

TEMPLATES & DOWNLOADS

The Hook Library

Sixty openers sorted by the mechanism they use. Copy the shape, put your subject in the blank, write ten and publish the best one.

How to use this. Copy a shape, put your subject in the blank, then write ten before you pick one. The first hook you think of is almost always the generic version. Say the winner out loud before filming, because a hook that reads well and sounds awkward will not survive being spoken in the first second.

1 Curiosity: open a loop

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- ☐ Nobody tells you this about ____
- ☐ I got ____ wrong for two years
- ☐ There is a reason your ____ keeps ____
- ☐ This took me ____ to work out
- ☐ The real reason ____ is not what you think
- ☐ Everyone skips step ____ of ____
- ☐ Watch what happens when I ____
- ☐ I was not supposed to find this out about ____
- ☐ Something changed with ____ and nobody noticed
- ☐ Before you ____, check this one thing

2 Value: promise a specific payoff

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- ☐ How to ____ in under ____ minutes
- ☐ Three ways to ____ without ____
- ☐ The cheapest way to ____
- ☐ Do this once and never ____ again
- ☐ Save this before you ____
- ☐ The exact ____ I use, with settings
- ☐ Steal my ____ for ____
- ☐ If you only fix one thing in ____, fix this
- ☐ A ____ that costs nothing and takes a minute
- ☐ Here is what ____ actually costs

3 Contrarian: take a side

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- ☐ Stop ___. It is making ___ worse
- ☐ ___ is bad advice and here is why
- ☐ Unpopular opinion: ___
- ☐ Everyone in ___ is wrong about ___
- ☐ You do not need ___ to ___
- ☐ I stopped ___ and ___ improved
- ☐ The ___ everyone recommends is the worst option
- ☐ ___ is not a skill problem, it is a ___ problem
- ☐ Nobody needs ___ in ___
- ☐ This is why ___ never works for ___

4 Identity: name the person watching

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- ☐ If you ___, this is for you
- ☐ Beginners in ___ always do this
- ☐ You are not bad at ___, you are doing ___
- ☐ This is for anyone who has ever ___
- ☐ If your ___ looks like this, watch
- ☐ People who ___ will understand this
- ☐ You have probably done this without realising
- ☐ Anyone in ___ over ___ knows this feeling
- ☐ If you have been ___ for a year, skip this
- ☐ Tell me you ___ without telling me you ___

5 Proof and result: show the outcome first

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- ☐ I did ___ for ___ days. Here is what happened
- ☐ This went from ___ to ___ in ___
- ☐ My ___ before and after fixing ___
- ☐ ___ results in ___, and the exact method
- ☐ This is what ___ looks like when it works
- ☐ I tested ___ so you do not have to
- ☐ Same ___, two approaches, different results
- ☐ Here is the ___ that got ___
- ☐ Proof that ___ actually matters
- ☐ I tried the ___ everyone recommends. It failed

6 Problem: state their situation

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- ☐ Why does your ___ keep ___?
- ☐ Ever wondered why ___?
- ☐ Your ___ is ___ because of one thing
- ☐ What do you do when ___?
- ☐ The problem is not ___, it is ___
- ☐ Struggling with ___? It is probably this
- ☐ How do you know if your ___ is ___?
- ☐ Two things break ___, and this is the common one
- ☐ If ___ stopped working, start here
- ☐ What would you do in this situation?

R Rules that make any of them work

Always

- ☐ **Specific beats clever.** "Your rice sticks because the water goes in cold" beats "the secret to perfect rice".
- ☐ **First second, not after an intro.** No logo, no greeting, no throat-clearing.
- ☐ **On screen as well as spoken.** Most people watch on mute, and the text is indexed by search.
- ☐ **Do not repeat it in the cover text.** Let the cover ask and the video answer.
- ☐ **Deliver what it promised.** Overselling produces a retention cliff at second three.

Test one category across five posts, compare median follows, then repeat with another. Three tests tells you which mechanism your audience responds to.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.