

TIKTOK HOOKS 101



The ultimate list of top-performing hooks you
can steal for your next TikTok video,

by Minnie Mentor



Let's start with the basics...

A hook is what we use to grab people's attention in the first few seconds of the video. Now you may think why the heck you need a hook?

Well... People usually scroll through TikTok very fast, and they are likely to skip your video if it doesn't start with a good hook. That's why I created this doc - so that you can have a whole bunch of hook ideas in one place. And it's not just any hooks, these are proven to work - you'll recognize many of them when you open TikTok the next time after reading this list.



IMPORTANT TIP

Before you start using hooks from this list, watch a lesson about using them. Then come back here and copy every single hook that you can apply to your business.

Don't forget that you can use the same hook in a series of different videos.

This is what you came for:

(Keep in mind that everything marked with "___" means that you have to add a specific keyword related to your business in that empty field, and everything marked with an "X" means you should replace it with a related number).

Here's something I
wish I knew sooner

If you struggle with
___, watch this

I decided to take my ___
seriously 2 months ago,

I just found the
best ___ hack,

You need this ___ for ___,

Simple ways to do ___

You won't believe this

X reasons why
you should ___

Something you
didn't know

Simple important tip

10 tips I wish I
knew earlier

Top 5 ___ I use to do ___

How I got ___ in 24 hours

Nobody is talking about

This is why your __
isn't working

Here's X tiny tips that
can help you do __

The #1 reason
you're not __

Why is nobody talking
about __

How I went from __ to __
in (timeframe)

Here's the __ hack that
changed my life

Calling all (target audience)
who are tired of __

Ok, I'm sharing my secret
on how I __

3 ways to __ without
(common problem)

5 tips that make __ so
much easier and faster

Don't believe this
(industry) myth

Other (your title)
are lying to you

If you haven't heard this
(industry) news, you must be
living under a rock!

I bet you don't know this
(industry) hack yet...

Stop making this
(industry) mistake!

Don't try this if you
don't want (good result)

If you want __ avoid this
one thing like the plague...

I have something to
confess...

This might
shock you

This is why/This is how

If you're __ then listen up

I bet you didn't know this

Here are 3 easy
ways to __

You won't believe how __

Here's exactly how to __

If you have (common
problem) then you might
want to listen

You NEED __ in
your life

Don't you DARE scroll

Is it me or __

You will look at __
differently by the end of
this video

Everything you know about
__ is 100% WRONG

Have you heard __

Don't walk, run to
get this __

STOP SCROLLING!
(Life Changing __
advice!)

Exposing my
secret to __

I tried every __ so you don't
have to and here are the
results.

Have (insert product)?
stop scrolling.

This is for __ people,
so if you're not keep
scrolling.

Wait! Don't go anywhere, I
wanna show you
something.

Things TikTok/Amazon
made me buy.

Best __ products I've
tried that actually work.

I keep seeing these __
from [Shop name] all over
my feed so I had to try.

I actually can't believe
this only costs __

Some days I don't __ and
that's why I use __.

Come unpack this
product with me

Guys, this works so well
and looks so beautiful (end
results)

Product on website vs.
in real life

5 Red flags to look for in
__

(Industry) trends that
need to die in 2022

Here are 3 Signs You're
Ready to __

This is the real reason I
__

You need to STOP
using these outdated
(products, strategies)

This one simple mistake
could be costing you
(number) of (dollars)

This super simple tip is
how I/others
accomplished __