

THE COPY
POSSE'S

99

HOOK TEMPLATES

99 HOOK IDEAS & TEMPLATES FOR
SOCIAL CONTENT THAT SIZZLES

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Use these fill-in-the-blank hook templates to write attention-grabbing headlines, openers and short-form video text and watch your social views skyrocket 🚀

Attention is the most valuable currency in marketing.

It really **doesn't matter** how *awesome, inspiring or life-changing* your product, offer or message is...

If you can't **master the art** of capturing and keeping attention, then you won't get very far.

That is why using a **powerful hook** in the first sentence of your social captions, at the top of your short-form video content, in your headlines, subject lines, ads, YouTube video titles and at the beginning of a sales page or landing page is *absolutely critical*.

Your hook is what the reader sees first and is the **#1 thing** that determines whether they *stay or go*.

So it goes without saying...

Learning how to write scroll-stopping *hooks* is the most important skill you can learn if you want to **boost your engagement, increase your sales and maximize your impact**.

Ready to get started? Keep reading for 99 Posse-Approved Hook Ideas & Templates.



🔥 **HOT TIP:**

Add emojis when and where it makes sense. Remember – emojis are fantastic for capturing attention and conveying emotion WITHOUT using too many words. Just be careful not to overdo it (*and always stay on brand!* 🧑)

1. If you're still doing [old method], you're doing it wrong.
2. Apparently, people still don't know this...
3. This is a little controversial, so buckle up...
4. Unpopular opinion, but...
5. Oops. I messed up...
6. Well, I didn't see this coming...
7. People are obsessed with _____ and I can see why...
8. If THIS is your strategy, you're already doomed...
9. People have been dying to know [why/how] _____ leads to _____.
Well, I'll tell ya...
10. I'll be honest... I HATE talking about this, but it needs to be said...
11. Think you know how to _____? Think again.
12. This one [thing/decision] changed my life.
13. I regret _____ and here's why.
14. The _____ NO ONE [agrees with/believes] that has made me _____...
15. In defense of [controversial opinion/statement]...
16. It's safe to say that _____ in 20[XX] is going to be _____...
17. [X] red flags for _____.
18. The complicated truth about _____.
19. The cold hard truth about _____.
20. [controversial opinion/statement]... Hear me out...
21. [trending topic] 🖱️ my opinion...
22. Can we talk about [trending topic]?
23. [common struggle] 🖱️ let's talk about it...
24. I don't know who needs to hear this, but.....
25. I've kept this a secret for too long...
26. Are you _____ yet? Here's what you're missing...
27. _____ vs. _____: Which is better?
28. _____ vs. _____: Can you spot the difference? Most people can't...
29. Ever wonder the difference between _____ & _____?
30. I wish I knew THIS before I started _____...
31. THIS will change the way you think about _____...
32. This _____ changed my life...
33. Not doing this ONE thing is sabotaging your _____...

34. How do you _____? Because it isn't [commonly believed myth].
35. _____ is the only way to _____ – right? Wrong.
36. Why you should seriously consider _____...
37. If I had to start over as a _____, here's exactly what I would do....
38. How I ACTUALLY _____.
39. Curious about _____? Here are [X] tips to get you started...
40. The #1 tip to _____ your _____.
41. Scientists have proven _____.
42. Why isn't _____ talked about more?
43. The #1 _____ you've never heard of...
44. [commonly believed myth] doesn't work... Here's why.
45. Does [common advice given] really work?
46. The real reason you're [common pain]...
47. _____ claims to _____. But does it work? Here are the facts...
48. STOP doing _____ and do THIS instead....
49. This is why your _____ isn't [selling/working]...
50. PROOF that _____.
51. This _____ helped me _____ FAST.
52. Newsflash: you don't have to _____ in order to _____.
53. On a scale of 1-10, how's your _____ right now?
54. [X] simple things to _____.
55. [X] things that will [save/make] you _____ and _____.
56. [X] big lies you probably believe about _____...
57. Want to _____? Then stop doing _____.
58. Why you shouldn't do _____ (and what you should do instead)...
59. Why [core pain/ problem] keeps happening to you...
60. Why you can't seem to get [desired outcome] no matter what you try...
61. Avoid this GIANT mistake if you're a _____.
62. You've been doing _____ ALL WRONG. (here's why)...
63. You'll never believe what I just found out about _____.
64. This one thing will [10X] your _____.
65. Try this simple _____ strategy...
66. Your step-by-step plan to get _____.

67. Try these [X] _____.
68. How I'd get _____ starting from ZERO.
69. [X] ways to _____.
70. The most effective way to _____.
71. From [point A] to [point B]: Here's exactly how to _____.
72. Here's how to stop _____ and start _____.
73. [X] _____ only _____ will understand...
74. [X] _____ I use to _____.
75. [X] things to do BEFORE you _____.
76. My top [X] absolutely favorite _____.
77. [X] steps to _____ that anyone can do.
78. [common mistakes/roadblocks] explained...
79. Why you [pain/problem] and how to fix it...
80. What to do when _____ isn't _____.
81. Here's every _____ you need to _____.
82. I tried _____ so you don't have to. Here's what you need to know...
83. How to know when you're ready for _____...
84. Never run out of _____ ever again...
85. The trick I use to _____.
86. Steal my _____.
87. Want to know my secret to _____? Swipe to see...
88. SWIPE to see the _____ you need to _____.
89. Why I think everyone should _____.
90. The most successful _____ do THIS.
91. Calling all _____. Here's why you NEED _____.
92. If you're a _____, here's a brilliant idea for you...
93. Want to know the best _____ I ever [heard/learned]?
94. What a [something unexpected or unusual] taught me about [something specific to your industry/niche/offer]...
95. This is how I got [desired outcome] in [amount of time]...
96. Why [industry-specific statistic]...
97. Did you know [industry-specific statistic]?
98. This is how I got [desired outcome] WITHOUT [common struggle].
99. Why is [desired outcome] so hard? Let's talk about it...

ABOUT ALEX CATTONI

Since 2011, I've helped launch several successful brands and have proudly partnered with many of the hottest transformational authors and businesses on the planet, writing high-converting sales copy, scaling multi-million dollar brands, and crafting iconic promotional campaigns.

It is my conviction that the BEST copywriting today combines **proven marketing principles with modern-day branding and storytelling**. Yet, after nearly a decade of working behind the scenes in the online marketing world, I was noticing a dangerous divide in the industry.

While there were a lot of brilliant and authentic marketers out there, many still used manipulative, hypey, and severely outdated sales tactics that *I just didn't vibe with...*

In 2020, I launched the **Copy Posse** — the raddest, baddest crew of copywriters, marketers, and entrepreneurs from around the world on a mission to de-douchify the Internet, redefine modern marketing, and make caring cool again.

I believe your message matters, and your words can change the world. You have the power to create the **life of your dreams**, build a **lucrative business**, AND make an **impact on humanity** with the type of marketing that today's businesses need, and today's audiences crave.

Through our online programs and social communities, we've helped over **300,000 rad humans** find more freedom, have more fun, and sell more products and services... without selling out on their integrity.

Join our empathy empire,
Alex

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