Free swipe file

100 video hooks that stop the scroll

Fill in the brackets with your topic, your audience and your numbers. Say the hook in the first second and put it on screen as text.

How to use this file

01 Pick a category that suits the video you already planned. Do not plan a video around a hook.

02 Swap every [bracket] for something specific. "Sellers in Box Hill" beats "people".

03 Cut every word that is not needed. Most hooks work better at under ten words.

04 Only use a hook the video pays off in the next five seconds. A broken promise costs you the follow.

05 Film two different hooks on the same video and keep the one that holds people longer.

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Mistakes

001 The biggest mistake I see [audience] make with [topic].

002 Stop doing this if you want [result].

003 You are losing money on [topic] and you do not know it.

004 I made this [topic] mistake for years. Do not copy me.

005 If you are still doing [old way], watch this.

006 This one habit is quietly ruining your [result].

007 Most [audience] get [topic] wrong in the first week.

008 The [topic] mistake that costs the most, and nobody talks about it.

009 Three things I would never do with [topic] again.

010 Do not book [service] until you have checked this.

011 You are not bad at [topic]. You were taught the wrong order.

012 The worst advice I ever got about [topic].

013 If [topic] feels hard, you are probably skipping this step.

Myths and hot takes

014 Unpopular opinion: [common belief] is wrong.

015 Everyone says [common advice]. Here is why I disagree.

016 [Topic] is not about [what people think]. It is about [real thing].

017 You do not need [expensive thing] to get [result].

018 The truth about [topic] that [audience] do not want to hear.

019 I tested the most popular [topic] advice. It failed.

020 [Common practice] is the most overrated thing in [industry].

021 Nobody in [industry] will tell you this about [topic].

022 Stop trusting [common source] for [topic].

023 [Topic] in [year] works completely differently. Here is what changed.

024 This is going to annoy a few [industry] people.

025 The [topic] rule everyone follows that makes no sense.

Numbers and lists

026 3 signs you are ready for [topic].

027 5 questions to ask before you [action].

028 What [topic] actually costs in [city], line by line.

029 I spent [amount] on [topic] so you do not have to.

030 7 [topic] tips that take less than a minute.

031 The 10 second test for [topic].

032 3 things I wish I knew before [topic].

033 [Number] [audience] asked me this last week.

034 One number tells you if [topic] is working.

035 4 words that change how [audience] see your [thing].

036 Here are the [number] steps, in order.

037 From [number] to [number] in [timeframe]. Here is what we changed.

038 The 80/20 of [topic].

Story

039 A client came to me with [problem]. This is what we did.

040 Two years ago I had no idea how to [topic].

041 This [thing] nearly cost me [loss].

042 The day I realised I was doing [topic] wrong.

043 I said no to a [big job] last week. Here is why.

044 My first [thing] was a disaster.

045 Someone asked me why we [unusual thing].

046 This happened on a job this morning.

047 What my first boss taught me about [topic].

048 The [audience] who changed how I think about [topic].

049 We almost did not post this.

050 Watch what happens when we [action].

Curiosity

051 Nobody notices this about [thing] until it is too late.

052 This is the part of [topic] nobody shows you.

053 There is a reason [thing] always [happens].

054 Look closely at [detail].

055 Guess how long this took.

056 This small detail makes [thing] look expensive.

057 The one tool I would keep if I lost everything else.

058 You have walked past this a hundred times.

059 What [professionals] look at first when they [action].

060 There is a cheaper way to [result] and it is hiding in plain sight.

061 Why does nobody talk about [topic]?

062 The quiet reason [thing] is not working for you.

063 Most people only notice this after they have paid for [thing].

Before and after

064 Same [thing], two different results.

065 This took [timeframe]. Worth it?

066 Before you [action], see what it looks like after.

067 We changed one thing. Look at the difference.

068 From [bad state] to [good state] in [timeframe].

069 [Thing] on day one versus day thirty.

070 Rate this transformation out of ten.

071 Here is what [budget] gets you.

072 Cheap versus expensive [thing]. Can you tell?

073 What [result] looks like after [timeframe].

074 Wait for the last shot.

075 This is why we [unusual step] first.

Questions

076 Is [topic] actually worth it? Honest answer.

077 What would you do with [situation]?

078 Should you [option A] or [option B]?

079 How much should [service] cost?

080 Why do [audience] keep asking me about [topic]?

081 Would you pay [price] for this?

082 What is the first thing you notice?

083 Do you really need [thing] for [result]?

084 Can you [result] without [common requirement]?

085 What is the one question you should ask your [professional]?

086 Which one would you pick?

087 Is it too late to start [topic]?

Proof and results

088 This is exactly how we got [result] for [client type].

089 [Result] in [timeframe], no [shortcut].

090 The exact [thing] we use for every [job].

091 Here is a real [document] from last month.

092 Our most booked [service], and why.

093 This [thing] has paid for itself three times.

094 What [number] [jobs] taught us about [topic].

095 The review that made our week.

096 We tracked [metric] for [timeframe]. Here is what happened.

097 Steal our [checklist / process] for [topic].

098 This is the [thing] behind [result].

099 Proof that [belief] works.

100 Every [client type] asks for this now.