

Hook List

The first line, or the first three seconds, is the whole battle. A weak opener means nobody reads or watches the rest, no matter how good it is. Steal these shapes and fill them with your own thing.

01 The one mistake almost everyone makes with [thing].

02 Nobody tells you this about [your field], so we will.

03 We get asked this every single week: [question].

04 Stop [common thing people do]. Here is what to do instead.

05 This took us [x] years to figure out. You get it in thirty seconds.

06 If you own a [type of business], watch this before your next [thing].

07 The real reason your [thing] keeps [problem].

08 Here is what [x euros] actually gets you.

09 We almost did not post this.

10 Everyone does [common thing]. We do the opposite, and here is why.

11 Three things we wish we knew when we started [business type].

12 You are probably [doing common mistake] right now.

13 This is the [product or dish] we nearly gave up on.

14 Watch what happens when [simple setup].

15 The honest answer to the question you were too polite to ask.

Rule for all of them: say it like a human, not like an ad. If it sounds like a slogan, cut it.