30 REEL HOOKS

TO GET YOU RESULTS AND INCREASE YOUR REACH

REACH
Media

30 REEL HOOKS

Use these VIRAL Reel Hooks on screen in the first 1-2 seconds of your reels!

Why?

Because a strong hook is the most powerful tool to grab your audience's attention and keep their eyes on your content for longer.

High view time = Higher engagement = Greater REACH

TIP: Use these in combination with a visual hook and a caption hook for best performing reels!

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USE THESE ON SCREEN IN THE FIRST 1-2 SECS OF YOUR REEL

- I am constantly amazed by____
- I wish people knew ____ then they would be able to____
- This simple hack changed the game for me
- I hated____ so I started ____
- Steal our___ [provide a cheat sheet or industry hack}
- My secret to____{provide a industry hack}
- This might shock you but____
- The number one thing I can't live without as a {enter job title}
- POV: you discovered that____

{share an insight about your life / business which will provoke emotion in your target audience }

- I started doing___ and achieved___in___

{showcase a success and how you got there in a period of time}

- What I changed to ___{share your results}
- Do this____ if you want this____
- The most effective way to____
- I can't believe I didn't start doing this sooner
- Just a reminder that ____
- The moment I realised____ and started doing _____ everything changed

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- 99% of {insert target niche} don't. To be in the 1% do this_____
- Come_____ with me!
- If you want to _____ then this account is for you!
- POV: You found the account that will help you_____{enter goal}

NEGATIVE HOOKS

PEOPLE ARE NATURALLY FEAR BASED. REVERSE THE HOOK TO GRAB ATTENTION!

- I regret_____ now I do_____
- This is the worst thing you can do____ if you want to_____
- Don't let anybody tell you____ I am going to show you how_____
- Red flags with ____ {insert niche}
- What if I told you, you were doing it all wrong____
- PSA: You need to STOP_____ {share a common myth in your industry}
- I will never understand why people_____ instead of just doing____
- I hate to say it but_____ {insert unpopular opinion}
- You're wasting your time doing_____ do this instead_____
- This is why your current method is not working

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