

100 Psychological Hooks

TO GRAB CUSTOMERS ATTENTION



Introduction

Hey! Wonderful to have you here and so thrilled that you took the decision to grab your copy of this guide.

This guidebook has been crafted to help you create high-converting headlines no matter what your goal is - growth, conversion, or engagement.

We've crafted 100 of the most powerful content marketing hooks that we've used personally to attract customers online. and adapted them for you so you can use to grab your customers attention.

All hooks have been crafted to be adaptable to any industry, so you will not have a problem when taking one of these hooks and attracting customers.

Jump in and steal our proven and tested headline formulas!

Alek & Robbie

1. Curiosity Based

Why It Works: The more curiosity your headline arouses, the more fascinated the reader becomes, and the reader is more likely to stop the scroll & read for long enough.

List Of “Curiosity Based” Headlines:

1. {TOPIC} Tip You Never Heard Before
2. {TOPIC} Tip You Need To Know
3. Secret To A Successful {AUDIENCE’S NICHE/DESIRE/GOAL}
4. {NICHE} Secrets You Need To Know
5. 5 Things {TARGET AUDIENCE} Secretly Desire
6. Number 1 {NICHE} Secret!
7. 7 {NICHE} Tips I Wish I Knew Earlier
8. 7 {NICHE} Secrets The Gurus Never Speak About
9. 6 Mistakes I Wish I Didn’t Do In {NICHE}
10. This One Hack Made Me {HUGE BENEFIT}
11. Dirty Secrets The Gurus Don’t Want You To Know
12. Untold {NICHE} Secrets
13. Truths Of {PROBLEM} You Never Realized
14. The Top {#} Reasons To { CUSTOMER PROBLEM}
15. Finally, The Truth About {CUSTOMER PAIN-POINT}
16. Discover The Unknown Truth Of {NICHE}
17. What The Gurus Won’t Tell You About How To {BENEFIT}
18. Startling Fact About How To {GOAL}
19. The Truth About How To {GOAL}
20. Why You Aren’t Achieving Your {RESULT}
21. Hard Hitting Facts About How To {BENEFIT}
22. The Reason Why Your Friends Are Achieving {BENEFIT} And You Aren’t.

2. Numbers

Why It Works: According to Debra Jason, numbers are like “brain candy.” They are addictive, and our minds crave them. Numbers also offer a precise promise and give the impression of well-organized content.

List Of “Numbers” Headlines:

1. 8 Secrets To Achieve {RESULT}
2. How To Get {BENEFIT} With A Simple Trick
3. 47 {NICHE} Hacks To Get The {DESIRED RESULT} Today
4. How To Get {BENEFIT} Everyday
5. 7 Easy Hacks To Master {TOPIC}
6. How I Got 1 Year Of {BENEFIT} In {#} Days
7. 7 Power Mind Hacks To {RESULT}
8. 47 Strategic Hacks To Achieve {RESULT}
9. 5 Steps Of A Successful {TOPIC/PROCESS}
10. {#} Ways To {GOAL} In {TIMEFRAME}
11. {#} Misconceptions About {PROBLEM}
12. Boost Your {GOAL} By 5 Times
13. Master The {#} Ways To {GOAL}
14. Master The {#} Ways To {GOAL} In {TIMEFRAME}
15. 100 Days To {GOAL}
16. {#} Of Lessons I’ve Learnt In {#} Years
17. 7 Things People Never Realize About {NICHE}
18. {#} Ways To Turn {PROBLEM} Into {GOAL}
19. Sexy 16-Step Strategy To {RESULT}
20. Get The {} In {YEAR} With These Tricks

21. The Secret Of {GOAL} In Just {TIMEFRAME}
22. How To {RESULT} ...In Less Than {TIMEFRAME}
23. The Amazing Formula To {BENEFIT} In Only in {DURATION}!
24. {#} Creative Ideas To {GOAL}

3. Proven

Why It Works: The words “Proven” give legitimacy to the content and lead the reader to believe that what the writer is about to say is true and must work.

List Of “Proven” Headlines:

1. Proven Advice To {BENEFIT}
2. Proven Techniques Help You {BENEFIT}
3. Proven Tips, Tools and Tactics To {BENEFIT}
4. Proven Techniques Help You {BENEFIT} - Guaranteed!

4. Fear Hooks

Why It Works: At our core all of us seek pleasure and want to avoid pain. Fear based hooks tap into our fears, and pains associated with the goals we desire to achieve. Fear hooks are most effective when you want evoke a sense of urgency towards your customer solving a serious problem.

List Of “Fear” Headlines:

1. 17 Ways To Kill Your {DESIRED RESULT}
2. 5 Deadly Niche Mistakes
3. {#} Of Warning Signs For {NICHE} Experts

4. {#} Signs You Won't Achieve {GOAL}
5. Lies You Have Been Told About {TOPIC}
6. Why You're Risking {DESIRED BENEFIT}
7. {#} Warning Signs That {PROBLEM} Is Getting Worse
8. {#} Little-Known Risks That Prevent you From {DESIRED RESULT}
9. The Shocking Truth about achieving {DESIRED RESULT}
10. 7 Lies {INDUSTRY/GROUP} Like to Tell You
11. {#} Miserable Mistakes You Must Avoid About {NICHE}

5. Quick & Easy

Why It Works: Everyone wants quick, easy, and effortless solutions. People don't like complex problems and naturally we seek shortcuts, so when presented with a quick and easy headline, it's highly attractive and easy to grab attention.

List Of "Quick & Easy" Headlines:

1. How To Make Easy {BENEFIT} with {YOUR TECHNIQUE}
2. How To Achieve {RESULT} Without {THEIR FEAR}
3. Step-By-Step Niche Process Made Easier
4. The Easiest Way To Get {RESULT} Today
5. Step-By-Step {TOPIC/NICHE} Process Made Easier
6. The Quick And Easy Way To {GOAL}
7. How To {GOAL} Effortlessly
8. Simple {#} Methods To {GOAL}
9. 3 "No Brainer" Ways To {RESULT}
10. Effortlessly Achieve {GOAL}

11. The Simplest Cure For {PROBLEM}
12. The Quick And Easy Way To {BENEFIT} In Only {TIMEFRAME}
13. Proven Tips, Tools and Tactics To {GOAL}
14. Easy Tricks To 10X Your {RESULT}
15. Simple Formula To Achieve Better {RESULT}
16. A Practical Way to {BENEFIT} Quickly and Easily
17. Steal My {Desire} Formula
18. Here's A Quick Way To {BENEFIT}
19. Undiscovered Gold-Mine Of Easy {BENEFIT}
20. How Successful {NICHE} Brands Get {RESULT} Fast
21. How To Achieve {RESULT} Fast
22. Your Shortcut To Gain {BENEFIT}
23. Instant Working Methods To {GOAL}
24. Instant Boost To Your {GOAL}
25. Simple Trick To Make/Get More {RESULT}
26. The Most Beneficial {NICHE/TOPIC/SYSTEM}
27. How To Build A Successful {NICHE} Business With Ease
28. How To Get {HUGE BENEFIT} With {NICHE/TOPIC}
29. The Ultimate Guide To {RESULT} With {TOPIC}
30. Art Of {NICHE}
31. Discover The Path To {GOAL}
32. The Complete Guide To {GOAL}
33. The Do's And Don'ts Of {GOAL}
34. {#} Steps Guide To {GOAL}
35. The Absolute Beginner Guide To {BENEFIT}
36. The Complete Guide Of {# OF STEPS} To {GOAL}
37. Improving The {BENEFIT} For {PERSON}

6. Esteem & Status Hooks

Why It Works: Headlines that make the reader feel like they're about to gain power boost their ego and make them eager and inquisitive to read what's written.

List Of "Esteem & Status" Headlines:

1. 6 Secrets That Hack Into {NICHE TOPIC}
2. How To Become A {NICHE} God
3. {#} Powerful Methods To {TARGET AUDIENCE} who want to {BENEFIT}
4. How You Can Turn Your Life 180 Degrees With {BENEFIT} and {GOAL}!
5. Unlock The {#} Secret To {BENEFIT}
6. Becoming A God Of {GOAL}
7. The One Method to Become More {DESIRE/RESULT}
8. How to use {SECRET METHOD} to Become More {DESIRE/RESULT}
9. Use this One technique to feel better about {ACHIEVING a}GOAL}

With over 18+ years of total experience in Sales, Marketing and Branding, Alek & Robbie have a big mission: Help 1 Million + people live a financially stress-free life!

We hope you enjoy these hooks and use them to increase awareness on your business!

Alek Angelov & Robbie Murray

