

# The Power of VIRAL HOOKS

Go from 0-10k with tried and  
tested methods



# 499 Viral Hooks That **Can Help You Get** **Your 1st Viral Reel**

Hooks are an essential element of any successful post on Instagram! A hook is a word, phrase, or visual element strategically placed at the beginning of your content to capture your follower's attention instantly. It acts as a powerful tool to hook your audience and draw them into your post, increasing engagement and ensuring your content stands out in the crowded Instagram feed. Below are the top 499 Instagram hooks that are proven to consistently grab attention and increase engagement. Use these hooks at the beginning of your reels, carousels, captions, or Instagram stories to make sure your content gets the views it deserves.

1. Here's a trick that will cut {Time Period} out of your {Activity}
2. Let me show you one of the easiest {Niche | Topic | Industry} strategies if you're {Career | Audience}
3. Get rid of {Undesirable Outcome} in {Time Period}
4. Let me give you the #1 reason why you're not getting {Outcome}. It's not {Reason 1}, It's not {Reason 2}. It's actually {Reason3}. Here's how to {What are you going to teach?}
5. These are the {Number} ways to make money with {What? | Platform | Tool | Idea}
6. No one told you about this simple trick to {Outcome}
7. Secrets to {Desirable Outcome} like {Authority}
8. {Number} {Career | Authorities} say you must never do this
9. {Number} little known ways to {Desirable Outcome}
10. Did you know it's easier to {Action} than {Action2}? I know it sounds crazy. So here's the deal.

11. {Number} {Career | Authorities} say you must do this to {Outcome}
12. {Common Action or Advice} is wrong. Before you yell at me, hear me out.
13. Here's another way how {Authority} avoids {Undesired Activity}. And you don't have to be {Adjective} to use the same strategies.
14. A tiny {Curiosity Word} that changed my {What Changed?}
15. {Number} steps to start | grow a {Adjective}{Topic | Product | Tool | Idea} in just {Time Period}
16. Here are the world's {Adjective} {Topic | Product | Tool | Idea}
17. Here's a new way to {Outcome}
18. Should you {Activity 1} or {Activity 2}? Both are good. But for different reasons. If you're starting, go with {Activity 2}. Here's why.
19. How {Authority Figure} deals with {Pain Point}
20. {Number} simple ways to {Desirable Outcome}
21. Want a better {What?}? Try this.
22. Here's the easiest way to {What? | Outcome}. This is a {Number} step process. The first step is {Step 1}. Next do {Step 2}. Finally {Step 3}.
23. Insider secrets of the top {Career}
24. Success secrets every {Career} should know
25. {Established Idea | Product} sucks: {Unexpected Claim}
26. Grow your {What are you growing?} to {Desirable Outcome} in {Time Period}
27. {Number} {Adjective} {Topic | Product | Tool | Idea} tricks
28. If you're {Career 1} or {Career 2}, you'll want to watch this.
29. What no one told you about {Topic | Product | Tool | Idea}
30. {Number} rules to {Desirable Outcome}
31. {Desirable Outcome} in {Time Period}
32. How to never {Pain Point} again

33. What everyone needs to know about {Topic | Product | Tool | Idea}
34. Here's a simple trick to {Outcome}. {Don't do this}. Here's what I mean.
35. {Number} {Action} tips I wish I knew when I started {What did you?}
36. The only {Product} you'll ever need
37. Here's something you probably didn't know about {Desirable Outcome}
38. The best {Topic | Product | Tool | Idea} I've ever seen
39. Stop making these {Number} {Topic} mistakes
40. Top {Number} {Topic} mistakes you must avoid
41. I audited {Number} {What did you audit?}. Here are {Number} learnings to help you {Desired Outcome}.
42. How I {Result | Outcome}
43. {Number} steps to {Desirable Outcome}
44. Do you {current Painful situation}? Here's how to {Outcome}.
45. {Activity} is making you {Undesirable Outcome}. Here's how to stop it.
46. {Number} amazing benefits of {Product | Service | Idea | Tool}
47. The secret behind {Desirable Outcome}. No, it's not {Possible Outcome 1} or {Possible Outcome 2}.
48. The secret to stop {Pain Point}
49. {Desirable Outcome} without {Painful Situation}
50. The secret formula to {Desirable Outcome}
51. The simplest way to {Outcome}
52. {Career} uses this simple trick to {Outcome}
53. Want to know the secret to {Outcome}? Here it is.
54. Why I stopped {What did you stop?} and how it improved {Desirable Outcome}
55. {Career} use this simple trick to {Outcome}

56. The easiest way to {Desirable Outcome}
57. Why you're failing at {Activity}
58. My secret formula to {Outcome}
59. {Number} reasons why {Activity} is making you {Undesirable Outcome}
60. You don't need {Activity} to {Outcome}. Here's what I mean.
61. The easiest way to avoid {Undesirable Outcome}
62. Want to avoid {Undesirable Outcome}? Here's how.
63. Let's break the myth of {Myth}. Instead do this.
64. How to overcome {Pain Point} when {Activity}
65. How {Outcome} helped me to {Outcome 2}
66. {Authority Figure} uses this simple trick to {Outcome}
67. Why {Activity} is a waste of time
68. The best {Topic | Product | Tool | Idea} I've seen
69. Here's a simple trick to {Outcome}
70. {Authority Figure} does this simple trick to {Outcome}
71. Here's a little-known hack to {Outcome}
72. {Desirable Outcome} without the {Undesirable Outcome}
73. The {Career} guide to {Outcome}
74. Want to avoid {Pain Point}? Here's how to {Outcome}
75. Why {Activity} doesn't work
76. The only {Product | Service | Idea | Tool} you'll ever need
77. My secret trick to {Outcome}
78. You don't need {What you don't need?} to {Outcome}
79. {Authority Figure} doesn't do this and {Career} shouldn't either

80. {Authority Figure} does this simple trick to {Outcome}
81. The hidden formula to {Outcome}
82. {Activity} is a waste of time. Instead do this.
83. Why {Activity} isn't working for you
84. Why {Activity} doesn't work anymore
85. Here's a simple trick to {Outcome}
86. This {Desirable Outcome} hack will change your life
87. The secret to {Outcome} without {Activity}
88. The real reason why you're not getting {Desirable Outcome}
89. Why {Activity} is overrated
90. This simple trick will help you {Outcome}
91. How {Authority Figure} uses this simple trick to {Outcome}
92. How I got {Outcome} with this simple trick
93. How {Authority Figure} avoids {Undesirable Outcome}
94. Here's why {Activity} is making you {Undesirable Outcome}
95. How to avoid {Undesirable Outcome} when {Activity}
96. My secret formula to {Outcome}
97. How to get {Outcome} with {Activity}
98. The secret to {Outcome}
99. The ultimate guide to {Outcome}
100. How {Authority Figure} achieves {Outcome}
101. What {Activity} is actually costing you
102. Why {Activity} doesn't work for {Career}
103. I [research] and that's the best way to [outcome].

104. Sometimes [bad] can get you [desired outcome].
105. You wish you didn't [obstacle]. Just [behaviour].
106. That's it. The most [superlative] to [outcome].
107. [Strategy] isn't working anymore. Here's why.
108. 4 tools you have to use to [desired outcome].
109. How I [behaviour] to get [outcome] in [time].
110. My younger self wanted [outcome] faster.
111. Real talk. My opinion on [controversial].
112. 5 mistakes you're making to [outcome].
113. The one secret to finally [outcome].
114. Don't make that [cost] mistake.
115. I want to follow some awesome [targets] in [industry]. Who's doing amazing work that I should follow?
116. What most people think vs reality.
117. [Credible Name's] advice on how to [result] will change the way you see the world forever.
118. This Just Happened: [remarkable event].
119. Can't [goal]? Try [solution].
120. How [company/person] managed to [remarkable result] in less than [timeframe].
121. I just hit [milestone], here are X things I learnt:
122. I [amazing result/achievement], without [fear/objection]. These X things helped me do it.
123. It feels illegal to know about these X [profiles/things/websites/hacks]:
124. Most people suck at [topic]. But if you avoid these X common mistakes, I guarantee you won't:

125. I've read X [books/blogs] on [topic]. If every book/blog was burned/destroyed tomorrow, you'd only need to save these 10. (Read these and you will be great)
126. The most underrated [habit/strategy]:
127. X [annoying/harsh/inconvenient] truths I don't want to forget:
128. X traits of every [type of person] I look up to:
129. X [things] that I've seen have the highest ROI:
130. X profound [industry] mistakes everyone should avoid in their [career/business]:
131. They say it takes 10,000 hours to master a skill. Here's how to master X in 60 minutes:
132. The X-step strategy that turned [person/company] into the [status]:
133. Mind-blowing stats about [industry] and what they mean for [people]:
134. My life changed when I adopted these X controversial beliefs:
135. I'm a X-year overnight success story:
136. How to get 'lucky' in [industry]:
137. If I could rewind X years and start [topic] over, here's what I'd do differently...
138. What you see vs what you don't:
139. [Topic] 101:
140. How to [result] in [timeframe] without [objection]:
141. Without [knowledge/item/thing], you have nothing:
142. Ignoring the ['unique strategy name'] will be the mistake you make in 2023:
143. Things you don't need to start [action]:
144. Reality Check: [Bold statement contradicting popular belief]:
145. The biggest misconception in [industry]:
146. I've spent X years in [industry]. Here's the biggest thing I learnt about [topic]:
147. Masterclass in [topic] by/from [unexpected source]:
148. The real reason your [strategy] isn't [desired result]:



149. If you want to become [desired state] and have [desired result], do these X things:
150. The 1 reason you're not [desired result] from your [strategy]. (Use this to [result] FAST):
151. 2 years [doing action] taught me these X unconventional truths about [topic]:
152. Most people who want to [result] end up failing because they don't know how to [action]:
153. 3 [strategy] mistakes destroying your [topic]:
154. I just [watched/read] [Industry Leader] talk about [topic]. Here are my top X takeaways:
155. Steal the process we've used to [remarkable result] in [timeframe]:
156. The \$X lesson [company/person] can teach us about [industry]:
157. Simple hack to get out of a [topic] rut:
158. This time last year, I was [painful scenario]. Now, [amazing result]. Here's what changed:
159. The good, the bad and the ugly of [topic]:
160. How to build a successful [strategy/result] from scratch:
161. [Activity] is the best career/business and life decision you can make. Here are X of my favourite resources for helping you [result]:
162. Trying to [result] with [outdated strategy] is so 2013. If you want to [result] in 2023, do this instead:
163. The undeniable formula for a successful [topic]:
164. We [amazing result] in [timeframe] for [person]. Here's the X-step formula we used:
165. Here's how to [result] and [side effect] (even in the toughest [situation]):
166. X things to do if you're struggling to [strategy/result]. (I've been cheating with these for years):
167. I've [amazing action] every week for the past [long time frame]. Here are the X things I do to [support action]:
168. How I used to [strategy/action] vs How I [strategy/action] now:
169. Follow these X remarkably simple steps if you want to [action/strategy/result]:

170. X questions to ask yourself to get over [problem]:
171. If you want to [result], answer these X questions:
172. I recently [amazing result]. Here are X of the most under-appreciated lessons I learnt:
173. Ways you can move the needle in [industry] today:
174. X truthful reasons your [strategy] isn't [result]:
175. If you want to [result] faster, do this:
176. Most [topic] problems are [strategy] problems in disguise. Think about it...
177. We [amazing result] in [timeframe]. You can copy our strategy for free right now:
178. This week I [milestone]. Here are X things I learnt [reaching milestone]:
179. My [strategy] helps me [result] and it only takes me [time]. Here are X tools I use to [action]:
180. The one thing I want all [target audience] to know about [topic/industry]:
181. Easy [topic] hack if you're [target audience]:
182. X steps that take me from [problem] to [result] in [timeframe]:
183. [Topic] lessons I wish I learnt earlier:
184. The X lies of [industry]:
185. The skill you need to develop if you want to [result]: (it's not what you think):
186. The most important lessons I learnt whilst [achieving milestone]:
187. [Strategy] is not about [misconception]. It's about [reality]:
188. I've [amazing result] by [strategy]. But [strategy] doesn't always come naturally to me.
189. Here's what I do to get unstuck when it doesn't:
190. How most people see [industry/strategy] vs The reality of [industry/strategy]:
191. Reality check: [controversial opinion]:
192. The [strategy] system I use to [result]: (It's simple and only takes me [time]):

193. Facts about [topic] I wish I'd known earlier:
194. Struggling to [result]? Do these 5 things:
195. Confessions of a [type of person]:
196. I've [amazing result/action] for X [target audience]. Here's the X step process all of the most successful ones used:
197. A [target audience's] most powerful tool:
198. X pieces of advice from incredible milestone that will save you X years of trial and error:
199. Last week I [milestone]. These X one-line tips will teach you more in the next X minutes than [costly education source]:
200. X [strategies/ideas/things] you need to know if you want to [result]:
201. The first step to [desired result]:
202. The easy X step strategy you can execute tomorrow to [amazing result]:
203. The most important thing to remember about [industry]:
204. We [amazing milestone] in [timeframe]. X [topic] lessons it taught me:
205. [Industry] 5 years ago vs [Industry] now:
206. If I was a [target audience] here's how I'd use [strategy] to [result]:
207. Confession of a seasoned [job role]:
208. I've always had a lot of imposter syndrome around [topic]:
209. I lied when I said I [statement]. I actually [reality]:
210. Hi, I'm [Name] and I [surprising fact]:
211. Fun fact: [Interesting fact]:
212. I [amazing result] in 1 year:
213. I've struggled with [relatable pain point] my whole career:
214. No one talks about [unspoken, but relatable struggle]:
215. The only reason I [result] is because [action]:

216. Hi, I'm [Name] and I'm [unexpected description]:
217. I thought it would take [long time frame] to [result]. Somehow I did it in [short time frame]:
218. From [painful position] to [amazing reality] in 6 months!:
219. When I [life event] I was told [terrible advice]:
220. I'm [job role] and I [unexpected/taboo activity]:
221. I never wanted to be a [job role]:
222. How to [result] without [common pre-requisite]:
223. It's okay to [wrongly frowned upon activity]:
224. I don't [common practice] and neither should you:
225. Hi, I'm [Name] and I don't want to [commonly held aspiration]:
226. I [amazing result] in less than [time]
227. STOP doing \_\_\_ if you want to do \_\_\_
228. Struggling with \*\*? Here's a tip
229. Here's one tip to achieve \_\_\_\_
230. Reel vs. Reel-ality
231. Come Behind the Scenes doing \_\_\_\_
232. Let me introduce myself...
233. Check out this sneak peek of...
234. A day in my life
235. Before vs. After
236. 3 apps for \_\_\_\_
237. 5 websites to do \*\*
238. How to do \_\_\_\_ in 3 simple steps
239. My story part 1

240. A little reminder: \_\_\_\_\_
241. Photoshoot BTS
242. Come package \_\_\_ with me
243. Join this \_\_\_\_\_ challenge with me
244. Have you seen the news?!
245. When you finally do \_\_\_\_\_
246. Unbox \_\_\_\_\_ with me
247. Myth vs Fact
248. Bust a myth with me
249. 5 facts about \_\_\_\_\_
250. Answering my most asked question about \_\_\_\_\_
251. Do you want to learn how to do \_\_\_?
252. How to deal with \_\_\_\_\_
253. Try this new \_\_\_\_\_
254. When you go to do \_\_\_\_\_ & \_\_\_\_\_ happens
255. This or That: \_\_\_\_\_ edition \_\_\_\_\_
256. Needing help with \_\_\_\_\_?
257. Do you really have to do \_\_\_\_\_ to achieve?
258. Does \_\_\_\_\_ really last for (days/weeks/months)?
259. Do you really need more than 1 \_\_\_\_\_?
260. Are you launching a \_\_\_\_\_ collection?
261. Five easy ways to improve \_\_\_\_\_
262. Did you hear?! \_\_\_ is happening (or launching)
263. I bet you didn't know about \_\_\_\_\_

264. Have you done \_\_\_ recently?
265. Want to know one of the best ways to do \_\_\_?
266. Three easy ways to do
267. \_\_\_ isn't out to get you!
268. Wondering how to achieve \_\_\_? Keep watching
269. When \_\_\_ happens...
270. Rumor has it, \_\_\_ is happening (or changing)
271. Not achieving \_\_\_ (insert a result)? Ask yourself this 1 question
272. What is the MOST important part of \_\_\_?
273. Why should you do \_\_\_ in your \_\_\_ (routine)?
274. 1 thing you need to do in order to do \_\_\_
275. How often do you need to do \_\_\_ in order to achieve \_\_\_?
276. Put up a FAQ as your hook. Example: "Are your reel views lower than normal?"
277. Which is best? \_\_\_ or \_\_\_?
278. This \_\_\_ tip will blow your mind
279. 5 ideas for \_\_\_
280. What life is like as a \_\_\_
281. My morning routine as a \_\_\_
282. Most common misconception on \_\_\_
283. I'm going to blow your mind in 10 seconds
284. The life hack you have been sleeping on
285. Get more use out of \_\_\_ this way
286. Did you really do \_\_\_?
287. Save time with this tip \_\_\_

288. Biggest mistakes you're making with \_\_\_\_
289. 4 ways \_\_\_ changed my life
290. You've been doing \_\_\_ wrong your entire life
291. How I did \_\_\_\_ in (hours, days, weeks)
292. The worst (offer, client, advice) I've ever had
293. What most people don't realize about \_\_\_\_
294. I'm going to tell you exactly how I (insert impressive results) in under \_\_\_\_ (time frame)
295. You wouldn't believe the (results) my client got
296. Nobody is talking about \_\_\_\_
297. This is why your \_\_\_ isn't working
298. Here are X tiny tips that can help you do \_\_\_\_
299. How I got \_\_\_ in 24 hours
300. Simple important tip
301. You won't believe this (insert crazy news)
302. 5 (insert tools tips) I wish I knew earlier
303. Top 5 favorite (insert tools in your niche) I use daily
304. Top 5 (sites/creators) I use to do \_\_\_\_
305. You need this free tool for (niche/task)
306. If you're \_\_\_\_ (audience) then listen up
307. The best (technique/thing) I've ever done
308. X reasons why \_\_\_\_
309. I did (insert experiment) and this is what I discovered
310. Calling all \_\_\_\_!
311. Can I share a secret with you?

312. You'll never believe what I'm about to confess.
313. True or false: \_\_\_\_\_
314. Okay, I can't believe I'm about to admit this: \_\_\_\_\_
315. Can I ask you a juicy question?
316. 3 things to consider for your next (insert tool, technique, strategy, event)
317. Guess what I just \_\_\_\_?
318. Is it just me or \_\_\_\_?
319. Let me save you time sharing what I learned about \_\_\_\_\_
320. Ooooh, look at this \_\_\_\_\_ hack that I want to share with you.
321. Listen up! If you're a \_\_\_\_\_, you need to hear this!
322. Want to know how to do \_\_\_\_\_?
323. What are you waiting for? Do you need \_\_\_\_\_?
324. Do you remember \_\_\_\_\_?
325. Do \_\_\_\_\_ if you want \_\_\_\_\_
326. The worst \_\_\_\_\_ advice
327. 5 cheat codes I wish I knew at (insert age)
328. The only 2 types of \_\_\_\_\_ I use...
329. Grow on \_\_\_\_\_ in just (insert minutes) a day
330. What is your unique \_\_\_\_\_?
331. How to calculate \_\_\_\_\_?
332. What the heck is a \_\_\_\_\_?
333. Why I don't care about \_\_\_\_\_ when I'm doing \_\_\_\_\_
334. Do you actually need \_\_\_\_\_? Let's dive into it
335. What \_\_\_\_\_ has done for \_\_\_\_\_



336. \_\_\_\_ is not my thing. Here's how I still achieve \_\_\_\_
337. Your \_\_\_\_ is begging for a revamp
338. \_\_\_\_ isn't working like it used to....
339. Let's talk about my highest \_\_\_\_ since starting \_\_\_\_
340. Everyone talks about the power of \_\_\_\_....
341. Here's the truth for about 80% of (insert ideal audience) facing (insert struggle)...
342. No fluff formula for \_\_\_\_
343. You know what's scarier than going all-in on \_\_\_\_?
344. When you don't feel like making \_\_\_\_
345. This is what \_\_\_\_ looks like (this is what inconsistency looks like)
346. Probable reasons you're not \_\_\_\_\_ from the perspective of \_\_\_\_\_
347. Why \_\_\_\_\_ is so hard and what you can actually do about it
348. The next time you're feeling \_\_\_\_\_, try this!
349. You need to be doing this if you want \_\_\_\_\_
350. People don't really understand \_\_\_\_\_...
351. Learn to transition from \_\_\_\_\_
352. If you're afraid of \_\_\_\_ read this: \_\_\_\_
353. How I went from \_\_\_\_\_ to \_\_\_\_\_
354. What I learned from \_\_\_\_\_
355. Doubts I've had as a \_\_\_\_\_
356. The \_\_\_\_ rules I broke as a (insert your title)
357. Should you prioritize \_\_\_\_\_ or \_\_\_\_\_
358. Raise your hand if you're sick of \_\_\_\_\_
359. Your \_\_\_\_\_ isn't the problem your \_\_\_\_\_ is...

360. If you aren't \_\_\_\_\_, what are you doing?
361. Please stop blaming \_\_\_\_\_ for \_\_\_\_\_
362. Stop listening to \_\_\_\_\_
363. Only read this if you want \_\_\_\_\_
364. \_\_\_\_\_ could be costing you \_\_\_\_\_
365. Why I don't like \_\_\_\_\_ as a (your title here)
366. I wish I had known sooner...
367. The scariest decision I've ever made..
368. How long it took me to get \_\_\_\_\_ (a result your ideal client is desiring)
369. A day in my life as \_\_\_\_\_
370. If you think your \_\_\_\_\_ isn't good enough
371. \_\_\_\_\_ cannot be trusted
372. Can't decide between \_\_\_\_\_ and \_\_\_\_\_?
373. I got a DM that said (insert image of DM here)
374. So you \_\_\_\_\_ (list a common mistake your ideal client makes), now what??
375. One of the biggest mistakes I made in \_\_\_\_\_
376. You can't \_\_\_\_\_. You have to \_\_\_\_\_
377. What \_\_\_\_ taught me about \_\_\_\_
378. I achieved (insert accomplishment) today, here's \_\_\_\_ things I've learned on my journey
379. I made (insert number) in my first year as a (insert title) \_\_\_\_ things I wish I could tell my younger self
380. Read before: (insert something people do)
381. Here's the tea on \_\_\_\_
382. Want \_\_\_\_ to do more \_\_\_\_ for you??

383. What I've learned going from \_\_\_\_ to \_\_\_\_ in (insert timeframe)
384. Last year I did \_\_\_\_\_. This year I did \_\_\_\_\_. Here's what changed...
385. Can you do \_\_\_\_ and \_\_\_\_ and still achieve \_\_\_\_? If you think \_\_\_\_ isn't good enough
386. One cause of \_\_\_\_ that I learned after (insert an experience)
387. How (insert experience) lead me to doing \_\_\_\_\_
388. A DM Question I received recently: (show screenshot of DM question and use that as the hook)
389. I've been keeping a secret ...
390. This feels illegal to know.
391. This is your sign to \_\_\_\_\_
392. You're not going to believe what I just did/found out.
393. How to instantly improve \_\_\_\_\_
394. 7 ways to gain more \_\_\_\_\_
395. Ways to save time on \_\_\_\_\_
396. My 5 favorite \_\_\_\_\_
397. Top 3 \_\_\_\_\_ you guys are loving
398. How to never run out of \_\_\_\_\_
399. MYTH : \_\_\_\_\_
400. My top 5 tips for \_\_\_\_\_
401. I finally gave in ...
402. I was wrong ...
403. Steal my \_\_\_\_\_
404. I couldn't believe what happened next ...
405. 5 must-have \_\_\_\_\_

406. 7 things you didn't know you needed from \_\_\_\_\_
407. Only \_\_\_\_\_ will get this.
408. What your \_\_\_\_\_ wish you knew.
409. 3 simple \_\_\_\_\_ tips that changed my \_\_\_\_\_
410. I did NOT see this coming ...
411. The \_\_\_\_\_ I didn't expect.
412. This one thing changed my life.
413. You can't change my mind \_\_\_\_\_ (state strong belief).
414. 5 \_\_\_\_\_ that are costing you.
416. Did you know \_\_\_\_\_?
417. Watch until the end!
418. Quick hack ...
419. How I went from \_\_\_\_\_ to \_\_\_\_\_
420. You need this.
421. This will change your life.
422. This will blow your mind.
423. We need to talk about \_\_\_\_\_
424. Calling all \_\_\_\_\_
425. The craziest thing just happened and you won't believe it ...
426. I wasn't going to share this but ...
427. Mistakes I made when \_\_\_\_\_
428. I have a confession to make ...
429. Does this sound like you?
430. Want to know something crazy?

431. Struggling with \_\_\_\_\_? You're gonna want to save this.

432. Don't you love when \_\_\_\_\_

433. Something I've learned about recently ...

434. This is not a joke.

435. Every \_\_\_\_\_ has this in it.

436. This might shock you but ...

437. 3 proven tips to \_\_\_\_\_.

438. This is your reminder to \_\_\_\_\_

439. Stop scrolling!

440. Why are there not more people talking about ...

441. This tip will blow your mind.

442. You're doing this all wrong.

443. Breaking news!

444. Reminder:

445. Unpopular opinion : \_\_\_\_\_

446. Somebody had to say it ...

447. Okay, I know what you're thinking ...

448. What your \_\_\_\_\_ says about you.

449. Which one are you A: \_\_\_\_\_ or B: \_\_\_\_\_

450. How to \_\_\_\_\_ for free.

451. New trend alert!

452. Beware of these three things ...

453. You've been doing \_\_\_\_\_ wrong.

454. I'm going to let you in on a little secret.

455. This trick will save you hours.
456. Here is the truth about \_\_\_\_\_
457. 3 reasons why you should \_\_\_\_\_
458. 7 myth-busting facts about \_\_\_\_\_
459. Red flags to look for in \_\_\_\_\_
460. Don't make these mistakes.
461. 5 things I'd do if I was starting over.
462. This will change how you think about ...
463. I don't know if you're ready to hear this!
464. If I could go back in time, this is the one thing I'd tell myself.
465. Stop using ...
466. Five \_\_\_\_\_ you can do right now to improve \_\_\_\_\_
467. Don't be fooled by ...
468. This is why your \_\_\_\_\_ isn't working.
469. Three things that made \_\_\_\_\_ easier.
470. You need to hear this today ...
471. Are you struggling with \_\_\_\_\_? This is why.
472. What happened when I \_\_\_\_\_
473. Tag a friend who needs to see this.
474. Ever ask yourself, \_\_\_\_\_?
475. Put a finger down if you've ever ...
476. I can't believe I'm sharing this ...
477. Pro tip : \_\_\_\_\_
478. Save time and money by \_\_\_\_\_

479. The best way to \_\_\_\_\_
480. I found the best \_\_\_\_\_ for \_\_\_\_\_
481. PSA : \_\_\_\_\_
482. [Insert desired results] in [small time]
483. I didn't know you could ...
484. What you \_\_\_\_\_ isn't telling you.
485. The \_\_\_\_\_ no one is talking about.
486. True or false ...
487. Stop ...
488. This is not a drill.
489. This cannot be real.
490. Who else does this?
491. If you like [insert commonly liked thing], then you'll love [insert your product, service, or solution]!
492. The #1 mistake every [insert your ideal follower] makes..."
493. Watch this video if you [insert common problem]...
494. If you can't [insert common problem], keep watching...
495. If I could [insert timeframe or circumstance], I would do these [number] things differently!
496. The [insert noun] that [insert your title or profession] won't tell you...
497. [Insert common goal in your niche] is so easy if you..."
498. Why is no one talking about [insert topic that is not discussed enough]?
499. Does anyone else hate...?"

# OPTIMIZE YOUR INSTAGRAM BIO





## **These are few points to keep in mind:**

### **Choose the right profile photo**

If you're in great shape, don't be afraid to show it as this instantly proves your expertise and credibility. If potential clients would find that intimidating, use a personal photo that is clear, professional, and friendly. Remember a smile can go a long way in creating a good first impression.

### **I Have a clear 'who I help' statement**

Don't be generic, using a simple formula like " help/coach [type of audience] to [desired result]". This helps you communicate the results you provide for the people you want to attract.

### **Reflect your brand personality**

Emojis add visual appeal and catch attention amidst the sea of text and allow you to signpost your key services or call to actions. They make your bio more engaging. and more eyeballs on your profile means more potential clients.

### **Engage with call to actions**

Ask people to DM you a keyword for more info on your services. This proactive approach encourages potential clients to take action and reach out to you, opening the door for meaningful conversations.

## **Here is the checklist to have an optimised bio:**

- A high quality and relevant profile picture
- A searchable profile name using keywords
- A clear and concise sentence explaining who you help
- A call to action directing your audience what to do next
- Up to date contact info and buttons

# A reminder to remove these from your bio:

## 01 FANCY FONTS

These cannot be detected or read by Instagram, therefore any fancy font words used won't be optimised for SEO and they're harder for users to read.

## 02 UNCLEAR DISPLAY PICTURE

People are less likely to click on your profile and like, know and trust you if they cannot see you or your brand.

## 03 HASHTAGS

Your account cannot be found via hashtags in the bio and if a follower clicks the hashtag, it takes them away from your profile and looking at someone else in a second.

## 04 TOO MANY EMOJIS

Use keywords and a few emojis to break up the sentences.

## 05 ACRONYMS

Make your bio easy to read so all users can understand along with Instagram.

## 06 NO CALL TO ACTION

Give a clear direction on what you'd like your audience to do, whether that is tapping your link or sending you a DM.

## 07 INDUSTRY JARGON

Don't use words that only you and your peers would understand. Use keywords that your ideal client would search for.

# Here is the 30 days content calendar.

Use it with the above hooks for maximum growth.

Why you started your business	Meet the team	Share an industry mythbuster	Behind the scenes	Share tools you use in your business
Share a solution to an industry struggle	Share a personal experience	Benefits of your product or service	Industry-related story	Guilty pleasure
A tool you can't live without	Day in the life	Industry FAQ	A problem your product or service solves	Testimonial
Share a free resource	Share a tutorial	A useful product you use	Life-saving hack	Share your goals
Share your experience in your industry	Unpopular opinion	Top 3 habits that changed your life	Share a deal breaker in your industry	Share your workspace
Launch a new product or service	Share your industry pet-peeve	Productivity hack	A lesson you learned	Promote a product or service