

The Hook Writing Cheat Sheet

50+ Hook Examples to test in your content strategy!

BY: ONE PEAK CREATIVE

50+ Hook Examples to Test!

Below is a quick list of hook thought starters for you to pull inspiration from the next time you are thinking of a hook to include. We did our best to make them universal, but remember to tweak if needed based on your niche & content goals!

- This may be controversial but ___
- ___ type of people.. stop scrolling!
- Everything you knew about ___ is 100% WRONG! (+ a good example)
- I just found the perfect product that helps with ___
- Instead of buying this (hold up popular product) I have another recommendation..
- Here's a simple hack to help you do ___
- This (insert niche) hack could save you XX amount of money
- If you are into (insert niche) you need to stop doing this..
- I couldn't believe (insert person)'s reaction to XX..
- Let's see if (Insert person) can do XX in (amount of time)..
- Red flags to look for in (insert niche)..
- Life Hack: Try [product] for [pain point]..
- Something that's always bothered me about X...
- I kept getting [pain point], so I tried this instead!
- This [product type] has over 5,000 reviews... let's see if it's worth it
- You need this (insert product) if you want to save time and effort...
- 4 things you're NOT doing to improve XX..
- Get more [value prop] in your day buy doing this one thing..
- If you're like me and do X, then this one is for you.
- This video is only for X people, so keep scrolling if that's not you.
- This free tool changed the game for me..
- Here are 2 signs that you should stop doing XX
- Here are 2 signs you should start doing XX

BONUS: HOOK WRITING CHEAT SHEET (CONT.)

- I tried the top (insert niche) products so you don't have to..
- This is why your ___ isnt working..
- Before you do XX like always.. check out XX
- If you're feeling skeptical about XX.. try this..
- This is for the (type of person) XX looking for (result)
- Why is nobody talking about XX in the XX industry?
- This is the only thing you need to know about ___!
- This is the mistake every (insert niche) business owner makes..
- I tried every affordable XX brand out there and here are the results..
- This is the lazy way to get (insert result)..
- I spent an entire week trying XX.. here's what I discovered..
- You will look at ___ differently after the next 30 seconds.
- 6 must-have products for people struggling with (insert problem)
- Feeling overwhelmed with XX? Try this next time..
- How to impress everyone at the next (insert niche senario)..
- 3 things you're NOT doing to do XX..
- If you have trouble doing XX, you might want to listen up..
- I can't believe this (insert hack) only cost me $10..
- You won't believe this thing called "insert niche stereotype"..
- How to get (insert result) in 5 minutes or less
- This is the easiest tip you can follow to overcome XX..
- Watch this if you hate feeling XX..
- The perfect (insert program) doesn't exist.. but this is a close second..
- Literally nobody is talking about XX in the (insert niche) world..
- Warning to (insert niche): this is a game changer.
- If you have XX, listen up!
- This is why people keep asking when our XX product will be back in stock..

- This is the best $20 you can spend as a (insert niche)..
- I bought this (insert service) for my business and now my conversions/sales are through the roof!
- My biggest regret as an (insert profession) was not discovering this technique sooner – don't make the same mistake I did.
- Don't believe this (insert niche) myth..
- Why does no one talk about XX in (insert niche)??
- Don't make this mistake when doing ___

Hopefully you found this cheat sheet helpful! We encourage you to give a few of the hooks we shared a try in your next TikTok or Instagram Reel and see the difference it can make!

Happy Creating!!

-Meg, Glen + Con
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