

10 Viral Hooks That Actually Work

Free Starter Pack from Hook Vault

Proven templates for TikTok, Reels & YouTube Shorts

These 10 hooks are taken from Hook Vault -- a collection of 500 proven hooks across 5 niches (Fitness, Business, Lifestyle, Entertainment, Education). Each hook below includes: the hook text, pattern type, delivery note, and a real example.

The full vault is available for \$7 at:

<https://epicnova.gumroad.com//iemboq>

Hook #1

"Stop doing [common action]. Do this instead."

Pattern: Contrarian Pivot

Delivery:

Say the first half slowly with a pause before "this instead." Use a skeptical tone on "Stop doing..." then shift to confident on "this instead."

Example (Fitness):

"Stop doing crunches for a six-pack. Do this instead." [cut to a 15-second standing oblique exercise]

Hook #2

"I tried [X] for 30 days and here's what happened"

Pattern: Transformation Teaser

Delivery:

Show the BEFORE visual on "I tried X" and the AFTER on "here's what happened." The 30-day framing adds credibility and implied effort.

Example (Productivity):

"I woke up at 5 AM every day for 30 days and here's what happened to my productivity."

Hook #3

"The 1 habit that changed everything for me"

Pattern: Curiosity Gap (Single Habit)

Delivery:

Pause after "1 habit." Say "changed everything" with genuine conviction. Use a slow reveal.

Example (Business):

"The 1 habit that changed everything for me as an entrepreneur -- and it's not waking up early."

Hook #4

"Most people think [common belief]. They're wrong."

Pattern: Myth Buster

Delivery:

Use a slight head shake on "They're wrong." The contrast between belief and truth creates strong engagement.

Example (Finance):

"Most people think you need \$10,000 to start investing. They're wrong. Here's how I started with \$50."

Hook #5

"3 things I wish I knew before [activity]"

Pattern: List Teaser (Wisdom from Experience)

Delivery:

Number the items as you list them. The "wish I knew before" framing signals hard-won wisdom. Each item ~5-7 seconds.

Example (Tech):

"3 things I wish I knew before building my first SaaS product -- #2 saved me 6 months."

Hook #6

"If [common condition], you NEED to hear this"

Pattern: Urgency + Targeting

Delivery:

The "if...then" structure makes viewers self-identify. Say "NEED to hear this" with emphasis.

Example (Education):

"If you've been learning English for 2+ years but can't speak fluently, you NEED to hear this."

Hook #7

"I spent [time/money] learning [skill] so you don't have to"

Pattern: Value Proposition + Empathy

Delivery:

The implied trade (your effort = their shortcut) builds goodwill. Be specific about the cost.

Example (Business):

"I spent \$3,000 on Facebook ads courses so you don't have to. Here are the 5 strategies that work."

Hook #8

"The [adjective] reason your [topic] isn't working"

Pattern: Problem Framing + Secret Reveal

Delivery:

The adjective should hint at something unexpected ("real," "surprising"). Build suspense before revealing.

Example (Lifestyle):

"The real reason your morning routine isn't working (it's not what you think)."

Hook #9

"This [object] just changed how I [do activity]"

Pattern: Pattern Interrupt (Object Focus)

Delivery:

Show the object on screen immediately. The curiosity is in WHY a simple object could change a major activity.

Example (Productivity):

"This \$0 app just changed how I manage my entire business." [show phone screen]

Hook #10

"Here's [number] quick [topic] tips in [timeframe]"

Pattern: Quick Tips (Speed Challenge)

Delivery:

Say each tip fast with visual numbers on screen. The time constraint creates a challenge viewers want to see completed.

Example (Fitness):

"Here are 5 quick posture fixes in 30 seconds." [rapid-fire exercises with timestamps]

Want 490 More Hooks?

These 10 hooks are just a taste. The full Hook Vault contains 500 proven, categorized hooks across 5 niches (Fitness, Business, Lifestyle, Entertainment, Education), each with delivery notes and text overlay suggestions.

What you get in the full vault:

- + 500 ready-to-use viral hooks
- + 10 pattern categories with psychological breakdowns
- + Delivery notes: tone, pacing, text overlay tips
- + 5 niche-specific sections
- + BONUS: 50 Caption Starters
- + Instant PDF download

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