

HOOKS

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- ☐ No one talks about this but...
- ☐ This might trigger you but...
- ☐ Here's the truth about...
- ☐ Nobody wants to admit this but...
- ☐ If this offends you...
- ☐ Never, ever, ever...
- ☐ If I had to start over...
- ☐ This will change how you see...
- ☐ This is why you're still...
- ☐ Here's a secret you wish you knew sooner...
- ☐ I should not be saying this...
- ☐ I have a question...
- ☐ What would happen if...
- ☐ Drink a glass of water to rehydrate.
- ☐ I bet you didn't know this...
- ☐ You weren't supposed to see this...
- ☐ This will cost you money...
- ☐ Most of you will skip this...
- ☐ Nobody tells you this...
- ☐ You won't believe what I discovered...

TYPES OF HOOK

CURIOSITY HOOK

OPEN LOOPS THEIR STRAIN CAN'T IGNORE

AUTHORITY HOOK

EXPERT POSITIONING

CONTROVERSY HOOK

INCREASE INTERACTION

CONVERSION HOOK

SALES DRIVERS

RELATABILITY HOOK

HUMANISE YOUR BRAND

VERSATILE HOOK

FOR EVERYDAY

CURIOSITY HOOKS

- ☐ Nobody is talking about this, but they should be.
- ☐ I wasn't going to post this. But you need to hear it.
- ☐ This one thing changed everything for my clients.
- ☐ The question every business owner should be asking, but isn't.
- ☐ I found something. And I can't keep it to myself.
- ☐ What nobody tells you about (your niche).
- ☐ The answer to why your content isn't converting is simpler than you think.
- ☐ This is what/see when/look at most
- ☐ Nobody tells you this...
- ☐ You won't believe what I discovered...
- ☐ You're probably thinking (objection)...
- ☐ The real cost of staying stuck in (problem)...
- ☐ I used to believe (limiting belief), until I realised this...
- ☐ Most people get this wrong about (objection)...

TYPES OF HOOKS

AUTHORITY HOOKS

- ☐ The #1 mistake keeping you stuck at (result)...
- ☐ Most (industry) advice is wrong, here's what actually works...
- ☐ If you keep hitting the same plateau, this is the real reason why...
- ☐ After a decade in business, this is the ONE thing I'd do sooner...
- ☐ If I had to rebuild from zero today, I'd do it completely differently.

CONTROVERSY HOOKS

- ☐ Unpopular opinion - and I'll die on this hill.
- ☐ I disagree with almost every piece of advice about this.
- ☐ The thing that's actually keeping your business small.
- ☐ Stop doing this. Immediately.
- ☐ This is why your clients don't respect you.
- ☐ Everyone says this works. It doesn't
- ☐ The advice that sounds right but is costing you clients.
- ☐ I said what I said.

CONVERSION HOOKS

- ☐ If you want (results), DM me (keyword)...
- ☐ This is the exact system I use to create (result)...
- ☐ Here's the process that finally made my marketing predictable...
- ☐ Here's the process that finally made my marketing predictable...
- ☐ Before you post another piece of content, do this...
- ☐ Here's what no one tells you about selling online...

TYPES OF HOOKS

RELATABILITY HOOKS

- ☐ If you've ever stared at a blank content calendar, this is for you.
- ☐ Nobody prepares you for this part of running a business.
- ☐ The moment I realised I was doing it all wrong.
- ☐ Every SMM has felt this at least once. Don't lie.
- ☐ This is what burnout actually looks like for social media managers.
- ☐ You're not lazy. You just don't have a system.
- ☐ The Sunday night feeling every SMM knows too well.
- ☐ I used to think this was normal.
- ☐ When I first started, I thought (assumption)...
- ☐ Here's the lesson I learned the hard way...
- ☐ The reason I built this business is simple: (reason)...
- ☐ What I wish someone told me before I hit (milestone)...
- ☐ If you've ever felt behind, read this twice...

VERSATILE HOOKS

- ☐ Here's what no one tells you about (topic)...
- ☐ The biggest myth about (industry)...
- ☐ 3 things I wish I did sooner in business...
- ☐ The moment I stopped doing this, everything started working...
- ☐ I tried one small change for 30 days, the results shocked me...