

100+ TikTok Hooks

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This list is useful to see what a “Hook” is, you can easily create your own Hooks based on some of these - Making you stand out even more!

P.s - X - Means Anything (whatever you want it to say)

BONUS TIPS AT THE BOTTOM

Successful hooks in viral TikTok videos include:

- Starting with an issue or problem
- Asking a question about an issue
- Making a list
- Featuring a unique or interesting fact
- Using on-screen text to grab attention
- Using catchy phrases or slogans

X people stop scrolling.

Top 3 mistakes you are making on/doing X

You Won't Believe What This Is...

New X cheat code

The number 1 x for y

We agreed, right? No more gatekeeping??

My biggest regret is not trying this _____ sooner

We did something we've never done before...

For my male audience

Heres something i wish i knew sooner

Get your girlfriend a _____

What if we got nuked tomorrow and [something people missed out on about product] think about that

I hope this reaches the right audience

Unpopular opinion

I can't believe this worked!

POV: _____

This is a sign to...

Warning to [target market]

That should be illegal

Stop scrolling..

My toxic trait is thinking I could _____

My go-to X for X.

Don't buy that, buy this instead.

Your gonna like this

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

X people stop scrolling.

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

5 tips to get X.

Before you scroll

3 tips to get rid of X.

I promise you've never X.

This risk-free X is something you need if you want to X.

Stop scrolling if you want X.

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

Did you know

Are you X looking to get rid of X / looking to get X.

This video is only for X people, so keep scrolling if that's not you.

X product is officially my go-to for X.

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

Things TikTok made me buy.

If you're like me and do X, then this one is for you.

US VS THEM

How my 13 year old is going to become a millionaire

Instead of doing/using X do X.

This X will blow your mind

I can't believe these work!

TIKTOK HOOKS FOR SELF-REFLECTION & PERSONAL GROWTH

1. I don't know who needs to hear this...
2. Somebody has to say it...
3. This is your reminder to _____
4. I just realized _____
5. Am I the only one who didn't know _____ ?
6. Things I would never do after learning _____
7. I was _____ years old when I learned _____
8. I never thought this would actually work until I _____
9. What if everything you knew about _____ was wrong?
10. What would you do if _____ ?

TIKTOK HOOKS FOR TIPS, TRICKS, & ADVICE

11. Here's the number one reason why _____
12. If you're struggling with _____, you might be thinking _____
13. The _____ tip _____ aren't talking about
14. Here's why you're doing _____ all wrong
15. Do this to save HOURS doing _____
16. Keep doing this to lose _____
17. Here's how I lost _____
18. Here's how I gained _____ doing this 1 thing
19. Struggle with _____ ? Do THIS to do it in half the time!
20. Transform _____ into _____ in _____ easy steps
21. _____ is easy if you...
22. Weird things to know about _____
23. Stop doing _____ if you want _____
24. If you like _____, you'll LOVE _____

25. I'm gonna teach you _____
26. NOT doing _____ kills your entire _____
27. Reasons why you NEED to be doing _____
28. Here's the exact _____ you have to do to get _____
29. How to go from _____ to _____
30. My client FINALLY _____ after _____
31. _____ new leads just from _____
32. This simple _____ will get you _____
33. _____ red flags to watch out for _____
34. Your _____ doesn't suck. You probably just need _____
35. If you're stuck on _____, I DARE you to try this instead!
36. I would _____ for/to get _____
37. I'm about to expose the biggest myth in _____

TIKTOK HOOKS FOR AUDIENCE TARGETING & INCLUSION

38. This one is for my _____ girlies
39. What your _____ says about you
40. If you want to _____
41. This is your sign to _____
42. You don't want to hear this, but _____
43. I don't think people understand _____
44. Anyone else hate _____ /it when _____
45. If you're seeing this before _____, _____
46. Things as a _____ I wish I knew as a _____
47. This video is for _____
48. If you're a fan of _____, you'll _____
49. Why nobody does this/ _____ anymore
50. If you still do this, you're gonna get left behind
51. If you're stuck with _____, watch this video
52. Watch to the end to learn the _____ (celebrity/influencer) secret to _____
53. _____ explained for _____

TIKTOK HOOKS FOR CONTROVERSIAL & CHALLENGING OPINIONS

54. Unpopular opinion: _____
55. I can't believe I'm sharing this, but _____
56. I wasn't going to share this, but _____
57. You have to stop believing _____ if you want _____
58. I'm about to expose the biggest myth in _____

59. You might unfollow me for saying this, but _____
60. Why is _____ still a thing in 202 ?
61. If you do _____, I'm calling you out.
62. I guarantee you will unfollow me for this video, but those of you who hear me out will _____
63. Are we just going to ignore the fact that _____
64. Is it just me, or is there something off about _____
65. I bet you've never thought about _____ this way
66. The fact that more people don't talk about THIS shocks me
67. The difference between _____ and _____ is what keeps you _____
68. If you're not _____, your _____ isn't working
69. Mistakes rookie/broke _____ keep making that you should stop doing
70. _____ you thought were _____ but aren't
71. _____ red flags to watch out for

TIKTOK HOOKS FOR STORIES & NARRATIVES

72. This is the story of _____
73. POV: _____
74. I don't know how this hasn't blown up yet
75. We _____ so they could _____
76. This is what happens when you _____
77. By the end of this video, you'll learn _____
78. Watch me _____ this in under _____ seconds

MOTIVATION & ENCOURAGEMENT

79. _____ things I'd never do as a _____
80. _____ things I'd do if I was starting over
81. If you want _____ by _____, you NEED to watch this video
82. You'll never have _____ if you don't do _____
83. _____ wealthy/successful _____ don't want you to know about
84. Put a finger down _____ edition
85. All you need is _____
86. If you're lazy, but still want _____
87. I've said once, and I'll say it again with my whole chest: if you're _____, then you _____
88. Your excuses about _____ hold you back. Here's why:
89. You have all the answers about _____, but I bet you won't do anything to

Versus the Alternative (or Competition)

1. Before you try [product type], watch this:

2. Hate [the worse alternative]? Try this!
3. Thinking about [worse alternative]?
4. Instead of doing [worse alternative], try this:
5. Still [the worse alternative to the product]? Watch this:
6. Something that's always bothered me about X
7. Don't buy X that won't work. Instead, try this
8. I tried every [product category] so you don't have to: here's what I found
9. Stop doing [worse alternative]. Try [product]:
10. Dealing with [negative experience]? I used [product] to help
11. Why millennials are switching to [product]
12. How to do X without [worse alternative]
13. I ONLY get my [product category] from [brand name]
14. I don't buy my [product category] from [worse alternative]
15. [Worse alternative] can be hard to deal with
16. Your new X alternative
17. [value prop] without the [negative side effect]
18. I kept [pain point], so I tried this instead!
19. If you [pain point] — you need to see this!

User Experience

1. Guys, it's here.....
2. What I ordered vs. what I got
3. [Product] unboxing
4. Let's make X with [product]
5. POV: You tried [product]
6. A day in the life of X
7. Get ready with me to do [task]

8. "Put a finger down" [product category] edition
9. Trying home remedies to X
10. [Product category] ASMR
11. My friend said X. So I tried [product]
12. My X went from this... to this... with [product]
13. "The Perfect (x) Doesn't Exist"
14. "Top TikTok Shopping Finds"
15. "If you haven't tried (x)...watch this!"
16. "Getting My Daily (x) Hits Different With..."
17. "Late Night Snacks Hits Different With This (x)..."
18. "TikTok made me buy this"
19. "3 Reasons Why I Love (x)"
20. "When you LOVE feeling (x) but don't have the time to (x) every day"
21. "Don't buy that, buy this instead!"
22. "I tried every X out there and here are the results..."
23. "Want (x)? Then stop scrolling"
24. "Want (x)? Then check this out"
25. "If you're like me & do (x), then this one's for you."
26. "What I ordered vs. what I got."
27. "I Bought This For My (x) For (x) holiday/occasion"
28. "Some days I feel like (x) & that's why I use/take (x)."
29. "Things I Wish I Knew About Sooner Part (x)"
30. "One product I use EVERY day without fail is...(x)!"
31. "5 Tips to get rid of (x)"
32. "5 Reasons why I use..(x)"
33. "If you don't use (x) for (x) then I don't know what you're doing!"
34. "Just got my delivery from (x)"

35. "Stop scrolling if you suffer from (x)"
36. "Stop scrolling if you want (x)"
37. "Want to feel (x) but don't want to break the bank?"
38. "How I (x) while on a budget"
39. "My top shopping find I now can't live without"
40. "Here's what I ordered & here's what I got" Whilst showing the website in the hook!
41. "What (x) industry don't want you to know about (x)"
42. "Who Else Wants (x result) without (x pain point)"
43. "This is the Secret To Getting (x Result)"
44. "Get Rid Of (x Problem) With (x solution/product)"
45. "What You Need To Know About (x problem/product/solution)"
46. "The Lazy Way To Get (x Result)"
47. "The quickest way to solve (x Problem)"
48. "Little known ways too (x get the result/solve the problem)"
49. "How I do (x)!"
50. "I Wish I Knew About This Brand Before!"
51. "My Personal Battle With (x problem)"
52. "This is the biggest mistake people make when (x solution to a problem)"
53. "5 Things I Wish I Knew Before I (tried all these other x solutions)"
54. "How To Get (X Result) Quickly"
55. "If you're not doing (x) you're missing out"
56. "This is why your (x solution) isn't working"
57. "If you want (x Results) avoid this, and try this!"
58. "Calling all (target audience) who are tired of (x problem)"
59. "Okay, I'm sharing my secret on how I (use x product/solution)"

60. “The simple way to do (x)”

61. “(X) Reason why you should be using (product)”

62. “Why is nobody talking about this (product)”

WHAT IS A HOOK IN TIKTOK?

A hook in a TikTok is simply a catchy tool creators use to entice viewers to stop scrolling and watch their content. The hook appears right at the beginning of the video in the first few seconds. It quickly grabs someone’s attention through a number of ways, including:

- Using on-screen text that challenges a conventional belief or norm
- Showing (or saying) something random, funny, or unbelievable
- Leaning on fast-paced movement in your footage paired with text or a voiceover
- Offering a straight-forward peek of the end of the video
- Teasing a specific result that someone desires
- Inspiring someone to do or learn something in a new way

Adapting Hooks for Different Content Niches

Now that you know how to create intriguing hooks, it’s important to tailor them to different content niches. This ensures that they resonate with your target audience and capture their attention.

Let’s explore how to adapt hooks for various content niches, such as fitness and wellness, beauty and fashion, travel and adventure, personal finance and investing, and food and cooking.

Fitness and Wellness

In the fitness and wellness niche, focus on personal transformation stories and practical tips. Share your own journey or inspiring stories of others to motivate and inspire your audience. Additionally, provide practical tips and hacks for healthy living that viewers can easily incorporate into their daily routines. This will create hooks that resonate with your audience and encourage engagement.

Beauty and Fashion

For the beauty and fashion niche, there are effective ways to create hooks that capture attention. Highlight unique product features, showcase the latest trends, share fashion tips, and reveal the secrets behind your favorite beauty products. These strategies will grab your audience's attention and pique their curiosity. Also, consider offering valuable tips and advice related to beauty and fashion, as well as social media tips. This will appeal to your audience's interests and encourage engagement.

Travel and Adventure

In the travel and adventure niche, share exciting experiences and hidden gems to make your hooks captivating. Highlight the unique aspects of your travel adventures, such as breathtaking locations, thrilling activities, or unforgettable experiences. This will inspire your audience's wanderlust. Don't forget to share practical travel tips and guides to help your audience plan their own adventures. By offering valuable information and insights, you can create hooks that resonate with your audience and drive engagement.

Personal Finance and Investing

When creating hooks for the personal finance and investing niche, offer valuable advice and debunk common myths. Share practical tips and insights on budgeting, saving, and investing to help your viewers achieve their financial goals. Additionally, address misconceptions or debunk myths about personal finance and investing. By providing accurate and reliable information, you can establish yourself as a trusted source and create hooks that appeal to your audience's desire for financial success.

Food and Cooking

For the food and cooking niche, there are tips to make your hooks irresistible. Share mouth-watering recipes, provide time-saving hacks, showcase your culinary creations, and give step-by-step instructions for viewers to recreate your dishes at home. Additionally, offer time-saving hacks and tips to make cooking more enjoyable and efficient for your viewers. By providing valuable insights and practical solutions, you can create hooks that resonate with your audience and encourage engagement with your food and cooking content.

