

# The Viral Hook Formula Sheet

30 proven hooks for Reels, TikToks & Shorts  
organized by goal — stop the scroll every time.

FREE DOWNLOAD

[yoursocialbrain.net](https://yoursocialbrain.net)

**3sec**

The average time you have to hook someone before they scroll past

**65%**

Of a video's total views come in the first 24 hours — the hook decides everything

**10X**

The performance difference between a strong hook and a weak one on the same content

## WHAT IS A HOOK?

A hook is the **first 1–3 seconds** of your video — the line, visual, or statement that decides whether someone watches or scrolls. The algorithm amplifies content people finish watching. A great hook is the difference between 300 views and 300,000.

## 1 Hooks That Grow Followers

Goal: Make them want to see more from you

### THE PROMISE HOOK

"Follow me if you want to learn how to *[specific desirable outcome]* in *[timeframe]*."

Example: "Follow me if you want to learn how to build a brand from scratch in 30 days."

### THE RELATABILITY HOOK

"Tell me you're a *[identity]* without telling me you're a *[identity]*."

Example: "Tell me you're a business owner without telling me — I'll go first."

### THE SERIES HOOK

"Part 1 of *[number]*: *[compelling topic nobody else is talking about]*."

Example: "Part 1 of 5: The exact content system I used to hit 50K subscribers in 90 days."

### THE NICHE SIGNAL HOOK

"If you're a *[specific niche identity]*, this is the most important video you'll watch today."

Example: "If you're a small business owner trying to grow on social — stop everything and watch this."

### THE CREDIBILITY HOOK

"I *[impressive result]* without *[expected requirement]*. Here's exactly how."

Example: "I grew 3 YouTube channels to monetization without ever showing my face."

### THE COUNTERINTUITIVE HOOK

"The reason you're not growing has nothing to do with *[common belief]*."

Example: "The reason you're not growing has nothing to do with how often you post."

**THE AUDIT HOOK**

"Drop your *[handle / website / link]* below and I'll tell you exactly what's holding your *[thing]* back."

Example: "Drop your Instagram handle and I'll audit your page for free. No catch."

**THE PROBLEM HOOK**

"If your *[metric]* is lower than *[number]*, you have a *[specific problem]* — and here's how to fix it."

Example: "If your engagement rate is below 2%, you have a content strategy problem — not a follower problem."

**THE OFFER HOOK**

"I'm looking for *[number]* *[type of person/brand]* to work with this month. Here's what that looks like."

Example: "I'm looking for 3 brands to work with this month. Here's exactly what we'd do together."

**THE QUESTION HOOK**

"What would you do if your content was generating *[desired outcome]* every single month without you having to think about it?"

Example: "What would you do if your Instagram was bringing in 10 new leads every week automatically?"

**THE CASE STUDY HOOK**

"This *[type of brand]* went from *[before state]* to *[after state]* in *[timeframe]*. Here's the breakdown."

Example: "This real estate brand went from 0 inbound leads to 15 per month in 60 days. Here's the breakdown."

**THE FOMO HOOK**

"Your competitors are already doing this. If you're not, you're already behind."

Example: "Every brand in your niche is about to start using this content strategy. Here's what it is."

**THE PAIN POINT HOOK**

"If you're tired of *[frustrating situation]*, I built something specifically for you."

Example: "If you're tired of posting every day and seeing zero results — I built something for you."

**THE TRANSFORMATION HOOK**

"*[Time period]* ago I was *[relatable struggle]*. Today I *[impressive outcome]*. Here's what changed."

Example: "6 months ago I had no clients. Today I run a 5-figure content studio. Here's exactly what changed."

**THE VALUE HOOK**

"I'm giving away the exact *[valuable thing]* I use to *[impressive result]* — for free."

Example: "I'm giving away the exact content system I used to grow 3 monetized YouTube channels — for free."

**THE SCARCITY HOOK**

"I only take *[number]* new clients per month and I have *[number]* spot left. Here's what working with me looks like."

Example: "I only take 5 new clients a month and I have 1 spot left. Here's what the process looks like."

**THE NUMBERS HOOK**

"*[Specific impressive number]*. That's how much *[result]* this *[thing]* generated. Let me show you how."

Example: "\$18,000. That's how much revenue this content strategy generated for one client in 90 days."

**THE SOCIAL PROOF HOOK**

"*[Number]* brands have used this exact method to *[result]*. Here's what they all had in common."

Example: "Every client I've worked with that hit 6 figures did these 3 things on social. Every single one."

**THE CONTROVERSY HOOK**

"Unpopular opinion: *[statement most people disagree with but you can back up]*."

**Example:** "Unpopular opinion: posting every day is actually hurting your growth."

**THE MYTH BUSTER HOOK**

"Everything you've been told about *[topic]* is wrong. Here's what actually works."

**Example:** "Everything you've been told about growing on Instagram is wrong. Here's what the data actually shows."

**THE SECRET HOOK**

"The thing nobody tells you about *[aspirational topic]*."

**Example:** "The thing nobody tells you about running a content agency."

**THE LIST HOOK**

"*[Number]* things I wish I knew before *[relatable experience]*."

**Example:** "5 things I wish I knew before I started posting content for money."

**THE WATCH-TILL-END HOOK**

"Stay till the end — the last one is the one that actually changed everything for me."

**Example:** "Stay till the end — tip #5 is the one my clients pay thousands to learn."

**THE REACTION HOOK**

"I tried *[trend / method / strategy]* for *[timeframe]*. Here's what actually happened."

**Example:** "I posted on TikTok every single day for 30 days. Here's the honest result."

**THE UNIVERSAL HOOK FORMULA**

[EMOTION TRIGGER]

+ [SPECIFIC RESULT OR PAIN]

+ [TIMEFRAME OR NUMBER]

+ [REASON TO KEEP WATCHING]

**THE RULES OF A GREAT HOOK**

- Say it in under 5 seconds — if you can't, it's too long
- Be specific — "grew 50K subscribers" beats "grew a lot"
- Use pattern interrupts — start mid-sentence, start with a number, start with a reaction
- Create a knowledge gap — make them feel like they're about to learn something they don't know yet
- Write the hook last — after you know what the video delivers
- Test 3 hooks on the same content — the winner tells you what your audience cares about

**POWER WORDS THAT STOP THE SCROLL**

Drop these into any hook to instantly boost performance

**URGENCY**

Stop

**CURIOSITY**

Nobody talks about

**CREDIBILITY**

I went from X to Y

**EMOTION**

Embarrassing

Right now	The truth about	Here's proof	Brutal truth
Before it's too late	What they don't tell you	Data shows	Life-changing
Immediately	Secret	I tested this	Scary
Today	Honest	After [X] years	Shocking
This week	Real reason	My client	I was wrong
In [X] days	Actually	Exactly how	This hurt
Last chance	Wait for it	Step by step	Game changer

### ✓ DO THIS

- ✓ Start with the most interesting word in your sentence
- ✓ Use specific numbers — "3 things" not "a few things"
- ✓ Speak directly to one type of person
- ✓ Make a bold claim you can actually back up
- ✓ Test your hook by reading it cold — if YOU would scroll, rewrite it
- ✓ Match your hook's energy to the rest of the video
- ✓ Use text on screen that reinforces your hook
- ✓ Study hooks on content that has millions of views in your niche

### ✗ NEVER DO THIS

- ✗ Start with "Hey guys" or "Welcome back"
- ✗ Start with a question that has an obvious answer
- ✗ Be vague — "I'm going to share something cool today"
- ✗ Bury the hook — say it in the first 2 seconds not the 10th
- ✗ Overpromise — if the video doesn't deliver, they won't come back
- ✗ Use the same hook format every video — mix it up
- ✗ Forget the visual hook — what people SEE in the first frame matters too
- ✗ Ignore comments — they tell you exactly what hooks resonated

## Pre-Post Hook Checklist

Run every piece of content through this before you hit publish

- |   |   |
|---|---|
| <input type="checkbox"/> Does the hook make someone want to know what comes next? | <input type="checkbox"/> Is it under 5 seconds when spoken out loud?            |
| <input type="checkbox"/> Does it speak to a specific person or outcome?           | <input type="checkbox"/> Does it create a knowledge gap or curiosity?           |
| <input type="checkbox"/> Does it include a number, timeframe, or specific result? | <input type="checkbox"/> Would YOU stop scrolling if this came up on your feed? |
| <input type="checkbox"/> Is the first visual frame eye-catching on its own?       | <input type="checkbox"/> Does the caption's first line reinforce the hook?      |