

100+ VIRAL HOOKS TO DOUBLE YOUR VIDEO VIEWS

Viral Hooks

FOR VIDEOS

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Viral Hooks For Videos

The hook is the most important part of your reels.

Think of them as the main Ad of the reel.

Now, don't get us wrong.

Your reels' content is also essential, as it's what helps you build credibility and get you new followers.

But attention is at a premium right now. People are busier than ever. And it seems their attention spans are shorter than ever.

Under those circumstances, if your hook sucks, people will not pay attention to your reels. It's a shame they won't because your content is valuable, well-produced, and well-researched.

A great hook helps you break through all the noise and silly dances.

And that's why we created this guide.

Today we want to give you access to 100 fill-in-the-blank hook formulas.

These 100 formulas will help you:

- Avoid starting from scratch
- Stir up curiosity in your followers and non-followers
- Dramatically increase your views

With that said...

Never forget to research your audience to understand their pains and dreams. Because a great hook is only as good as the ideas you add to them.

So, are you ready?

Let's go!

How This Guide Came To Be

I was struggling to get more views.

So I went through hundreds of viral videos on Instagram and TikTok to find out why.

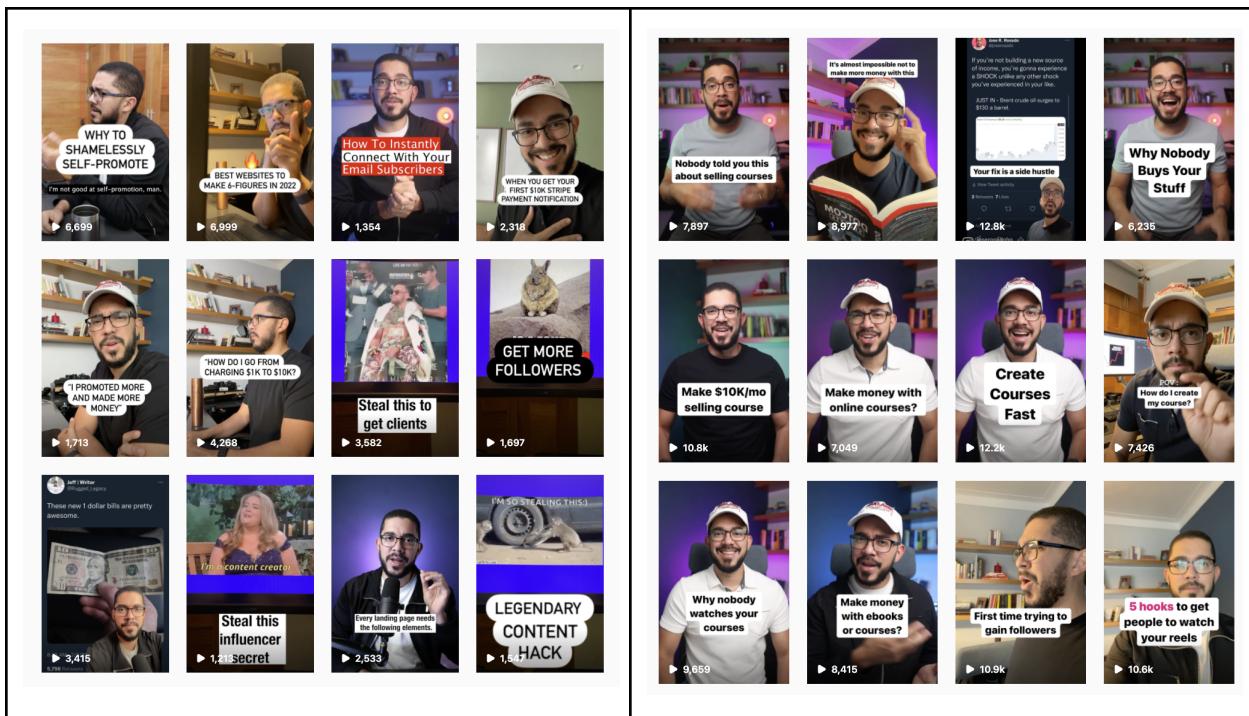
I noticed all of them had one thing in common:

The hook.

Their hooks were short, interesting, and polarizing.

So I tried out some of these hooks.

And overnight, my views went up by 4–5X (from an average of 2K per view to 9K views).



I struck gold.

And now I share my findings with you.

How To Use These Formulas

Flip through these pages and grab one of the 100 Hook formulas.

Each formula includes 1 to 5 fill-in elements.

I **bolded** them within curly brackets {}.

Here's an example:

FORMULA 1

How to {Desirable Outcome} In {Time Period}

REAL-WORLD EXAMPLE

How to *Write An Email* In 10 Minutes

In this example, we have two fill-in elements:

{Desirable Outcome}

{Time Period}

Here, your hook could be:

How To Write An Email In 10 Minutes

Easy. Right?

Use these formulas to craft high-performing hooks for your reels.

So, without further ado...

Here are the 100+ Viral Hooks For Video formulas.

Viral Hooks For Videos Formulas

FORMULA 1

Here's a trick that will cut **{Time Period}** out of your **{Activity}**

REAL-WORLD EXAMPLE

Here's a trick that will cut *5hrs* out of your *content creation every month*.

FORMULA 2

Let me show you one of the easiest **{Niche | Topic | Industry}** strategies if you're **{Career | Audience}**

REAL-WORLD EXAMPLE

Let me show you one of the easiest *sales* strategies if you're *an Email Marketer*.

FORMULA 3

Get rid of **{Undesirable Outcome}** in **{Time Period}**

REAL-WORLD EXAMPLE

Get rid of *Writer's Block* in *60 Seconds*

FORMULA 4

Let me give you the #1 reason why you're not getting **{Outcome}**. It's not **{Reason 1}**, It's not **{Reason 2}**. It's actually **{Reason 3}**. Here's how to **{What are you going to teach?}**

REAL-WORLD EXAMPLE

Let me give you the #1 reason why you're not getting *new followers*. It's not the *lack of posts*. It's not *bad design*. It's actually *boring content*. Here's how to *get ideas for engaging content in just 10 minutes*.

FORMULA 5

These are the **{Number}** ways to make money with
{What?|Platform|Tool|Idea}

REAL-WORLD EXAMPLE

These are the 3 ways to make money with *Instagram*.

FORMULA 6

No one told you about this simple trick to **{Outcome}**

REAL-WORLD EXAMPLE

No one told you about this simple trick to *gain your first 10K followers on Instagram*.

FORMULA 7

Secrets to **{Desirable Outcome}** like **{Authority}**

REAL-WORLD EXAMPLE

Secrets to *write* like a *best-selling author*

FORMULA 8

{Number} {Career | Authorities} say you must never do this

REAL-WORLD EXAMPLE

7 top marketers say you must never do this.

FORMULA 9

{Number} little known ways to **{Desirable Outcome}**

REAL-WORLD EXAMPLE

5 little known ways to *get more views on your reels*

FORMULA 10

Did you know it's easier to **{Action}** than **{Action 2}**? I know it sounds crazy. So here's the deal.

REAL-WORLD EXAMPLE

Did you know it's easier to grow *without ads* than *with ads on Instagram*? I know it sounds crazy. So here's the deal.

FORMULA 11

{Number} {Career | Authorities} say you must do this to **{Outcome}**

REAL-WORLD EXAMPLE

10 top content creators say you must do this to *get more followers*.

FORMULA 12

{Common Action or Advice } is wrong. Before you yell at me, hear me out.

REAL-WORLD EXAMPLE

Paying your home debt is wrong. Before you yell at me, hear me out.

FORMULA 13

Here's another way how **{Authority}** avoids **{Undesired Activity}**. And you don't have to be **{Adjective}** to use the same strategies.

REAL-WORLD EXAMPLE

Here's another way how *rich people* avoid *paying taxes*. And you don't have to be *rich* to use the same strategies.

FORMULA 14

A tiny **{Curiosity Word}** that changed my **{What Changed?}**

REAL-WORLD EXAMPLE

A tiny *secret* that changed my *life*

FORMULA 15

{Number} steps to start|grow a **{Adjective} {Topic | Product | Tool | Idea}** in just **{Time Period}**

REAL-WORLD EXAMPLE

7 steps to grow a *profitable Instagram account* in just 30 days.

FORMULA 16

Here are the world's **{Adjective} {Topic | Product | Tool | Idea}**

REAL-WORLD EXAMPLE

Here are the World's *most powerful hooks for reels*

FORMULA 17

Here's a new way to **{Outcome}**

REAL-WORLD EXAMPLE

Here's a new way to *create creative reels in just 10 minutes*

FORMULA 18

Should you **{Activity 1}** or **{Activity 2}**? Both are good. But for different reasons. If you're starting, go with **{Activity 2}**. Here's why.

REAL-WORLD EXAMPLE

Should you *post reels* or *post images on Instagram*? Both are good. But for different reasons. If you're starting, go with posting images. Here's why.

FORMULA 19

How **{Authority Figure}** deals with **{Pain Point}**

REAL-WORLD EXAMPLE

How *Billie Eilish* deals with *Writer's Block*

FORMULA 20

{Number} simple ways to **{Desirable Outcome}**

REAL-WORLD EXAMPLE

10 ways to grow your *Instagram* account faster

FORMULA 21

Want a better **{What?}**? Try this.

REAL-WORLD EXAMPLE

Want a better *Instagram profile*? Try this.

FORMULA 22

Here's the easiest way to **{What?|Outcome}**. This is a **{Number}** step process. The first step is **{Step 1}**. Next do **{Step 2}**. Finally **{Step 3}**.

REAL-WORLD EXAMPLE

Here's the easiest way to *make money with Instagram*. This is a 3 step process. The first step is to launch your newsletter. Next, *promote your newsletter on Instagram*. Finally, *send sales emails to your subscribers*.

FORMULA 23

Insider secrets of the top **{Career}**

REAL-WORLD EXAMPLE

Insider secrets of the top *Content Creators*

FORMULA 24

Success secrets every **{Career}** should know

REAL-WORLD EXAMPLE

Success secrets every *Content Creator* should know

FORMULA 25

{Established Idea | Product} sucks: {Unexpected Claim}

REAL-WORLD EXAMPLE

Mailchimp Sucks: Here's why and what to use instead

FORMULA 26

Grow your **{What are you growing?}** to **{Desirable Outcome}** in **{Time Period}**

REAL-WORLD EXAMPLE

Grow your Instagram Following To 10K In 3 Months

FORMULA 27

{Number} {Adjective} {Topic | Product | Tool | Idea} tricks

REAL-WORLD EXAMPLE

11 best Content Creation tricks

FORMULA 28

If you're **{Career 1}** or **{Career 2}**, you'll want to watch this.

REAL-WORLD EXAMPLE

If you're a *Content Creator* or *an Influencer*, you'll want to watch this.

FORMULA 29

What no one told you about **{Topic | Product | Tool | Idea}**

REAL-WORLD EXAMPLE

What no one told you about *Email Marketing*

FORMULA 30

{Number} rules to **{Desirable Outcome}**

REAL-WORLD EXAMPLE

7 rules to *create reels faster*

FORMULA 31

{Desirable Outcome} In **{Time Period}**

REAL-WORLD EXAMPLE

Launch your newsletter in 24 hours

FORMULA 32

How to never **{Pain Point}** again

REAL-WORLD EXAMPLE

How to never *struggle with content ideas* again

FORMULA 33

What everyone needs to know about **{Topic | Product | Tool | Idea}**

REAL-WORLD EXAMPLE

What everyone needs to know about *Email Marketing*

FORMULA 34

Here's a simple trick to **{Outcome}**. **{Don't do this}**. Here's what I mean.

REAL-WORLD EXAMPLE

Here's a simple trick to *gain your first 10K followers*. *Don't create more content*. Here's what I mean.

FORMULA 35

{Number} {Action} tips I wish I knew when I started **{What did you start?}**

REAL-WORLD EXAMPLE

8 content creation tips I wish I knew when I started *my Instagram account*

FORMULA 36

The only **{Product}** you'll ever need

REAL-WORLD EXAMPLE

The only *Email Marketing App* you'll ever need

FORMULA 37

Here's something you probably didn't know about **{Desirable Outcome}**.

REAL-WORLD EXAMPLE

Here's something you probably didn't know about *growing an audience on Instagram*.

FORMULA 38

The best {Topic | Product | Tool | Idea} I've ever seen

REAL-WORLD EXAMPLE

The best *Instagram Analytics Tool* I've ever seen

FORMULA 39

Stop making these {Number} {Topic} mistakes

REAL-WORLD EXAMPLE

Stop making these 7 beginner *Instagram* mistakes

FORMULA 40

Top {Number} {Topic} mistakes you must avoid

REAL-WORLD EXAMPLE

Top 10 *content creation* mistakes you must avoid

FORMULA 41

I audited {Number} {What did you audit?}. Here are {Number} learnings to help you {Desired Outcome}.

REAL-WORLD EXAMPLE

I audited 100 *Instagram bios*. Here are 5 learnings to help you *craft the perfect bio*.

FORMULA 42

How I {Result | Outcome}

REAL-WORLD EXAMPLE

How I made \$20K with three *Instagram posts*

FORMULA 43

{Number} steps to {Desirable Outcome}

REAL-WORLD EXAMPLE

5 steps to *automate your Instagram DMs*

FORMULA 44

Do you {current Painful situation}? Here's how to {Outcome}.

REAL-WORLD EXAMPLE

Do you *make less than \$100K/year*? Here's how to increase your income with Instagram.

FORMULA 45

Innovation secrets of {Authority Figure | Carrer | Topic}

REAL-WORLD EXAMPLE

Innovation secrets of *top Instagram content creators*

FORMULA 46

I've worked on {Number} {Type Of Project}. Here's how to {Desired Outcome}

REAL-WORLD EXAMPLE

I've worked on *growing 100s of Instagram accounts*. Here's how to *get your first 10K followers by posting only once a day*.

FORMULA 47

The {Number} lies your gurus tell you about {Topic}.

REAL-WORLD EXAMPLE

The 10 lies your gurus tell you about *growing your Instagram account*.

FORMULA 48

Nobody showed me how to **{Desired Outcome}**. Here are the **{Number}** things I wish someone told me when I started out.

REAL-WORLD EXAMPLE

Nobody showed me how to *grow on Instagram*. Here are the *10* things I wish someone told me when I started out.

FORMULA 49

Easiest way to **{Outcome}** every month

REAL-WORLD EXAMPLE

Easiest way to *gain 1K followers* every month

FORMULA 50

I gained **{What did you gain?}** in **{Time Period}** without **{Pain Point}**. Here are **{Number}** secrets to growing an audience.

REAL-WORLD EXAMPLE

I gained *100K followers* in *12 months* without *spending on ads*. Here are *7* secrets to growing an audience

FORMULA 51

If you're a **{Career}**, watch this. Here are the **{Modifier}** strategies to **{Desired Outcome}**.

REAL-WORLD EXAMPLE

If you're a *Content Creator*, watch this. Here are the *monetization* strategies to *make \$10K/mo on Instagram*.

FORMULA 52

I {An Achievement Of Yours}. Recently, I {A Bigger Achievement}. Here's what I did.

REAL-WORLD EXAMPLE

I made \$4K in a month when I started selling on Twitter. Recently, I *made \$100K in sales in 2 weeks.* Here's what I did.

FORMULA 53

{Idea} is the secret to {Outcome}. Here are {Number} tips to {Outcomes}

REAL-WORLD EXAMPLE

Posting fewer times is the secret to *growing on Instagram.* Here are 5 tips to *gain more followers without burning out.*

FORMULA 54

I've {Action You've Taken}. {Tool} is {Platform} most powerful feature. Here are the best {Tool} frameworks

REAL-WORLD EXAMPLEs

- I've *sent over 1000 DMs on Instagram.* DMs are *Instagram's* most powerful feature. Here are the best *DM frameworks.*
- I've *built over 200 websites with Elementor.* Elementor is the most powerful *page builder* I've used. Here are the best *Elementor extensions.*

FORMULA 55

The world's most valuable skill is {Skill}. Here are {Number} {Skill} tricks that cost you nothing and will {Outcome}.

REAL-WORLD EXAMPLE

The world's most valuable skills is *sales.* Here are *5 sales mental shifts* that cost you nothing and will *10x your sales.*

FORMULA 56

Last month, I got **{What did you get?}**. Here's the **{Number}**-step process I used to **{Desired Outcome}**.

REAL-WORLD EXAMPLE

Last month, I got *one of my reels got 1M views*. Here's the 5-step process I used to *create it in 15 minutes*.

FORMULA 57

Here's how to **{Desired Outcome}** without **{Annoyance} {Modifier}**

REAL-WORLD EXAMPLE

Here's how to *grow your account from zero* without *ads* and *posting only once a day*.

FORMULA 58

{Number} ideas that will change your **{What will it change?}** and help you **{With what will it help?}**

REAL-WORLD EXAMPLE

5 ideas that will change your *business* and help you *make more money*

FORMULA 59

Here are the **{Number}** books every **{Audience|Career}** must read this year.

REAL-WORLD EXAMPLE

Here are the 10 books every *content creator* must read this year.

FORMULA 60

Top **{Audience|Career}**, **{Audience|Career}**, and **{Authority Figure}** have more in common than you think. Here are **{Number}** secrets to their success.

REAL-WORLD EXAMPLE

Top *content creators*, *influencers*, and *Kanye West* have more in common than you think. Here are 5 secrets to their success.

FORMULA 61

Imma tell you how I **{Goal}** without **{Time-consuming task}**.

REAL-WORLD EXAMPLE

Imma tell you how I got *10K followers* without *posting every day*.

FORMULA 62

These are the **{Number}** books that took me from **{Undesired Situation}** to **{Desired Outcome}**.

REAL-WORLD EXAMPLE

These are the 5 books that took me from a *broke marketer* to making *\$50-100K every month*.

FORMULA 63

{Percent} of **{Industry | Niche}** have ONE thing in common. And it might not be what you think. Let me show you.

REAL-WORLD EXAMPLE

86% of rich people have ONE thing in common. And it might not be what you think. Let me show you.

FORMULA 64

Want to start **{Desired Outcome}**? You need these **{Number}** things to get started.

REAL-WORLD EXAMPLE

Want to start *making money with Instagram*? You need these 3 things to get started.

FORMULA 65

I'll tell you the **{Action}** that no **{Authority Figure}** wants to tell you.

REAL-WORLD EXAMPLE

Let me tell you the *morning routine* that no *millionaire* wants to tell you.

FORMULA 66

Here's a bizarre thing that I do that **{Desired Outcome}**

REAL-WORLD EXAMPLE

Here's a bizarre thing that I do that *makes me money every day*.

FORMULA 67

This it how I **{Desired Outcome}** in **{Period Of Time}**

REAL-WORLD EXAMPLE

This is how I *get all my tasks done in 4 hours/day*.

FORMULA 68

{Number} myths about **{Product | Niche | Industry}** you must stop believing now.

REAL-WORLD EXAMPLE

3 myths about *Instagram* you must stop believing now.

FORMULA 69

Don't **{Action}** until you do this thing you've probably never heard of.

REAL-WORLD EXAMPLE

Don't *quit your job* until you do this thing you've probably never heard of.

FORMULA 71

Are **{Trending Topic}** worth the hype?

REAL-WORLD EXAMPLE

Are *reels* worth the hype?

FORMULA 72

Here's the biggest lie about **{Topic | Career | Industry}**?

REAL-WORLD EXAMPLE

Here's the biggest lie about *NFTs*?

FORMULA 73

Here's a **{Industry | Topic}** I bet you've never thought of.

REAL-WORLD EXAMPLE

- Here's a *boring business* I bet you've never thought of.
- Here's an *Instagram Hack* I bet you've never thought of.

FORMULA 74

Do this if **{Pain Point}**

REAL-WORLD EXAMPLE

Do this if *your posts aren't getting engagement*.

FORMULA 75

{Number} books I wish I had read earlier about {Topic}.

REAL-WORLD EXAMPLE

5 books I wish I had read earlier about Sales

FORMULA 76

I had {Pain Point} for {Period Of Time}, and these are things that I did that actually helped me fix it.

REAL-WORLD EXAMPLE

I had *low engagement* for 6 months, and these are things that I did that actually helped me fix it.

FORMULA 77

{Percetange} of {Industry|Career} don't know how to {Common Action They Take}. So I audited {What Did You Audit?}. Here are the {Number} secrets to their success:

REAL-WORLD EXAMPLE

98% of *content creators* don't know how to *find content ideas*. So I audited 100+ *content creator accounts*. Here are the 5 secrets to their success.

FORMULA 78

{Action} is hard. So here are {Number} ways to {Desiride Outcome}.

REAL-WORLD EXAMPLE

Generating content ideas is hard. So here are 7 ways to *generate ideas fast*.

FORMULA 79

{Action} is the most underrated hack for **{Desired Outcome}**. But **{Big Roadblock}**. Here's what to do.

REAL-WORLD EXAMPLE

Following the right people on Instagram is the most underrated growth hack. But *there are billions of accounts out there*. Here are *10 gems you should follow*.

FORMULA 80

I gathered the best tools to **{Desired Oucome}**. Save 100s of hours. Here they are.

REAL-WORLD EXAMPLE

I gathered the best tools to *grow on Instagram*. Save 100s of hours. Here they are:

FORMULA 81

These **{Number}** things kill **{Desired Outcome}**

REAL-WORLD EXAMPLE

These 3 things kill your *growth on Instagram*

FORMULA 82

Use **{Tool | Platform | Method}** right, and it becomes the most powerful tool in the world. Here are **{Number}** tips to **{Desired Outcome}** you probably don't know

REAL-WORLD EXAMPLE

Use *Instagram* right, and it becomes the most powerful tool in the world. Here are 7 tips to *grow your account* you probably don't know

FORMULA 83

The right **{Tool}** gives you superpower. But from millions of **{Tool}**, how do you choose the best? Here are **{Number}** **{Tool}** that will make **{Activity|Action}** easier.

REAL-WORLD EXAMPLE

The right *apps* give you superpower. But from millions of *apps*, how do you choose the best? Here are *5 free apps* that will make *content creation* easier.

FORMULA 84

{Platform} gives you access to the smartest people. But from millions of accounts, who do you follow? Here are **{Number}** **{Career}** you need to follow today.

REAL-WORLD EXAMPLE

Instagram gives you access to the smartest people. But from millions of accounts, who do you follow? Here are *7 content creators* you need to follow today.

FORMULA 85

If I had to start **{What are you starting?}** from zero, here's what I would do to **{Desired Outcome}** in less than **{Period Of Time}**.

REAL-WORLD EXAMPLE

If I had to start an *Instagram account* from zero, here's what I would do to *crack the first 10K followers* in less than *3 months*.

FORMULA 86

A **{Industry}** degree costs **{Price}**. You can get a better education from **{Platform}** for free. Here are **{Number}** **{Industry}** influencers you need to follow.

REAL-WORLD EXAMPLE

A *marketing* degree costs \$100K. You can get a better education from *Instagram* for free. Here are 8 *marketing* influencers you need to follow.

FORMULA 87

Here are **{Number}** books that will make you a better **{Career}**.

REAL-WORLD EXAMPLE

Here are 3 books that will make you a better *content creator*.

FORMULA 88

{Number} **{Industry}** websites you should keep in your favorites

REAL-WORLD EXAMPLE

5 *title generator* websites you should keep in your favorites

FORMULA 89

Why you should never **{What should they never do?}** The biggest mistake that I ever did in **{What?}** is that **{Mistake}**. And here's what happened.

REAL-WORLD EXAMPLE

Why you should never *lower your prices*? The biggest mistake that I ever did in *my business* is that *I lowered my prices*. And here's what happened.

FORMULA 90

Here's how you can escape **{Undesired situation}** forever.

REAL-WORLD EXAMPLE

Here's how you can escape *the daily grind* forever.

FORMULA 91

Here's why you should never **{Common Action In Your Niche}**.

REAL-WORLD EXAMPLE

Here's why you should never *post more than 2 posts a day on Instagram*.

FORMULA 92

How **{Authority Figure}** avoid **{Pesky Annoyance}**.

REAL-WORLD EXAMPLE

How *big influencers* avoid *losing followers*.

FORMULA 93

{Authority Figure} know this and you don't.

REAL-WORLD EXAMPLE

Big Instagram accounts know this and you don't.

FORMULA 94

I learned this tactic from **{Authority Figure}**. And it'll help you **{Outcome} {Modifier}**

REAL-WORLD EXAMPLE

I learned this tactic from *Kanye West*. And it'll help you *grow your Instagram account even if you don't post every day*.

FORMULA 95

{Trending Bad News}. If you're not **{Action}**, you're **{Consequences}**. Here's **{Number}** thing I do to **{Desired Outcome}**. If I had to start over again, here are **{Number}** things I would do to **{Desired Outcome}**.

REAL-WORLD EXAMPLE

Inflation is an all-time high. If you're not *creating new sources of income*, you're *going to lose a lot of money*. If I had to start over again, here are 3 things I would do to *create a new source of income in 30 days*.

FORMULA 96

This proves that **{Action}** is all you need to **{Desired Outcome}**.

REAL-WORLD EXAMPLE

This proves that *posting on Instagram once a day* is all you need to *grow your account*.

FORMULA 97

So you want **{Desired Outocome}** but **{Roadblock}**. Here's the easiest way to **{Outcome}**.

REAL-WORLD EXAMPLE

So you want *to make money with Instagram* but *you don't have time to post every day?*

FORMULA 98

I helped my friend **{Name}** **{Goal Your Friend Reached}**. Then **{Outcome Of Reaching That Goal}**. Here's how I did it:

REAL-WORLD EXAMPLE

I helped my friend *Gina launch her paid community*. Then *I made her \$20K selling coaching to her community members*. Here's how I did it:

FORMULA 99

I used this method to **{Outcome}** in **{Time Period}**. Let me show you the **{Number}** of steps to use it..

REAL-WORLD EXAMPLE

I used this method to *gain 100K followers* in *12 months*. Let me show you the *5 steps* to use it.

FORMULA 100

{Number} books that will help you become **{Outcome}**

REAL-WORLD EXAMPLE

5 books that will help you become *laser-focused*.

FORMULA 101

{Pain Point}?

Here are **{Number}** pro tips to **{Outcome}**

REAL-WORLD EXAMPLE

Not gaining followers on Instagram?

Here are 3 pro tips to go from 0 to 10K followers.

FORMULA 102

If you want to **{List of Outcomes}**, here's how:

REAL-WORLD EXAMPLE

If you want to make 6-figures with Instagram and gain followers...

Here's how:

Who Am I?



It's Jose R. Rosado here.

I help Digital Entrepreneurs who are stuck trying to increase their income by showing them how to leverage social media and their newsletters.

I live in the Dominican Republic with my wife Brenda and our two children (Javier and Juan Diego).

Last Words

There you have it!

With the Viral Hooks For Videos formulas, you have plenty of options to gain new followers and get more views.

You can use the formulas no matter what's your niche or industry, but let me remind you what I told you in the introduction:

The key to getting great results is to talk about what your audience can relate to.

Therefore, make sure to understand their pain points and aspirations.

Then combine your intel with the Viral Hooks For Videos formulas.

Thank you for reading!

I hope you found massive value here.

Be sure to:

- [Follow me on Twitter](#)
- [Subscribe to my Youtube Channel](#)
- [Follow me on Instagram](#)
- [Follow me on TikTok](#)

Oh, and if you haven't yet, sign up for my email list

<https://rosa.do/newsletter>

Have a great one!

Your friend,

– Jose