Stop blaming [person/a thing] for your [problem they are facing]

Hook:

Stop blaming [something] for your [problem they are facing]

Reel URL:

- https://www.instagram.com/reel/C0q_QG3R5JE/?igsh=eXhiOXF2bHUwNWtj

Hook Tone:

Negative

Why this works?:

1. **Promotes Empowerment:** By shifting the focus from external blame to personal accountability, this hook type promotes empowerment. It encourages viewers to recognize that they have the power to effect change in their lives by taking proactive steps to address their problems and challenges.
2. **Facilitates Growth:** By encouraging individuals to stop blaming external factors for their problems, accountability hooks facilitate personal growth and development. They challenge viewers to adopt a growth mindset and embrace challenges as opportunities for learning and self-improvement.

Examples:

- Stop blaming your job for being stuck in life
- Stop blaming your real estate agent for your housing

- Stop blaming your professors for your bad grades

16. X Beautiful Signs that you have/will have [some thing they desire]

Hook:

X Beautiful Signs that you have/will have [some thing they desire]

Reel URL:

- <https://www.instagram.com/reel/C36qoG8SHmr/?igsh=MTRnMjh5MjlsejJ5ag==>

Hook Tone:

Positive

Why this works?:

1. **Validates Desires and Aspirations:** Positive affirmation hooks validate the viewer's desires and aspirations by suggesting that they are achievable and within reach. This validation boosts the viewer's confidence and motivates them to continue pursuing their goals with renewed enthusiasm.
2. **Creates Anticipation:** By promising a list of signs indicating the presence or attainment of the desired outcome, the hook creates anticipation and curiosity in the audience. Viewers are eager to learn about these signs and assess whether they align with their own experiences or aspirations.



Note: More common the desire and the more interesting your list of points is in the video the more likely that it is going to perform well.

Examples:

- 5 Signs that you are going to be rich
- 7 Beautiful Signs that you have found true love
- 3 Signs that they secretly love you

17. No one cares about your [something they are doing wrong] anymore

Hook:

No one cares about your [something they are doing wrong] anymore

Reel URL:

- <https://www.instagram.com/reel/C3AurVaOyr8/?igsh=M2dnc3A5Zm9vdTI3>

Hook Tone:

Negative

Why this works?:

1. **Acknowledges the Problem:** The hook acknowledges a specific issue or behavior that the viewer is engaging in, highlighting the importance of addressing it.
2. **Promotes Action:** By suggesting that no one cares about the problem anymore, the hook motivates viewers to take action to rectify the situation.
3. **Offers a Solution:** The hook implies that there is a solution to the problem, encouraging viewers to continue watching to learn how to correct their behavior or actions.

Examples:

- No one cares about your outdated resume anymore
- No one cares about your time anymore

- No one cares about your ad creatives anymore

18. Big numbers

Hook:

5 Crores in revenue/ 10 crores profit/ 25 crore business ideas

Having big numbers in you hook can capture viewers attention. Finance with Sharan uses this all the time.

Reel URL:

- <https://www.instagram.com/reel/CpfPqI8o92s/?igsh=Y2kxdjld3h1MXpu>

Hook Tone:

Positive

Why this works?:

1. **Fosters Curiosity:** Big numbers pique curiosity and intrigue, prompting viewers to know more. They create a sense of wonder and interest, encouraging viewers to engage with the content to discover the secrets behind such remarkable success.
2. **Not normal:** This hook works because it is not normal to have that kind of numbers in most of the viewers life and that will capture their attention.

Examples:

- I got 100,000 sales in just 2 days
- 25 crore business ideas
- Can I borrow 5 crores (Finance with Sharan style 😊)

19. If you need to [achieve some goal] in [a time limit], this is what i would do

Hook:

If you need to [achieve some goal] in [a time limit], this is what i would do

Reel URL:

- <https://www.instagram.com/reel/C1sFfyBvvjl/?igsh=aHJyY2l2dDUzYXhq>

Hook Tone:

Neutral

Why this works?:

1. **Addresses Specific Challenges:** This hooks acknowledge the challenges or obstacles viewers may face in achieving their goals within a defined time limit. This recognition makes the content more relevant and relatable to the viewer's experiences.
2. **Offers Tailored Solutions:** By presenting solutions to specific problems or challenges, the hook provides actionable advice that viewers can implement to overcome obstacles and achieve their desired outcomes within the given timeframe.



Note: The more impactful the goal and short the timeframe in which they can achieve it, you have the recipe for a viral video. You can also add some pain points to the hook to make it more relatable to the audience (see the last example)

Examples:

- If you need to save \$10,000 in one year, this is what I would do
- If you need to learn a new language in 6 months, this is what I would do
- If you need to lose 20 pounds in 3 months, but struggle with consistency, this is what I would do

20. These are the [results] I got/made using [a tool/product etc.], and you can do it too

Hook:

These are the [results] I got/made using [a tool/product etc.], and you can do it too.

Reel URL:

- <https://www.instagram.com/reel/C4LcOKap0Pg/?igsh=MW5xa3NmZHAwN2twMQ==>

Hook Tone:

Neutral

Why this works?:

1. **Demonstrates Achievable Success:** This hook showcases tangible results achieved using a specific tool, product, or method, illustrating the potential for success that others can attain.
2. **Offers Social Proof:** By presenting real-life examples of successful outcomes, the hook provides social proof of the tool or product's effectiveness, increasing viewer trust and confidence in its capabilities.
3. **Promotes Accessibility:** By emphasizing that viewers can achieve similar results, the hook removes perceived barriers to success and encourages viewers to take action and utilize the tool or product themselves.

Examples:

- This is a website I build using AI, you can do it too
- These are the dishes I made with 100Rs, you can do it too
- These are the videos I made using just a phone, you can do it too

21. 5 Questions to ask [someone/yourself] to know [something that you need]

Hook:

5 Questions to ask [someone/yourself] to know [something that you need]

Reel URL:

- <https://www.instagram.com/reel/C3y-cztyuwk/?igsh=MXNiY3R4M290MWE2aw==>

Hook Tone:

Neutral

Why this works?:

1. **Promotes Critical Thinking:** These hooks encourage individuals to engage in critical thinking by posing thought-provoking questions. This prompts them to reflect on their own thoughts, behaviors, and goals, leading to greater self-awareness and insight.
2. **Encourages Self-Exploration:** It also prompts individuals to explore their thoughts, feelings, and desires more deeply. This self-exploration can lead to personal growth, increased understanding, and enhanced problem-solving abilities.

Examples:

- 5 Questions to ask your business partner before starting a business together
- 5 Questions to ask yourself to determine your true passion

- 5 Questions to ask your crush before proposing her (I know it is cringy, but it may work)

22. Throw away your [something expensive]

Hook:

Throw away your [something expensive] - [give some better options in your video]

Reel URL:

- <https://www.instagram.com/reel/C3fcYgyvdmF/?igsh=MWFwcW02dDcwNGQ4ag==>
 - Please take note of the camera movements, sound and captions that they have used (make sure you check that for every examples shared in this book)

Hook Tone:

Negative

Why this works?:

1. **Offers a Valuable Benefit:** This hook promises viewers a valuable benefit by suggesting alternatives to expensive items or solutions, appealing to their desire for cost-effectiveness and efficiency.
2. **Addresses Consumer Concerns:** By proposing alternatives to expensive products or solutions, the hook addresses a common consumer concern of overspending or inefficient resource allocation.
3. **Demonstrates Resourcefulness:** This hook demonstrates resourcefulness by offering viewers practical and affordable alternatives, showcasing the ability to achieve similar outcomes without breaking the bank.

Examples:

- Throw away your makeup set all you need is this one product to look stunning
- Throw away your adobe subscription and use these opensource alternatives instead
- Throw away your DSLR camera and use these settings on your phone to get better quality photos

23. How to do [something that takes a long time to do] in just a day

Hook:

How to do [something that takes a long time to do] in just a day

Reel URL:

- <https://www.instagram.com/reel/C2My2HASi1t/?igsh=MTRlbzJicms0ZG96eA==>

Hook Tone:

Positive

Why this works?:

1. **Offers Relief from Stress:** This hook alleviates the stress and pressure associated with completing tasks within tight deadlines by providing practical solutions to expedite the process, enabling viewers to achieve their objectives more efficiently and effectively.
2. **Addresses Time Constraints:** Problem-solution hooks acknowledge the time constraints individuals face when attempting to complete tasks, offering a solution to overcome this challenge and achieve their goals within a limited timeframe.



Note: the timeframe can be as short as possible even like 5 mins or 1 hour.

Examples:

- How to complete your GST tax filings in just a day
- How to create your resume in just 5 mins
- How to start a podcast in just 10 mins

24. NEVER EVER [Do this mistake]

Hook:

NEVER EVER [Do this mistake] - [and give the reason]

Reel URL:

- <https://www.instagram.com/reel/C3sXU43rhpA/?igsh=MXYxZDEzd2JkeWVkeA==>

Hook Tone:

Negative

Why this works?:

1. **Highlights Critical Errors:** This hook draws attention to significant mistakes or pitfalls that viewers should avoid, emphasizing their importance to prevent negative outcomes.
2. **Elicits Emotional Response:** The urgent tone of "NEVER EVER" conveys a sense of seriousness and importance, eliciting an emotional response from viewers and motivating them to pay attention to the message being conveyed.

Examples:

- NEVER EVER skip warm-up exercises
- NEVER EVER set your passwords like this
- NEVER EVER ignore these charts while trading

25. Everyone is [achieving something that your audience desire] but I still can't figure it out

Hook:

Everyone is [achieving something that your audience desire] but I still can't figure it out

Reel URL:

- <https://www.instagram.com/reel/C4PB64ftbYX/?igsh=dHFuaG81MmFpa3Z2>

Hook Tone:

Negative

Why this works?:

1. **Identifies Common Frustrations:** This hook taps into the common frustration or sense of inadequacy experienced by the audience when witnessing others achieve something they desire but feel unable to attain themselves.
2. **Invites Engagement:** Relatable frustration hooks invite audience engagement by acknowledging shared experiences and prompting viewers to identify with the speaker's sentiments, encouraging them to continue watching to learn how to overcome similar obstacles.

Examples:

- Everyone is finding love, but I still can't figure it out

- Everyone is achieving financial freedom, but I still can't figure it out
- Everyone is landing their dream jobs, but I still can't figure it out

26. I turned [something] to [something desirable] with just [one tool/product]

Hook:

I turned [something] to [something desirable] with just [one tool/product]

Reel URL:

- <https://www.instagram.com/reel/C04oLB8u4TZ/?igsh=M3ltdnA4Y284eWNv>

Hook Tone:

Neutral

Why this works?:

1. **Demonstrates Tangible Results:** This hook showcases a tangible transformation achieved by using a specific tool or product, capturing viewers' attention by highlighting the potential for significant changes or improvements.
2. **Illustrates Efficacy:** By emphasizing the achievement of desirable results with just one tool or product, the hook demonstrates the efficacy and effectiveness of the featured item, increasing viewer interest and curiosity.

Examples:

- I turned my bland photos into stunning masterpieces with just one click.
- I turned my wardrobe into a fashion collection with just one accessory.
- I turned this product to 10lac rupees in just 20 days.

27. In the next X seconds, you will never have to worry about [a problem] ever again

Hook:

In the next X seconds, you will never have to worry about [a problem] ever again

Reel URL:

- <https://www.instagram.com/reel/C30tGe2S7hd/?igsh=dHAYdW40b3FiaXlz>

Hook Tone:

Positive

Why this works?:

1. **Offers Immediate Solution:** This hook promises viewers an immediate solution to a specific problem, capturing their attention by addressing a pressing concern and offering a quick and effective remedy.
2. **Creates a Sense of Urgency:** By specifying a short timeframe (X seconds), the hook creates a sense of urgency, compelling viewers to pay attention and act quickly to access the solution before the opportunity expires.

Examples:

- In the next 45 seconds, you will never have to worry about running out of storage space on your devices ever again
- In the next 20 seconds, you will never have to worry about burning your meals ever again.

- In the next 60 seconds, you will never have to worry about forgetting important dates ever again.

28. You are not getting [a desired result] because you don't know [something]

Hook:

You are not getting [a desired result] because you don't know [something]

Reel URL:

- <https://www.instagram.com/reel/C2PXtujyrFK/?igsh=ZW16enhucDBmOHM1>

Hook Tone:

Negative

Why this works?:

1. **Identifies a Root Cause:** This hook identifies a specific reason or factor contributing to the audience's inability to achieve their desired result, pinpointing the root cause of their problem.
2. **Highlights Knowledge Gap:** By suggesting that the audience lacks understanding or awareness of a particular concept or skill, the hook prompts them to recognize the importance of acquiring this knowledge to overcome their challenges.

Examples:

- Your grades not improving because you don't know this effective study strategies for retaining information
- You are not getting quality sleep because you don't know this 2 minute hack that marine soldiers use

- Your business is not growing because you don't know how to use digital marketing.

29. Social hacking

Hook:

Using viral trends/celebrities/objects people know in the starting of your videos and create a story around them

Reel URL:

- <https://www.instagram.com/reel/C0o2fssPk53/?igsh=emk3NWcxbHZwaWF6>
 - The one that the creator showed in this video is Mammooty, a legendary Mollywood actors. Have you seen his latest hit Bramayugam (I suggest you watch it, it is pure class)
- <https://www.instagram.com/reel/C4qQk6Op7jn/?igsh=MW9waDU4dXB4cjRyZg==>
- <https://www.instagram.com/p/C3nE22RxU85/>
- https://www.instagram.com/p/C2tnUY_v-MI/

Hook Tone:

N/A

Why this works?:

1. **Relatability:** People already know the things/people who you are showing in the video, they may not know you. But they will know that Bollywood actress.



Note: While using this hook you need to be careful as you don't just use the credibility of others for your gains. You need to provide value on top of that to the audience you are targeting

Examples:

- we have already discussed examples in the hook - use your creativity and be active around the topics that people are following

30. 99% People don't know that [something related to your niche]

Hook:

99% People don't know that [something related to your niche]

Reel URL:

- <https://www.instagram.com/reel/C37IPDeALiv/?igsh=YXUwbzdybDhqdjEz>
- <https://www.instagram.com/p/C3z6CIVScvN/>

Hook Tone:

Positive

Why this works?:

1. **Captures Attention:** Specific numbers also catch viewers attention, also this hook captures the audience's attention by presenting a surprising or counterintuitive revelation related to the niche, prompting viewers to lean in and engage with the content to learn more.
2. **Creates Curiosity:** By suggesting that the majority of people are unaware of the revealed information, the hook piques curiosity and prompts viewers to seek clarification or further explanation, driving continued engagement with the content.
3. **Establishes Authority:** The hook positions the speaker as an authority figure or expert in the niche by revealing insights or knowledge that the majority of people are unaware of, enhancing credibility and trustworthiness.

Examples:

- 99% People don't know that you can make up to \$10k dollars running faceless YouTube channels
- 99% People don't know that journaling can improve mental health and productivity.
- 99% People don't know that hydration is key to healthy skin.

31. If I had lost all my [something valuable that audience desires] and had to do it again, this is what I would do

Hook:

If I had lost all my [something valuable that audience desires] and had to do it again, this is what I would do

Reel URL:

- <https://www.instagram.com/reel/C0P-8-ebpCN/?igsh=MTIzcHBxOXNtbml3cw==>

Hook Tone:

Positive

Why this works?:

1. **Personal Insight:** This hook offers personal insight from the speaker's own experience, providing a relatable narrative that resonates with the audience and establishes credibility.
2. **Provides Practical Guidance:** The hook offers practical guidance or advice based on the speaker's experience, presenting actionable steps or recommendations that viewers can apply to their own situations.
3. **Promotes Engagement:** By sharing a story of overcoming adversity or challenges, the hook encourages viewer engagement and prompts them to reflect on their own experiences and aspirations.

Examples:

- If I had lost all my followers and had to do it again, this is what I would do
- If I had lost all my money and had to do it all over again, this is what I would do
- If I had started learning code in 2024 from scratch, this is what I would do

32. I have created [something audience want] by [doing something weird/abnormal]

Hook:

I have created [something audience want] by [doing something weird/abnormal]

Reel URL:

- <https://www.instagram.com/reel/C1UrhjkN-M7/?igsh=ODg2NDZxaWZhcjE1>

Hook Tone:

Positive

Why this works?:

1. **Provocative Assertion:** This hook makes a bold claim by suggesting that the speaker achieved something desirable through unconventional means, capturing the audience's attention and piquing their curiosity.
2. **Demonstrates Creativity:** The hook showcases the speaker's creativity and ingenuity by highlighting their ability to achieve a desired outcome through unconventional or unexpected methods, inspiring viewers to think outside the box in their own pursuits.

Examples:

- I have mastered this musical instrument by practicing for just 1 hour.
- I have created a tasty dish only using banana
- I have created a multiplayer game by only using no code tools

33. Here is how you are gonna secretly [do something they want]

Hook:

Here is how you are gonna secretly [do something they want], nobody will know [what you did/are doing] because the will never see you [actually doing it]

Reel URL:

- <https://www.instagram.com/reel/C1UrhjkN-M7/?igsh=ODg2NDZxaWZhcjE1>

Hook Tone:

Positive

Why this works?:

1. **Creates Intrigue:** This hook generates curiosity by suggesting a secretive or covert method to achieve a desired outcome, prompting viewers to engage with the content to uncover the hidden strategy.
2. **Promises Secrecy:** By assuring viewers that the method will remain concealed, the hook taps into the human desire for exclusivity and insider knowledge, making the content more enticing and valuable.



Note: The methods you share after the hook should not be the same as the part where you tell “will never see you [actually doing it]” then the hook loses its value. For example:

Here is how you are gonna secretly improve your health, nobody will know because they will never see you following strict diets - prioritize sleep hygiene and aim for consistent, quality sleep each night

See the methods in the video (prioritize sleep hygiene and aim for consistent, quality sleep each night) is different from the method discussed in the hook (following strict diets)

Examples:

- Here is how you are gonna secretly improve your grades, nobody will know because they will never see you studying
- Here is how you are gonna secretly boost your productivity, nobody will know because they will never see you working harder

34. Now I understand why [a pain point for the viewer] has happened

Hook:

Now I understand why [a pain point for the viewer] has happened

Reel URL:

- https://www.instagram.com/reel/C4YfB_2shnJ/?igsh=MXM5dmlOMDdseDI2dQ==

Hook Tone:

Positive

Why this works?:

1. **Revelatory Revelation:** This hook offers a revelatory moment where the speaker claims to have understood the root cause of a viewer's pain point, capturing attention by promising insights into a previously puzzling or perplexing issue.
2. **Identifies with Viewer's Experience:** By acknowledging and understanding the viewer's pain point, the hook establishes empathy and relatability, fostering a deeper connection between the speaker and the audience

Examples:

- Now I understand why I've been feeling overwhelmed at work
- Now I understand why no one is buying from my online store

- Now I understand why I was unable to find love

35. I turned [something undesirable] to [to something awesome] with just [easy methods/short time]

Hook:

I turned [something undesirable] to [to something awesome] with just [easy methods/short time]

Reel URL:

- <https://www.instagram.com/reel/C3a61ogrG87/?igsh=cjMyMjB5NW5sMWxp>

Hook Tone:

Positive

Why this works?:

1. **Demonstrates Achievability:** This hook immediately captures attention by showcasing a remarkable transformation from something undesirable to something desirable, demonstrating the potential for success through the speaker's personal experience.
2. **Highlights Ease or Speed:** By emphasizing the use of easy methods or a short time frame to achieve the transformation, the hook offers a compelling promise of attainability and efficiency, motivating viewers to learn more about the speaker's methods.
3. **Inspires Hope and Motivation:** The speaker's successful transformation serves as inspiration for viewers facing similar challenges, instilling hope and

motivation by illustrating that positive change is possible with the right approach.

4. **Establishes Authority:** The speaker's ability to effectuate a significant transformation positions them as an authority within their niche, enhancing credibility and trustworthiness and prompting viewers to engage with the content to learn more.

Examples:

- I turned my wardrobe into a stylish one with just a few wardrobe essentials and styling tips.
- I turned my cluttered inbox into a organized mails with just a few email management strategies.
- I turned my editing workspace into a productivity haven with just a few simple products.

36. Before After Hook

Hook:

In this hook you show the results before and after using the strategies you share. For making it more effective you can split your screen and pause the after part to create anticipation. Check the url below to see what I am talking about.

Reel URL:

- <https://www.instagram.com/reel/C3M-gclvka1/?igsh=MWpsN2lmeTJlZDJraw==>
- https://www.instagram.com/p/C5HBDUQvgB_/
- <https://www.instagram.com/p/C5Juyy2RsU2/>

Hook Type:

Before After Hook

Hook Tone:

Neurtal

Why this works?:

1. **Visual Impact:** Splitting the screen to showcase before and after results visually enhances the hook's effectiveness, allowing viewers to see the tangible differences achieved through the strategies shared by the speaker.
2. **Creates Anticipation/Promise of a Payoff:** Pausing the after part of the demonstration creates anticipation and suspense, enticing viewers to continue watching to see the full transformation and learn about the strategies used to achieve it.

3. **Demonstrates Proof of Concept:** By presenting concrete evidence of the effectiveness of the strategies shared by the speaker, the hook builds credibility and trust, encouraging viewers to adopt the strategies themselves.

Examples:

- I leave this to your imaginations

37. This is the future of [something that is a part of your niche]

Hook:

This is the future of [something that is a part of your niche]

Reel URL:

- <https://www.instagram.com/reel/C4Nw5Bays86/?igsh=cDlycHh1dXF5Mngw>

Hook Tone:

Neutral (can be positive and negative based on what kind of future you are discussing)

Why this works?:

1. **Captures Attention:** By presenting a bold statement about the future of a particular aspect of the niche, the hook captures attention and prompts viewers to engage with the content to learn more about the speaker's vision or predictions.
2. **Creates Excitement:** The hook generates excitement and anticipation for upcoming trends, technologies, or changes within the niche, sparking curiosity and motivating viewers to explore the possibilities presented.
3. **Establishes Thought Leadership:** By offering insights or predictions about the future of the niche, the speaker establishes themselves as a thought leader or expert in the field, enhancing credibility and trustworthiness among viewers.

Examples:

- This is the future of online education
- This is the future of luxury clothing
- This is the future of sustainable energy
- This is the future of Television

38. This is the easiest way to make [something desirable] in a [short time frame]

Hook:

This is the easiest way to make [something desirable] in a [short time frame]

Reel URL:

- <https://www.instagram.com/reel/C3KT-lly16O/?igsh=MTE0MzYyYWlyYXJrZQ==>
- <https://www.instagram.com/reel/C2i1Jv9xCzp/?igsh=MXZnOHlmbzlvamk0bA==>

Hook Tone:

Positive

Why this works?:

1. **Clear Benefit:** By emphasizing the ease and speed of the proposed method, the hook highlights the immediate benefits viewers can expect, encouraging them to engage with the content to learn more about the rapid achievement process.
2. **Generates Interest:** The hook generates curiosity and interest by presenting a tantalizing solution to a common problem or desire, prompting viewers to continue watching to uncover the secrets behind the rapid achievement strategy.
3. **Provides Hope:** For viewers seeking quick solutions to their challenges or goals, this hook offers hope and motivation by suggesting that significant

progress can be made in a short period, instilling confidence and inspiration.

Examples:

- This is the easiest way to improve your mood in just 5 minutes
- This is the easiest way to lose 10 pounds in just one week
- This is the easiest way to get ready for a function in 10 mins

39. This is the secret method [to achieve something in your niche] for which people are charging 1000s of rupees

Hook:

This is the secret method [to achieve something in your niche] for which people are charging 1000s of rupees

Reel URL:

- <https://www.instagram.com/reel/C4NhzOKyimA/?igsh=MWpleGVzZXgweWQ1Zw==>

Hook Tone:

Positive

Why this works?:

1. **Promises of a Payoff:** This hook immediately captures attention by promising to reveal a secret method or technique for achieving a specific outcome within the niche, suggesting that the information provided will be valuable and sought after.
2. **Highlights Savings:** By mentioning that people are charging significant amounts for the same information, the hook implies that viewers will gain access to valuable knowledge for free or at a lower cost, creating a sense of exclusivity and savings.
3. **Fosters Curiosity:** The notion of a secret method or technique that others are willing to pay for piques curiosity and prompts viewers to continue watching to

uncover the revealed information, thereby increasing engagement with the content.

Examples:

- This is the secret method to grow your Instagram following for which people are charging 1000s of rupees
- This is the secret method to master chess for which people are charging 1000s of rupees.
- This is the secret method for starting a successful podcast that others are charging 1000s of rupees to teach

40. Trust me

Hook:

Trust me - [show something unexpected and explain to them why is it unusual]

Reel URL:

- <https://www.instagram.com/reel/C44JoNlui3N/?igsh=d2E4bGVoNXhqZDg3>

Hook Tone:

Positive

Why this works?:

1. **Establishes Credibility:** This hook begins by invoking trust in the speaker's authority or expertise, encouraging viewers to believe in the information being presented.
2. **Creates Intrigue:** By promising to reveal something unexpected or unusual, the hook piques curiosity and encourages viewers to continue watching to uncover the surprising revelation.
3. **Strengthens Connection:** By presenting surprising or unusual information, the hook fosters a deeper connection between the speaker and the audience, encouraging viewers to trust the speaker's insights and perspective.

Examples:

- Can differ based on the niche, look at the example I have provided and come up with your own ideas.

41. But if you are going to watch one video about [a problem/a tool] let it be this one

Hook:

But if you are going to watch one video about [a problem/a tool] let it be this one because i wish i had this [at an early stage in your life]

Reel URL:

- <https://www.instagram.com/reel/C4ygnCxxC60/?igsh=MTF2anhjZDU0cTExdg==>

Hook Tone:

Neutral

Why this works?:

1. **Creates Urgency:** The hook instills a sense of urgency by emphasizing that the recommended video is the one viewers should prioritize watching above all others, encouraging immediate engagement with the content.
2. **Provides Clarity:** By explicitly stating the topic or problem addressed in the recommended video, the hook ensures that viewers understand the relevance and importance of watching it, increasing the likelihood of engagement.

Examples:

- But if you're going to watch one video about investing strategies, let it be this one

- But if you're going to watch one video about stress management, let it be this one
- But if you're going to watch one video about eating healthy, let it be this one

42. Interview type hooks

Hook:

In this hook, someone asks a common question and you answer it.

Reel URL:

- <https://www.instagram.com/reel/C42Fym2L9bK/?igsh=NG93Ymtza2RibDJ2>

Hook Tone:

Neutral

Why this works?:

1. **Addresses Viewer Concerns:** This hook directly addresses a common question or concern within the niche, demonstrating that the speaker understands the audience's needs and interests, which fosters a sense of connection and relatability.
2. **Provides Immediate Payoff:** By offering a direct answer to a common question, the hook provides immediate value to viewers, satisfying their curiosity and encouraging them to continue watching to learn more.

Examples:

- What's the best way to save money for retirement?
- What is the most in demand skill to learn in 2024?
- How can you pursue a career in cricket?

43. It is not gonna be easy, but here is how you can change [a pain point] in [short time frame]

Hook:

It is not gonna be easy, but here is how you can change [a pain point] in [short time frame]

Reel URL:

- https://www.instagram.com/reel/C4q_2h6rp2K/?igsh=MTVheXc3a2wyZ2MxOA==

Hook Tone:

Negative

Why this works?:

1. **Acknowledges Difficulty:** This hook acknowledges the challenge of addressing a specific pain point, setting realistic expectations for viewers and demonstrating empathy towards their struggles.
2. **Provides Hope:** Despite acknowledging the difficulty, the hook offers a solution for achieving transformation within a short time frame, providing viewers with hope and motivation to take action.
3. **Focuses on Actionable Steps:** By presenting actionable steps for change, the hook empowers viewers with tangible strategies they can implement to address the pain point effectively.
4. **Creates Urgency:** The mention of a short time frame adds urgency to the transformation process, encouraging viewers to act quickly and engage with

the content to learn the proposed solutions.

Examples:

- It's not gonna be easy, but here is how you can improve your confidence in just 30 days
- It's not gonna be easy, but here is how you can get a girlfriend in just 14 days
- It's not gonna be easy, but here is how you can learn guitar in 20hrs

44. Controversy Hook

Hook:

Saying a controversial statement at the start of the video

Reel URL:

- <https://www.instagram.com/reel/C0YYynmprgb/?igsh=MXV4MDVuc3Q0Y25kbQ==>

This is a clip from our podcast which we turned to reel and got 250k+ views. When we had less than a 1000 followers.

It starts with a controversial statement about premier league fans being so patriotic about their league (if you watch some football you may know what I meant)

Hook Tone:

Negative

Why this works?:

1. **Immediate Attention:** This hook grabs the audience's attention right from the start by presenting a controversial or bold statement, piquing curiosity and encouraging viewers to continue watching to understand the context or reasoning behind it.
2. **Creates Engagement:** By sparking controversy or debate, the hook prompts viewers to engage with the content, whether through commenting, sharing their own opinions, or seeking further clarification, thereby increasing overall interaction and audience engagement.
3. **Establishes Speaker's Perspective:** The hook establishes the speaker's unique perspective or viewpoint on the topic, setting the tone for the rest of

the video and positioning the speaker as a thought leader or provocateur within their niche.

4. **Generates Buzz:** Controversial statements have the potential to generate buzz and discussion both within and outside the video's audience, leading to increased visibility, social sharing, and potentially broader reach.

Examples:

- Social media is killing your dreams!
- Mental health is overrated!
- Real Madrid is the worst team in the world!
- Education system is destroying our children!

45. Easy [your topic of interest] ideas no one is talking about

Hook:

Easy [your topic of interest] ideas no one is talking about

Reel URL:

- <https://www.instagram.com/reel/C1cE3VrJMHW/?igsh=M2c2NjNtdnR2YzRt>

Hook Tone:

Positive

Why this works?:

1. **Offers Novelty:** This hook promises fresh and innovative ideas within the speaker's area of expertise, capturing the audience's attention with the allure of untapped possibilities.
2. **Cultivates Curiosity:** By suggesting that the presented ideas are not widely discussed or known, the hook piques curiosity and encourages viewers to explore the content further to discover unique insights or opportunities.
3. **Demonstrates Authority:** By presenting overlooked or underappreciated ideas, the hook establishes the speaker as an authority with unique perspectives or insights, enhancing credibility and trustworthiness.

Examples:

- Easy Productivity Boosts No One Is Talking About
- Easy travel destinations no one have explored
- Easy coffee hack no one is talking about

46. [somebody] told me that they need [something the audience wants] in a [short time]

Hook:

[somebody] told me that they need [something the audience wants] in a [short time]

Reel URL:

- <https://www.instagram.com/reel/C1pOO6ltk9o/?igsh=cTBtanRwb2d5ZG01>

Hook Tone:

neutral

Why this works?:

1. **Immediate Relevance:** This hook immediately captures the audience's attention by presenting a scenario where someone expresses an urgent need for something desirable, creating immediate relevance and resonance with viewers.
2. **Elicits Curiosity:** By introducing a situation where someone urgently requires something valuable, the hook piques curiosity and prompts viewers to continue watching to learn how the need is addressed or fulfilled.
3. **Creates Empathy:** The hook establishes an emotional connection with viewers by portraying a relatable scenario where someone expresses a pressing need or desire, fostering empathy and engagement with the content.

4. **Promotes Solution-Seeking:** By highlighting an urgent demand, the hook motivates viewers to seek solutions or strategies to address the identified need, driving active engagement and interest in the content.

Examples:

- One of my client told that they need to get a six pack in 3 months, here is how we are planning to do it
- My boss told me to create a presentation in just 1 hour
- My friend asked me for a budget-friendly vacation destination for their honeymoon next month

47. I want you to try this for the next X days and I guarantee you [a result that they desire]

Hook:

I want you to try this for the next X days and I guarantee you [a result that they desire]

Reel URL:

- <https://www.instagram.com/reel/C2hm03uyfyn/?igsh=dG11MXEyeDVINnhq>

Hook Tone:

Positive

Why this works?:

1. **Offers Assurance:** This hook provides viewers with a guarantee of achieving a desired result within a specified time frame, instilling confidence and trust in the speaker's expertise and the efficacy of the proposed approach.
2. **Creates Accountability:** By challenging viewers to try the suggested method for a set period, the hook creates a sense of accountability, motivating viewers to take action and commit to the challenge to achieve the promised results.
3. **Sets Expectations:** The specified time frame offers clarity on the duration of the challenge and the expected timeline for seeing results, helping viewers set realistic expectations and gauge their progress accordingly.

Examples:

- I want you to try this recipe for today, and I guarantee you'll discover a new favourite dish that's both delicious and nutritious.
- I want you to try this for the next 10 days, and I guarantee you clearer, smoother skin
- I want you to try this for the next 14 days, and I guarantee you increased strength and stamina.

48. If you are between X to X, you need to watch this video

Hook:

If you are between X to X, you need to watch this video

Reel URL:

- <https://www.instagram.com/reel/C2OyiFuAyK5/?igsh=MWpmZW43bGx2MnEwcw==>

Hook Tone:

Neutral

Why this works?:

1. **Audience Relevance:** This hook directly targets a specific age group, making the content more relatable and appealing to viewers within that demographic.
2. **Personalization:** By addressing viewers based on their age range, the hook creates a sense of personalization, capturing the attention of individuals who fall within the specified range and making them feel that the content is tailored to their needs or interests.
3. **Curiosity and FOMO:** The hook piques curiosity and generates a fear of missing out (FOMO) among viewers within the specified age range, encouraging them to watch the video to discover why it's relevant to them and what insights or benefits it offers.
4. **Segmentation and Targeting:** By segmenting the audience based on age, the hook enables more targeted marketing and ensures that the content resonates with the intended audience, leading to higher engagement and viewer satisfaction.

Examples:

- what? you need examples for this too? 😅

49. Do your self a favor and do [the action that you want them to do]

Hook:

Do your self a favor and do [the action that you want them to do]

[OR]

Do me a favor and do [the action that you want them to do]

Reel URL:

- <https://www.instagram.com/reel/C4YBz0guk5m/?igsh=MW15OGRxZml1OHA1Nw==>
- https://www.instagram.com/p/C3UK_dRyEIA/

Hook Tone:

Positive

Why this works?:

1. **Clear Call to Action:** This hook provides a straightforward directive to the audience, prompting them to take a specific action, which increases the likelihood of engagement and compliance.
2. **Sense of Empowerment:** By framing the action as a favor to oneself, the hook instills a sense of personal agency and empowerment in the audience, making them more receptive to the suggestion.
3. **Establishes Trust:** The speaker's direct and confident recommendation fosters trust and credibility with the audience, as it demonstrates a genuine desire to provide valuable guidance or assistance.

Examples:

- Do yourself a favor and start journaling every morning for mental clarity and focus.
- Do yourself a favor and stop using social media for the next 7 days.
- Do yourself a favor and start eating more berries for good penis health. (Do yourself a favor and do your own research before using this hook as it is 😂, last thing that you want is people in your comment sections refuting everything you say with proof)

50. If you give me 90 seconds of your attention I'll try to give you hours back

Hook:

If you give me 90 seconds of your attention I'll try to give you hours back

Reel URL:

- <https://www.instagram.com/reel/C3dj13cO3va/?igsh=MW02YnhyNW5mbm9tbw==>



please watch the part of this video after the hook, that is what gives the audience a bigger reason to keep on watching the video and video going super viral with 700k+ likes.

Hook Tone:

Positive

Why this works?:

1. **Value Proposition and promise of a payoff:** This hook immediately offers a clear value proposition to the audience by suggesting that a short investment of their time will yield significant returns in terms of knowledge, skills, or benefits.
2. **Curiosity Generation:** The promise of receiving "hours back" in exchange for just 90 seconds of attention creates curiosity and intrigue, prompting viewers to continue watching to discover how the speaker intends to deliver on this bold claim.

3. **Time Sensitivity:** The hook emphasizes the time-sensitive nature of the offer, suggesting that viewers have a limited window of opportunity to gain valuable returns on their time investment, thereby creating a sense of urgency and encouraging immediate engagement.

Examples:

- no examples for this hook, it is universal, although you can try to add you own spin to the hook to suit your style.
 - If you give me 90 seconds of your attention, I'll try to give you hours back by revealing the fastest route to financial success.

51. People say that [common saying in your niche] but how exactly [do you actualize/negate that saying]

Hook:

People say that [common saying in your niche] but how exactly [do you actualize/negate that saying]

Reel URL:

- <https://www.instagram.com/reel/C3StFAKNkoV/?igsh=MWxzYTJsZTRxYjg3dw==>

Hook Tone:

Neutral

Why this works?:

1. **Challenges Assumptions:** This hook challenges commonly held beliefs or sayings within the niche, prompting viewers to critically examine their validity and seek a deeper understanding of their practical application.
2. **Provides Clarity:** By promising to delve into the practical implementation of a common saying, the hook offers clarity and insight to viewers who may be curious about how to apply the saying in their own lives or endeavors.

Examples:

- People say that 'practice makes perfect,' but how exactly do you achieve mastery through practice?
- People say that 'money can't buy happiness,' but how exactly can you find fulfilment beyond material wealth?
- People say that 'drop shipping is dead,' but how exactly can you run a successful drop shipping business in 2024?

52. This is how you trick your brain to [do something hard]

Hook:

This is how you trick your brain to [do something hard]

Reel URL:

- <https://www.instagram.com/reel/C4y0xnts9yE/?igsh=bnlzdXk3YWJ3N2Zx>



Notice the fast paced editing in the start. This is a good tactic to get peoples attention

Hook Tone:

Negative

Why this works?:

1. **Appeals to Intrigue:** This hook sparks curiosity by suggesting that the speaker will reveal a method to trick the brain into achieving a difficult task, capturing the audience's attention and encouraging them to continue watching to uncover the secret.
2. **Promises Practical Strategies:** By offering a solution to overcome a challenging task through cognitive manipulation, the hook provides viewers with actionable techniques they can implement immediately, increasing the perceived value of the content.

Examples:

- This is how you trick your brain to overcome procrastination

- This is how you trick your brain to conquer stage fright
- This is how you trick your brain to look more attractive
- This is how you trick your brain to get rich

53. You know what is the best thing about [a topic in your niche]

Hook:

You know what is the best thing about [a topic in your niche]

Reel URL:

- <https://www.instagram.com/reel/C490WuUptN2/?igsh=MWNwN3JsMjU0eWRqbg==>

Hook Tone:

Positive

Why this works?:

1. **Promotes Positivity:** This hook immediately introduces a positive aspect of the topic within the niche, capturing the audience's attention and setting an optimistic tone for the content that follows.
2. **Inspires Curiosity:** The hook piques curiosity by teasing the "best thing" about the topic, prompting viewers to engage with the content to discover the speaker's perspective and insights.
3. **Creates Connection:** By acknowledging the positive attributes of the topic, the hook fosters a sense of connection and camaraderie between the speaker and the audience, enhancing engagement and building rapport.

Examples:

- You know what is the best thing about using coconut oil while cooking?

- You know what is the best thing about Surya namaskar (yoga pose)
- You know what is the best thing about Christopher Nolan movies

54. With only just 2000Rs you can [do something crazy/ achieve something big]

Hook:

With only just 2000Rs you can [do something crazy/ achieve something big]

Reel URL:

- <https://www.instagram.com/reel/C4f2QJpxx5U/?igsh=a25jOTg50XBidHdj>

Translation: "With only just 2000Rs you can spend 1 day in Asia's 2nd biggest backwaters"

Hook Tone:

Positive

Why this works?:

1. **Accessible Opportunity:** This hook presents an opportunity or achievement that appears out of reach but is made accessible by the low cost involved, capturing the audience's attention and sparking curiosity.
2. **Provokes Intrigue:** The notion of achieving something "crazy" or "big" with only a small amount of money piques curiosity and prompts viewers to continue watching to learn more about the innovative or unconventional methods involved.
3. **Promotes Resourcefulness:** This hook encourages viewers to think creatively and resourcefully, challenging conventional notions of success and demonstrating that determination and ingenuity can often be more valuable than financial resources.

Examples:

- With only just 2000Rs, you can learn a new high income skill and earn lakhs.
- With only just 2000Rs, you can have a solo trip to Ladakh
- With only just 200Rs, you can start investing in Real Estate

55. Why do you think people tell you to [common practice in your niche]

Hook:

Why do you think people tell you to [common practice in your niche]

Reel URL:

- <https://www.instagram.com/reel/C4uM6MeysVC/?igsh=MW1tZDN5M2gwa3ZiMw==>

Hook Tone:

Neutral

Why this works?:

1. **Engages Curiosity:** This hook prompts viewers to question common practices or beliefs within the niche, arousing curiosity and encouraging them to seek answers or insights provided in the content.
2. **Encourages Critical Thinking:** By challenging conventional wisdom or commonly accepted practices, the hook stimulates viewers' critical thinking and prompts them to re-evaluate their own perspectives or behaviors.
3. **Generates Discussion:** This type of hook often leads to lively discussions and debates among viewers, fostering community engagement and interaction with the content.
4. **Offers New Perspectives:** By questioning the rationale behind common practices, the hook opens the door to alternative viewpoints or approaches,

enriching viewers' understanding and broadening their horizons within the niche.

Examples:

- Why do you think people tell you to drink eight glasses of water a day?
- Why do you think Indian parents tell you to pursue engineering for financial security?
- Why do you think people tell you to buy expensive branded products for status?

56. The biggest mistake that we make in an [some topic in your niche]

Hook:

The biggest mistake that we make in an [some topic in your niche]

Reel URL:

- <https://www.instagram.com/reel/C32s2waycmZ/?igsh=MTN6YXI3N2c1amtyaQ==>

Hook Tone:

Negative

Why this works?:

1. **Identifies Common Pitfalls:** This hook immediately draws attention to a prevalent mistake or misconception within the niche, resonating with viewers who may have encountered similar challenges or errors in their own experiences.
2. **Creates Intrigue:** By highlighting the "biggest mistake," the hook piques curiosity and prompts viewers to continue watching to learn more about the identified issue and potential solutions.
3. **Encourages Reflection:** This hook encourages viewers to reflect on their own practices or approaches within the niche, fostering self-awareness and prompting them to consider how they can avoid or rectify the highlighted mistake in their own endeavors.

Examples:

- The biggest mistake that we make in leadership is micromanaging team members.
- The biggest mistake that we make in gardening is neglecting soil health.
- The biggest mistake that we make in parenting is not setting boundaries.

57. Which one will you choose? [option A] or [option B]

Hook:

Which one will you choose? [option A] or [option B] - then go on to explain your take on this

Reel URL:

- <https://www.instagram.com/reel/C4xJ7ICvg-K/?igsh=MWgyb2trcGlyajExbg==>

Hook Tone:

Neutral

Why this works?:

1. **Creates Intrigue:** By offering two distinct options, the hook generates curiosity and prompts viewers to continue watching to learn more about each choice and the implications of their decision.
2. **Encourages Interaction:** Decision-based hooks encourage audience interaction through comments or polls, allowing viewers to share their preferences, opinions, or experiences related to the options presented.
3. **Drives Narrative:** The hook sets the stage for a comparative exploration of the two options, driving the narrative of the video and providing structure for the content to follow.

Examples:

- Which one will you choose? High-intensity interval training or steady-state cardio for weight loss

- Which one will you choose? \$10 Million today or a Penny That Doubles Everyday
- Which one will you choose to invest? Real estate or stock market

58. My most import rule for [achieving some results in your niche]

Hook:

My most import rule for [achieving some results in your niche]

Reel URL:

- <https://www.instagram.com/reel/C3sMEhAL6L-/?igsh=MTU0cml6ZTdoanNoaQ==>

Hook Tone:

Neutral

Why this works?:

1. **Captures Interest:** This hook arouses curiosity by teasing the speaker's most important rule, prompting viewers to continue watching to learn more about the principle and how it can benefit them.

Examples:

- My most important rule for clicking great photos is composition over equipment.
- My most important rule for skin care is proper sleep
- My most important rule for building a successful business is solve people's problems.

59. Everything changed for me when I understood this [concept/philosophy or knowledge about something]

Hook:

Everything changed for me when I understood this [concept/philosophy or knowledge about something]

Reel URL:

- <https://www.instagram.com/reel/C4KOSprpjeo/?igsh=MWV6eDN1cHg3czhkA==>

Hook Tone:

Neutral

Why this works?:

1. **Personal Connection:** This hook immediately establishes a personal connection with the audience by sharing a transformative moment or realization experienced by the speaker, creating a sense of empathy and relatability.
2. **Intrigue and Curiosity (Promise of a payoff):** By hinting at a significant change or shift in perspective, the hook piques curiosity and encourages viewers to continue watching to uncover the concept, philosophy, or knowledge that led to the speaker's transformation.

Examples:

- Everything changed for me when I understood law of attraction
- Everything changed for me when I understood that god exists
- Everything changed for me when I understood the importance of getting rich

60. If you want to survive in [subjects related to your niche] there are X things you need to master

Hook:

If you want to survive in [subjects related to your niche] there are X things you need to master

Reel URL:

- <https://www.instagram.com/reel/C3NUshcRV2Z/?igsh=MXNhcjNtNHhsYjVpMg==>

Hook Tone:

Negative

Why this works?:

1. **Immediate Relevance:** This hook immediately establishes the importance of mastering specific skills or knowledge within the niche for survival or success, capturing the audience's attention by highlighting the critical nature of the topic.
2. **Creates a Sense of Urgency:** By framing the mastery of certain skills or knowledge as essential for survival, the hook creates a sense of urgency, prompting viewers to pay close attention and engage with the content to learn the necessary information.

Examples:

- If you want to survive in the competitive world of digital marketing, there are 5 things you need to master.
- If you want to survive as a makeup artist, there are 5 things you need to master.
- If you want to survive in America, there are 4 things you need to master.

61. Do not [do a common mistake]

Hook:

Do not [do a common mistake]

Reel URL:

- https://www.instagram.com/reel/C3x_cbkgEM4/?igsh=cXk5amJ6ZjJndDdh

Hook Tone:

Negative

Why this works?:

1. **Highlights Common Pitfalls:** This hook immediately draws attention to a common mistake or error within the niche, raising awareness of potential pitfalls that viewers should avoid.
2. **Creates Curiosity:** The prohibition against a common mistake piques viewers' curiosity and prompts them to continue watching to learn more about why the mistake should be avoided and how to do so.

Examples:

- Do not invest without this analysis
- Do not send connection request on LinkedIn
- Do not do advantage+ ads on Facebook

62. How long does it takes to [achieve something relevant in your niche]

Hook:

How long does it takes to [achieve something relevant in your niche]

Reel URL:

- <https://www.instagram.com/reel/C4p9liEyOJJ/?igsh=MXRyaDNqMzZzMHpkdg==>

Hook Tone:

Neutral

Why this works?:

1. **Sets Expectations:** This hook immediately addresses a common question or concern within the niche by specifying the time frame required to achieve a particular outcome, providing viewers with a clear understanding of what to expect.
2. **Offers Realistic Perspective:** By providing insights into the time investment necessary for success, the hook helps viewers set realistic expectations and avoid potential frustration or disappointment.

Examples:

- How long does it take to build a successful blog?
- How long does it take to learn a JavaScript?

- How long does it take to quit smoking?

63. It took me X years to learn this, but I'll teach you in a minute

Hook:

It took me X years to learn this, but I'll teach you in a minute

Reel URL:

- <https://www.instagram.com/reel/C3khxJKP4EH/?igsh=cDEwZHF3ODZ3OTNI>

Hook Tone:

Neutral

Why this works?:

1. **Appeals to Instant Gratification:** In today's fast-paced world, where instant gratification is highly valued, this hook appeals to viewers' desire for quick results and immediate learning outcomes, encouraging them to engage with the content.
2. **Creates Curiosity:** The stark contrast between the speaker's learning journey and the promised quick learning experience creates curiosity and intrigue, prompting viewers to continue watching to uncover the speaker's teaching methods and insights.
3. **Demonstrates Expertise:** This hook establishes the speaker's authority and expertise by highlighting the significant time they spent learning a particular skill or concept, thereby enhancing credibility and trustworthiness.

Examples:

- It took me 10 years to master the guitar, but I'll teach you the basics in just 10 minutes.
- It took me years to become good at public speaking, but I'll teach you how to do it in under 10 minutes.
- It took me 2 years to learn stock trading, but I'll teach you the basics in just 15 minutes.

64. I'm tired of watching [some mistakes that your audience do]

Hook:

I'm tired of watching [some mistakes that your audience do]

Reel URL:

- <https://www.instagram.com/p/C4SyXDXykcW/>

Hook Tone:

Negative

Why this works?:

1. **Relatable Experience:** This hook immediately resonates with viewers by acknowledging a common frustration or challenge they experience, fostering a sense of connection and empathy with the speaker.
2. **Identifies with Audience:** By expressing fatigue or exasperation with a specific mistake or issue, the hook demonstrates understanding and solidarity with the audience, building rapport and trust.
3. **Offers Solutions:** The hook presents an opportunity for the speaker to offer valuable insights, strategies, or tips for avoiding or rectifying the mentioned mistakes, providing actionable advice that viewers can apply to improve their own experiences.

Examples:

- I'm tired of watching creators struggle with lighting in their videos.

- I'm tired of watching gym bros do this during workouts - then talk about proper form or something

65. Last Year I lost X Rupees and Y [Clients/something valuable to your audience]

Hook:

Last Year I lost X Rupees and Y [Clients/something valuable to your audience] - [and then go on to explain your insights/mistakes you made from that]

Reel URL:

- <https://www.instagram.com/p/C2cTMgzNI5Y/>

Hook Tone:

Negative

Why this works?:

1. **Vulnerability and Authenticity:** This hook demonstrates vulnerability and authenticity by openly acknowledging past failures or losses, which can resonate with viewers and establish a genuine connection.
2. **Teachable Moments:** By sharing insights and lessons learned from past mistakes or losses, the hook provides valuable teachable moments for the audience, offering practical advice or guidance that viewers can apply to their own situations.
3. **Engagement and Empathy:** Reflecting on losses or failures can evoke empathy from viewers who may have experienced similar setbacks, fostering a sense of camaraderie and understanding between the speaker and the audience.

Examples:

- Last year, I lost 10,000 rupees and 20 clients in my freelance business
- Last year, I lost 50,000 rupees in failed investments and missed opportunities
- Last year, I lost 10,000 rupees buying useless skin care products

66. Split Screen Hooks

Hook:

In this kind of videos you will split your screen in half and in one half you will the content and in the other half you can give something that supports the content or a simple gameplay (like Minecraft - game should be simple and easy to understand)

Reel URL:

- https://www.instagram.com/p/C3VYytku5P_/
- <https://www.instagram.com/p/C3APAUbALyK/>

Hook Tone:

Neutral

Why this works?:

1. **Enhances Visual Engagement:** Splitting the screen into two halves allows viewers to visually engage with both the content being discussed and supplementary material simultaneously, increasing overall viewer engagement and comprehension.
2. **Provides Variety:** Incorporating supplementary material, such as supporting visuals or gameplay, adds variety to the video content, preventing monotony and maintaining viewer interest throughout the presentation.

Examples:

- Just split your screen and add some gameplay there, there is no examples here. Be sure to follow our basic reels structure.

67. If you want to [get a desirable result] you need to do [the unusual way of doing it]

Hook:

If you want to [get a desirable result] you need to do [the unusual way of doing it]

Note: The unusual way is not necessary, but it is good to have. You can work with this real and a usual way of achieving the result.

Reel URL:

- <https://www.instagram.com/p/C45sXxPijf0/>



Also note that he used Tristan Tate in his videos to get that social hacking (check hook #29)

Hook Tone:

Positive

Why this works?:

1. **Provokes Interest:** By suggesting an unusual or unconventional approach to achieving a desirable result, this hook immediately captures the audience's attention and prompts them to continue watching to learn more about the unique method.
2. **Challenges Assumptions:** The hook challenges conventional wisdom or traditional methods by advocating for an alternative approach, encouraging

viewers to reconsider their preconceived notions and explore new possibilities.

3. **Promises Innovation:** By presenting an unconventional method as the key to success, the hook promises innovation and creativity, appealing to viewers' desire for fresh perspectives and novel solutions.

Examples:

- If you want to boost your productivity, you need to start taking more rest
- If you want to improve your mental health, you need to embrace boredom
- If you want to grow as a man, you need to face challenges/problems

68. Stop whatever you are doing right now, [what you want your viewer to do]

Hook:

Stop whatever you are doing right now, [what you want your viewer to do]

Reel URL:

- <https://www.instagram.com/p/C5LNDmVPV00/>



Here he want people to watch that video so he says that in his hook

Hook Tone:

Negative

Why this works?:

1. **Creates Urgency:** This hook immediately captures the viewer's attention by commanding them to stop whatever they are doing, instilling a sense of urgency and prompting immediate engagement with the content.
2. **Direct Call to Action:** By specifying a clear action for the viewer to take, such as watching a video or performing a specific task, the hook encourages direct engagement and increases the likelihood of compliance.
3. **Facilitates Focus:** By commanding the viewer to stop what they are doing, the hook helps redirect their focus solely towards the content being presented, minimizing distractions and maximizing engagement.

Examples:

- Stop whatever you are doing right now, and grab a pen and paper
- Stop whatever you are doing right now, and close your eyes
- Stop whatever you are doing right now, and comment below...

69. Exposing the [something in your niche that needs exposing or just talk about some interesting things]

Hook:

Exposing the [something in your niche that needs exposing or just talk about some interesting things]



Note: Please see the example that I have provided to get a better understanding of what I meant.

Reel URL:

- <https://www.instagram.com/p/C3ZgG6HtRSA/>



You can see social hacking in the hook again, have you seen it?

Hook Tone:

Negative

Why this works?:

1. **Promise of a payoff:** This hook grabs the audience's attention by promising to reveal or expose something intriguing or controversial within the niche,

sparking curiosity and encouraging viewers to continue watching to learn more.

2. **Promises Insight:** By suggesting that the content will uncover hidden truths or shed light on lesser-known aspects of the niche, the hook offers viewers the promise of valuable insights and knowledge, increasing their motivation to engage with the content.

Examples:

- Exposing the dark side of influencer marketing
- Exposing the crazy AI marketing side hustle
- Exposing the performance max campaigns in google ads
- Exposing the luxury clothing brands

70. When you're doing [an action in your niche], a big mistake that everyone makes

Hook:

When you're doing [an action in your niche], a big mistake that everyone makes

Reel URL:

- <https://www.instagram.com/p/C3a4Y0Cv6LG/>

Hook Tone:

Negative

Why this works?:

1. **Identifies Common Pitfalls:** This hook immediately addresses a common mistake or misconception within the niche, resonating with viewers who may have experienced similar challenges or errors in their own endeavors.
2. **Creates Relevance:** By linking the mistake to a specific action or activity within the niche, the hook establishes immediate relevance and captures the audience's attention, prompting them to continue watching to learn more about avoiding the highlighted pitfalls.

Examples:

- When you're renovating your home, a big mistake that everyone makes
- When you do kajal, a big mistake that everyone makes
- When you're trying to lose weight, a big mistake that everyone makes

71. How to [something that is not desirable with your audience]

Hook:

How to [something that is not desirable with your audience] - [and give points that can help people understand what they are doing wrong to be in that undesirable state]



Note: Check both the examples

Reel URL:

- <https://www.instagram.com/p/C2g-fcGO27G/>
- https://www.instagram.com/p/C4VkcSVuIS_/

Hook Tone:

Negative

Why this works?:

1. **Contrast Draws Attention:** This hook grabs the audience's attention by presenting advice that goes against their desires or goals, creating a sense of curiosity and prompting viewers to watch further to understand the rationale behind the unconventional advice.
2. **Identifies Pain Points:** By addressing undesirable outcomes or situations, the hook resonates with viewers who may be experiencing similar challenges, drawing them in with the promise of insights into their struggles.
3. **Educational Value:** While the initial advice may seem counterintuitive, the subsequent points explaining what people are doing wrong provide valuable

educational content, offering viewers actionable insights and strategies for avoiding or overcoming the undesirable state.

Examples:

- How to destroy relationships
- How to ruin your day
- How to lose money with Facebook ads
- How to look awful

72. I don't think people understand that [something they can do with the tools that they already have]

Hook:

I don't think people understand that [something they can do with the tools that they already have]

Reel URL:

- <https://www.instagram.com/p/C4N2wEgryKB/>

Hook Tone:

Neutral

Why this works?:

1. **Challenges Assumptions:** This hook challenges common misconceptions or underestimations about the capabilities of existing tools or resources, prompting viewers to reconsider their perceptions and potentially discover new possibilities.
2. **Empowers Audience:** By highlighting the untapped potential of tools or resources that viewers already possess, the hook empowers the audience to leverage their existing assets more effectively and achieve their goals with confidence.
3. **Practical Relevance:** The hook offers practical insights or solutions that are immediately applicable to viewers' lives, increasing the relevance and value of the content to the audience.

4. **Cost-Efficient Solution:** By showcasing how existing tools or resources can be utilized effectively, the hook demonstrates a cost-efficient approach to achieving desired outcomes, appealing to viewers seeking practical and budget-friendly solutions.

Examples:

- I don't think people understand that they can create professional graphics using free online design tools
- I don't think people understand that they can cook restaurant-quality meals using basic kitchen utensils
- I don't think people understand that they can create stunning websites without any coding knowledge.

73. So, there is a CRAZY [an idea in your niche]

Hook:

So, there is a CRAZY [an idea in your niche] - (follow it up with some data/proof for why the idea will work)

Reel URL:

- <https://www.instagram.com/p/C2NJGNhSr7K/>

Hook Tone:

Positive

Why this works?:

1. **Promises Uniqueness:** By describing the idea as "crazy," the hook implies that it is out-of-the-box, innovative, or daring, positioning the speaker as someone with bold and creative thinking, which can be compelling and engaging for viewers.
2. **Stimulates Discussion:** This hook has the potential to generate discussion, debate, or curiosity among viewers, fostering engagement and interaction with the content through comments, shares, or further exploration of the idea.

Examples:

- So, there's a crazy new fitness trend
- So, there is a crazy place to travel to in India
- So, there is a crazy ai tool that can do [something]

74. F*CK

Hook:

Keep in mind that anything that starts with a swear word can capture your audience attention. Be careful of how frequently you use it and if it is right for the brand you are building. Don't use it if you are making videos for kids and parents

Reel URL:

- <https://www.instagram.com/p/C3IRndVN1ZB/>
- https://www.instagram.com/p/C45dxcmSk_v/

Hook Tone:

Very negative - careful of it's use

Why this works?:

1. **Immediate Attention:** Starting a video with a shocking word or phrase immediately grabs the viewer's attention, compelling them to continue watching to understand the context or reason behind the provocative statement.
2. **Memorability:** The shock value of the opening word or phrase makes the video more memorable to viewers, increasing the likelihood that they will remember and share it with others.
3. **Establishes Tone:** Using a shocking word or phrase at the beginning of a video sets the tone for the content that follows, signaling to viewers that the video will be bold, edgy, or unconventional.

Examples:

- HOLY SHIT! You've Been Breathing Wrong Your Entire Life

- Your Diet Sucks! Here's How to Fix It
- FUCK! You've Been Washing Your Hair Wrong Your Whole Life

75. Here is the truth about [a topic/tool/product/an idea in your niche] that nobody is talking about

Hook:

Here is the truth about [a topic/tool/product/an idea in your niche] that nobody is talking about

Reel URL:

- <https://www.instagram.com/p/C3k4b4RuFvg/>

Hook Tone:

Positive

Why this works?:

1. **Offers Unique Perspective:** By claiming to share insights that are not commonly discussed, the hook presents the speaker as a source of unique and valuable information, enhancing credibility and encouraging viewers to trust the speaker's expertise.
2. **Generates Discussion:** By bringing attention to an overlooked aspect of the niche, the hook encourages viewers to engage with the content, sparking discussions, debates, and further exploration of the revealed truth.

Examples:

- Here is the truth about cold email outreach that nobody is talking about

- Here is the truth about self-help books that nobody is talking about
- Here is the truth about self-help books that nobody is talking about

76. I'm gonna show you how you can get [a desirable result] in [short time frame]

Hook:

I'm gonna show you how you can get [a desirable result] in [short time frame]

Reel URL:

- <https://www.instagram.com/p/C5Jao-9v8CK/>

Hook Tone:

Neutral

Why this works?:

1. **Immediate Gratification:** This hook immediately captures attention by promising viewers a desirable outcome within a short time frame, appealing to their desire for quick results and instant gratification.
2. **Creates Urgency:** By specifying a short time frame for achieving the desired result, the hook creates a sense of urgency and motivates viewers to engage with the content promptly to capitalize on the opportunity.
3. **Inspires Action:** The promise of attaining a desirable result quickly encourages viewers to take action and follow along with the content, eager to learn the strategies or techniques that will enable them to achieve their goals within the specified time frame.

Examples:

- I'm gonna show you how you can improve your public speaking skills in just 60 seconds
- I'm gonna show you how you can design a website in just 60 seconds
- I'm gonna show you how you can cook the best sandwich in just 60 seconds

77. This is what I would do if I want to [learn something or achieve something] in 2024

Hook:

This is what I would do if I want to [learn something or achieve something] in 2024

Reel URL:

- <https://www.instagram.com/p/C1VCrV2Aam2/>

Hook Tone:

Neutral

Why this works?:

1. **Personal Connection:** This hook establishes a personal connection with the audience by sharing the speaker's future plans or aspirations, making the content relatable and relevant to viewers who may have similar goals or interests.
2. **Inspires Action:** By detailing the speaker's intended actions or strategies for achieving a specific goal in the future, the hook inspires viewers to consider their own aspirations and motivates them to take action towards their desired outcomes.

Examples:

- This is what I would do if I want to start a successful YouTube channel in 2024
- This is what I would do if I want to travel the world in 2024

- This is what I would do if I want to learn a Prompt engineering in 2024

78. This [something simple like an object or a product or an idea] is ruining [a desirable result/experience]

Hook:

This [something simple like an object or a product or an idea] is ruining [a desirable result/experience]

Reel URL:

- <https://www.instagram.com/p/C5008teSAQD/>

Hook Tone:

Negative

Why this works?:

1. **Immediate Relevance:** This hook immediately identifies a specific problem or issue within the niche, capturing the audience's attention by addressing a common concern or frustration.
2. **Emotional Appeal:** By highlighting the negative impact of the identified problem on a desirable result or experience, the hook evokes emotions such as frustration, disappointment, or concern, prompting viewers to engage with the content to learn more about potential solutions.
3. **Prompts Curiosity:** The hook prompts viewers to continue watching to discover why the identified object, product, or idea is causing the problem and how it can be addressed, fostering curiosity and increasing engagement with the content.

Examples:

- This Indian school systems are ruining our children
- This smartphone notification is ruining your productivity
- This plastic straw is ruining marine ecosystems

79. Don't [an action that your audience does on a regular basis] if you haven't [the solution and reason]

Hook:

Don't [an action that your audience does on a regular basis] if you haven't [the solution and reason]

Reel URL:

- https://www.instagram.com/p/C4wINXJi_ru/

Hook Tone:

Negative

Why this works?:

1. **Highlights Importance:** This hook emphasizes the importance of taking a specific action only after fulfilling certain conditions, drawing attention to the potential consequences of proceeding without proper preparation or understanding.
2. **Offers Guidance:** By providing a clear directive paired with a solution and rationale, the hook offers practical guidance to viewers, helping them navigate common pitfalls or challenges associated with the action in question.
3. **Promotes Value:** By framing the advice as conditional upon meeting certain criteria, the hook underscores the value of the recommended solution and emphasizes its role in enhancing the effectiveness or success of the action.

Examples:

- Don't launch your startup until you've validated your idea
- Don't invest in stocks until you've learned this basic investment principle
- Don't buy a used car if you haven't tested it with an used car experts

80. This [tool] is all you need to start [learning a skill]

Hook:

This [tool] is all you need to start [learning a skill]

Reel URL:

- <https://www.instagram.com/p/C5Sak4BAViz/>

Hook Tone:

Positive

Why this works?:

1. **Simplicity:** This hook simplifies the process of starting a new skill by emphasizing the necessity of a single tool, making the learning process seem more accessible and manageable to viewers.
2. **Convenience:** By suggesting that a single tool is sufficient for learning a skill, the hook eliminates potential barriers to entry such as cost or complexity, encouraging viewers to take immediate action.
3. **Clarity:** The hook provides clarity by specifying the essential tool required for starting the learning process, giving viewers a clear starting point and reducing confusion or overwhelm.

Examples:

- This yoga mat is all you need to start practicing yoga at home
- This ai tool is all you need to start creating professional websites
- This app is all you need to start cooking delicious meals

81. Understand this

Hook:

Understand this, [follow it up with a deep thought that hits hard]



It will not suit every type of brand, but it is very effective in people taking your ideas seriously - if your ideas are new and it actually hits deep. The thoughts can be practical as well and I have tried to explain this with examples below

Reel URL:

- https://www.instagram.com/p/C5G5L5JuR0_/

Hook Tone:

Neutral

Why this works?:

1. **Captures Attention:** This hook immediately grabs the audience's attention by inviting them to understand a concept or idea, prompting them to engage with the content to gain deeper insights.
2. **Promotes Critical Thinking:** By presenting a thought-provoking reflection, the hook encourages viewers to contemplate the presented idea or concept from different perspectives, stimulating intellectual curiosity and engagement.
3. **Creates Emotional Impact:** A deep thought that hits hard has the potential to evoke strong emotions or resonate deeply with viewers, fostering a sense of connection and empathy, and compelling them to continue watching to explore the implications further.

4. **Encourages Reflection:** The hook prompts viewers to reflect on their own experiences, beliefs, or values in light of the presented deep thought, fostering introspection and self-awareness.

Examples:

- Understand this, silence is not always empty.
- Understand this, the more you cook the better chef you become
- Understand this, networking is key to opportunity.

82. One thing that can [desired result] to your [what they are working on]

Hook:

One thing that can [desired result] to your [what they are working on] - and explain that thing that will get the results, how, when and what to do

Reel URL:

- <https://www.instagram.com/p/C5QdBzsCTKt/>

Hook Tone:

Neutral

Why this works?:

1. **Addresses a Specific Need:** This hook immediately identifies a specific desired result that viewers are seeking to achieve within their area of focus, capturing their attention by addressing a relevant pain point or aspiration.
2. **Offers a Solution:** By presenting a single actionable recommendation that can potentially enhance the desired result, the hook provides viewers with a tangible solution to their problem or goal, increasing their interest in learning more.
3. **Promises Value:** The hook implies that the recommendation has the potential to significantly improve the desired result, enticing viewers with the promise of valuable insights or strategies that can positively impact their endeavors.

Examples:

- One thing that can add flavor to your cooking
- One thing that can get a glow to your skin
- One thing that can improve your grades

83. The Multi-tasking hook

Hook:

This hook is simple, just do something like putting on a makeup or unboxing something or driving a car while talking to the camera.

The example I shared tells you why this works and why is it so effective.

Reel URL:

- <https://www.instagram.com/p/C4x8ffLMQ71/>
- <https://www.instagram.com/reels/C2SGnhdlpr8/>

Hook Tone:

N/A

Why this works?:

1. **Visual Engagement/Retention by Action:** This hook immediately captures viewers' attention by presenting a visually engaging scenario where the speaker is multitasking, adding dynamic elements to the video and increasing viewer interest.
2. **Creates Intrigue:** The display of different activities happening concurrently piques curiosity and encourages viewers to continue watching to see how the speaker manages to multitask effectively, increasing engagement with the content.

Examples:

- Walking/outdoor
- while ordering coffee
- while bathing (make sure it is censored 🙈)

84. If you have one of these X problems, Stay for a sec...

Hook:

If you have one of these X problems, Stay for a sec...

- Don't keep the X more than 3 (I meant the hook not your ex)



Note: I would recommend you make this more specific to your audience by adding a small change

If you have one of these X problems [with anything in your niche], Stay for a sec...

Reel URL:

- <https://www.instagram.com/p/C3u9vRSPUzn/>



look at how he gets his hair done in the video, what did I tell you about the Multi-tasking hook (#83)

Hook Tone:

Negative

Why this works?:

1. **Identifies with Viewer's Pain Points:** This hook immediately addresses specific problems or challenges faced by the audience within the niche, capturing their attention by acknowledging and validating their concerns.

2. **Creates Curiosity and Intrigue:** By suggesting that the speaker has solutions or insights related to the stated problems, the hook piques curiosity and encourages viewers to stay engaged to learn more about potential remedies or strategies.

Examples:

- If you have one of these 2 problems while driving, Stay for a sec...
- If you have one of these 2 problems with making money, Stay for a sec...
- If you have one of these 2 website design problems, Stay for a sec...

85. How to master [a skill in your niche]

Hook:

How to master [a skill in your niche]

Reel URL:

- <https://www.instagram.com/p/C3faZsARNLs/>



Again multi-tasking hook is also used here (#83), bold captions capture attention

Hook Tone:

Positive

Why this works?:

1. **Addresses Aspiration:** This hook taps into viewers' aspirations by promising to teach them how to master a specific skill within the speaker's niche, appealing to their desire for self-improvement and expertise.
2. **Demonstrates Expertise:** The speaker's ability to provide guidance on mastering the skill demonstrates their expertise and authority within the niche, enhancing credibility and trustworthiness.

Examples:

- How to master chess
- How to master backend development

- How to master mobile photography

86. You need to screenshot this, if you are a [something your audience and you do]

Hook:

You need to screenshot this, if you are a [something your audience and you do]

Reel URL:

- <https://www.instagram.com/p/C440OcPyEkF/>



This is not for everyone, but if you keep the time for screenshots small the viewer will watch again again, increasing your average watch time of the video, did I tell you what average watch time can do to your video in early chapters?

Hook Tone:

Neutral

Why this works?:

1. **Establishes Relatability:** This hook immediately establishes a sense of relatability by acknowledging the shared experiences or concerns of the audience, making them feel understood and validated.
2. **Builds Trust:** By demonstrating an understanding of the audience's situation or challenges, the hook builds trust and rapport with viewers, increasing their receptiveness to the speaker's message or advice.

Examples:

- You need to screenshot this, if you are doing calisthenics
- You need to screenshot this, if you are a broke
- You ned to screenshot this, if you want to cold approach girls

87. You can [get a desired result] just by using [some thing easy accessible and cheap]

Hook:

You can [get a desired result] just by using [some thing easy accessible and cheap]

Reel URL:

- <https://www.instagram.com/p/C5OAYblvpGP/>

Hook Tone:

Positive

Why this works?:

1. **Democratizes Solutions:** This hook suggests that achieving a desired result is within reach for everyone, regardless of resources or expertise, by highlighting accessible and inexpensive tools or methods.
2. **Captures Attention:** The promise of achieving a desired result using readily available and affordable resources immediately captures the audience's attention, sparking curiosity and prompting further engagement with the content.
3. **Demonstrates Creativity:** This hook demonstrates the speaker's creativity and ingenuity in finding innovative solutions to common problems, positioning them as a resourceful and knowledgeable authority within their niche.

Examples:

- You can enhance your photography skills just by using your smartphone
- You can improve your posture just by using a rolled-up towel
- You can create professional-looking graphics just by using this free ai tool

88. Give me 30 seconds and I will delete [problem that people face]

Hook:

Give me 30 seconds and I will delete/solve [problem that people face]

Reel URL:

- <https://www.instagram.com/p/C2dAcRrAZ6R/>

Hook Tone:

Positive

Why this works?:

1. **Immediate Attention:** This hook grabs the audience's attention by promising a quick and efficient solution to a common problem, enticing viewers to continue watching to learn more.
2. **Offers Immediate Relief:** By suggesting that the speaker can resolve the problem in a short time frame, the hook appeals to viewers' desire for instant gratification and relief from their concerns or challenges.

Examples:

- Give me 30 seconds and I will delete your stress forever
- Give me 30 seconds, and I will fix your laziness
- Give me 30 seconds, and I will delete time wasted on hiring people for your business

89. Alright, you guys asked and I'm delivering

Hook:

Alright, you guys asked and I'm delivering - follow it with a BTS of an amazing results that your audience are craving for (you will find what they crave if you create more content and focus on what people are saying, simple)

Reel URL:

- <https://www.instagram.com/p/C3Gws0MsXf4/>

Hook Tone:

Neutral

Why this works?:

1. **Creates Anticipation:** This hook piques viewers' curiosity by teasing an upcoming revelation or achievement, sparking interest and encouraging them to continue watching to discover more.
2. **Promise of a Payoff:** By promising to deliver on something that viewers have requested or expressed interest in, the hook sets clear expectations and captures attention with the anticipation of fulfilling audience desires.
3. **Offers Insider Access:** The behind-the-scenes component provides viewers with exclusive insights into the process or effort behind the promised result, adding depth and authenticity to the content and fostering a deeper connection with the audience.
4. **Generates Excitement:** By combining a tantalizing teaser with behind-the-scenes revelations, the hook generates excitement and engagement, drawing

viewers in with the promise of both immediate gratification and exclusive behind-the-scenes content.

Examples:

- there are no examples for this hook, you can use it universally.

90. I feel Frustrated when I see [the designation of your followers] doing this

Hook:

I feel Frustrated when I see [the designation of your followers] doing this - follow up with the mistake they do

Reel URL:

- https://www.instagram.com/p/C19aeSut_Qj/

Hook Tone:

Negative

Why this works?:

1. **Elicits Empathy:** This hook begins by acknowledging a common frustration experienced by the audience, immediately establishing a connection and empathy with viewers who may have encountered similar situations.
2. **Identifies Pain Points:** By highlighting specific mistakes or behaviors that contribute to the audience's frustration, the hook resonates with viewers who have encountered or observed similar issues, capturing their attention and interest.
3. **Provides Solutions:** After addressing the frustration, the hook offers insights or solutions to rectify the identified mistakes or behaviors, providing value to viewers and encouraging them to continue watching to learn more.

Examples:

- I feel Frustrated when I see chefs doing this
- I feel Frustrated when I see hair stylists doing this
- I feel Frustrated when I see ecommerce store owners doing this

91. Are you not [action that they know needs to be taken to change their life], because you are afraid that [the fear]

Hook:

Are you not [action that they know needs to be taken to change their life], because you are afraid that [the fear]

Reel URL:

- <https://www.instagram.com/p/C2H8cy9vdrl/>

Hook Tone:

Negative

Why this works?:

1. **Identifies Internal Obstacles:** This hook prompts viewers to reflect on their reluctance to take necessary actions by identifying underlying fears or insecurities that may be holding them back, fostering introspection and self-awareness.
2. **Creates Emotional Connection:** By addressing viewers' fears and uncertainties directly, the hook establishes an emotional connection, resonating with their struggles and concerns and encouraging them to engage with the content on a deeper level.
3. **Promotes Action:** This hook motivates viewers to overcome their fears and take action by highlighting the potential benefits of addressing their concerns

and embracing change, thereby inspiring them to actively participate in their own self-improvement journey.

Examples:

- Are you not seeking help for your mental health because you are afraid that you'll be perceived as weak or incapable?
- Are you not pursuing your passion because you are afraid that you'll fail and disappoint yourself?
- Here is how you can give a different spin on that hook: Are you not using the coconut oil because you are afraid that it will cause cholesterol?

92. The only reason that I get my [end result] is...

Hook:

The only reason that I get my [end result] is, I know that [core idea behind getting the result]

Reel URL:

- <https://www.instagram.com/p/C2mm1a0hf-C/>

Hook Tone:

positive

Why this works?:

1. **Highlights Essential Knowledge:** This hook emphasizes the importance of a core idea or principle in achieving a specific outcome, drawing viewers' attention to the foundational knowledge necessary for success in the given niche or topic.
2. **Establishes Authority:** By attributing their success to a fundamental principle, the speaker demonstrates expertise and authority within the niche, enhancing credibility and trustworthiness in the eyes of the audience.
3. **Provides Valuable Insight:** Viewers are intrigued by the notion that a single core idea or principle can lead to significant results, prompting them to engage with the content to learn more about the concept and its application.

Examples:

- The only reason that I have a great body is, I know the importance of progressive overload.

- The only reason that my business get more 5-star reviews than my competitors is, I know the importance of fast customer service
- The only reason that I cook well is because, I know the importance of heating (or something, I don't know, I don't cook, lol).

93. Lets do something together

Hook:

Lets do [an action that you take and document] together

Reel URL:

- <https://www.instagram.com/p/C491Mg3vfTa/>



Trust me when I say this these kinds of BTS videos work, you are giving greater insights to big problem (even if it is just perceived as BIG)

Hook Tone:

Positive

Why this works?:

1. **Promotes Interactive Learning:** The hook encourages interactive learning by suggesting that viewers join the speaker in undertaking a specific action or task, facilitating hands-on learning and skill development.
2. **Demonstrates Practical Application:** By demonstrating the practical application of concepts or strategies in real-time, the hook provides viewers with valuable insights and actionable takeaways that they can apply to their own endeavors.
3. **Builds Trust and Rapport:** Collaborating with viewers on a shared activity fosters trust and rapport, as it demonstrates the speaker's willingness to involve the audience in their experiences and share their knowledge and expertise openly.

Examples:

- Let's design website for a local restaurant client together
- Lets do an outdoor model photoshoot together
- Let's master this yoga pose (give the name obviously) together

94. PAS Framework

Hook:

Start with a Problem, Agitate the Problem, Jump to the solution

Reel URL:

- <https://www.instagram.com/p/C19V9STRZex/> - here is an explanation to this framework from Pulkit Kapoor
- <https://www.instagram.com/reels/C5R7xuxtrqh/> - a perfect example of PAS in execution

Hook Tone:

Neutral - Depends on the execution

Why this works?:

1. **Engages Emotions:** This hook taps into the viewer's emotions by first identifying a relatable problem or pain point, then agitating it to evoke a stronger emotional response, before presenting the solution, creating a sense of urgency and motivation to address the issue.
2. **Captures Attention:** By following a structured framework that progresses from problem identification to solution presentation, this hook captures and maintains the viewer's attention throughout the narrative arc, leading to increased engagement with the content.
3. **Provides Clarity:** The clear and logical progression from problem to solution provides viewers with a sense of direction and purpose, helping them understand the relevance of the presented solution in addressing their specific needs or challenges.
4. **Promotes Action:** The framework encourages viewers to take action by presenting a solution that directly addresses the identified problem or pain

point, motivating them to implement the proposed solution and alleviate their discomfort or frustration.

Examples:

- You're struggling to save money for investing, no matter how hard you try, your savings account never seems to grow. You are living a life of paycheck-to-paycheck with unexpected expenses, impulsive purchases, and mounting bills, all you need to do is next time you get your salary invest 2000Rs immediately ...



It is a bit long for a hook but this works, the more personal and urgent the problem is the more the audience will stick around, lets look at another example

- You are depressed because of social media, Scrolling through endless feeds of curated perfection, you can't help but compare your life to the highlight reels of others. The constant barrage of likes, comments, and shares fuels feelings of inadequacy and FOMO, leaving you trapped in a cycle of comparison and self-doubt. Just take a deep breath and do this to detoxify your digital life...

95. I don't think [designation or people who you are talking to] understand this, but...

Hook:

I don't think [designation or people who you are talking to] understand this, but...

Reel URL:

- <https://www.instagram.com/p/C5ihe4ttEmG/>



See the beautiful use of animations in the reel to guide you through the video. I have seen a trend recently in the platform with more people creating content with animations and their voice on top of it. You can also integrate this into your contents (even if it is only on some parts like the hook). The problem is they might be a bit hard to make for beginners (some AI tools might help)

Here is an example video:

<https://www.instagram.com/p/C3k-qakRtfV/>

Hook Tone:

Negative

Why this works?:

1. **Provokes Thought:** By suggesting that the targeted group may not fully understand a certain concept or perspective, the hook prompts viewers to

reconsider their preconceived notions and engage more deeply with the content to explore the speaker's argument.

2. **Establishes Authority:** The speaker's willingness to challenge the expertise or understanding of a specific group within the niche demonstrates confidence and authority, enhancing credibility and positioning the speaker as a knowledgeable resource.

Examples:

- I don't think software engineers understand this, but, these are the best way to get a high paying job
- I don't think people understand this, but, you should always have an emergency fund
- I don't think entrepreneurs understand this, but, you should always focus on profit not revenue.
- I don't think investors understand this, but, cryptocurrency may be the next big investment opportunity

96. You are not [desired outcome] because [the problem]

Hook:

You are not [desired outcome] because [the problem]

Reel URL:

- <https://www.instagram.com/p/C4NAVf8x10J/>



You can see the use of split screen to keep you visually engaged.

Hook Tone:

Negative

Why this works?:

1. **Creates Intrigue:** By presenting a statement that challenges viewers' current circumstances or beliefs, the hook generates intrigue and curiosity, compelling them to continue watching to learn more about the problem and potential solutions.
2. **Engages Empathy:** The hook demonstrates empathy by recognizing the challenges or barriers viewers may be facing, fostering a connection between the speaker and the audience and encouraging viewers to engage with the content on a personal level.

Examples:

- You are not in a relationship because you afraid to talk to girls
- You are not jacked because you lack consistency
- You are not having financial stability because you are living beyond your means

97. If you really want to become [desired destination] you need to [actions that help them]

Hook:

If you really want to become [desired destination] you need to [actions that help them]

Reel URL:

- <https://www.instagram.com/p/C5lTeZjlkvZ/>

Hook Tone:

Positive

Why this works?:

1. **Inspires Aspiration:** This hook taps into viewers' desires to achieve specific goals or destinations within their lives, inspiring them to strive for success and take action towards their ambitions.
2. **Creates Relevance:** The hook establishes relevance by aligning the suggested actions with the viewers' desired destination, making the advice feel personalized and directly applicable to their aspirations.

Examples:

- If you really want to become a successful creator, you need to learn the art of storytelling
- If you really want to become a skilled chef, you need to learn the fundamentals of flavor pairing

- If you really want to become a grandmaster, you need to think like a grandmaster

98. One of the best [main topic of the video] strategies i have ever found is something called [name of the strategy]

Hook:

One of the best [main topic of the video] strategies i have ever found is [name of the strategy]

Reel URL:

- <https://www.instagram.com/p/C4q3ZuYIJ81/>

Hook Tone:

Positive

Why this works?:

1. **Promises Value:** By highlighting the strategy as one of the best the speaker has ever found, the hook promises viewers valuable insights or techniques that can positively impact their lives or endeavors.
2. **Generates Curiosity:** The hook piques curiosity by introducing a specific strategy without immediately divulging all its details, prompting viewers to continue watching to learn more about its implementation and potential benefits.
3. **Offers Practical Guidance:** By presenting a strategy that the speaker has personally found effective, the hook offers practical guidance and actionable steps that viewers can apply in their own lives or situations, increasing engagement with the content.

Examples:

- One of the best productivity strategies I have ever found is something called 'Pomodoro Technique'
- One of the best marketing strategies I have ever found is called content repurposing.
- One of the best learning strategies I have ever found is something called Feynman Technique

99. You won't like this, but...

Hook:

You won't like this, but if you [a problem] a trick is [solution]

Reel URL:

- <https://www.instagram.com/p/C33or2xKxrT/>



Note the text above his head that is only in the hook section. That is positioned nicely so that people read that passively and understand what the video is about.

Hook Tone:

Negative

Why this works?:

1. **Provokes Curiosity:** This hook grabs the audience's attention by presenting a contradictory or counterintuitive statement, piquing curiosity and prompting viewers to continue watching to understand the reasoning behind the unconventional advice.
2. **Challenges Assumptions:** By challenging common beliefs or conventional wisdom, the hook encourages viewers to reconsider their preconceptions and remain open-minded to alternative approaches or solutions.
3. **Offers Fresh Perspective:** The hook provides viewers with a fresh perspective on addressing a problem or achieving a goal, offering unconventional advice that may spark new ideas or strategies for overcoming challenges.

Examples:

- You won't like this, but if you're trying to lose weight, a trick is to indulge in occasional treats to prevent feelings of deprivation.
- You won't like this, but if you're feeling overwhelmed by your workload, a trick is to take longer breaks and work fewer hours.
- You won't like this, but if you're struggling to find your passion, a trick is to stop searching and try different interests without pressure.

100. One thing i try to never, ever, ever...

Hook:

One thing i try to never, ever, ever [mistake people do]



You don't need that many "ever"s. Also I suggest you understand the importance of pauses and stressing certain words in your content. That gives life to your words.

Reel URL:

- <https://www.instagram.com/p/C3ryWoxtFg8/>

Hook Tone:

Negative

Why this works?:

1. **Emphasizes Importance:** This hook immediately highlights the significance of avoiding a particular mistake or behavior, drawing attention to its potential consequences and underscoring its importance within the speaker's personal or professional ethos.
2. **Invites Curiosity:** The use of repetition (e.g., "never, ever, ever") creates emphasis and intrigue, prompting viewers to wonder about the specific mistake or behavior being referenced and encouraging them to continue watching to uncover the speaker's insights or rationale.

Examples:

- One thing I try to never, ever, ever do in my relationship is criticize my partner in public.
- One thing I try to never, ever, ever do in business is compromise my integrity for profit.
- One thing I try to never, ever, ever do when traveling is judge a destination based on stereotypes.