

THE HOOK FRAMEWORK

FOR FOUNDERS WHO WANT
TO BE HEARD ON LINKEDIN.

IZZY PRIOR

Over the past 6 months, I've reviewed hundreds of posts from founders, operators and mentors.

The ones that land all have one thing in common:

***A STRONG, CLEAR HOOK
THAT MAKES PEOPLE CARE***

Here's a no-fluff framework to help you write posts that stop the scroll and reflect your experience:

START WITH YOUR POST TYPE

1

Before you write the first word, ask yourself:

Am I telling a story or sharing an insight?

Trying to do both usually makes it land flat.

✓ Story posts need:

- Visual detail – Where were you? What did it look like?
- Emotional stakes – What did this moment mean to you?
- A turning point
- First-person voice

✓ Insight posts should:

- Start with a real scenario (e.g. “A founder I mentored last week.”)
- Include something specific the reader can take away
- Make it obvious why this matters right now

THE HOOK NEEDS TO EARN ATTENTION

2

Your opening line has one job:

Get them to keep reading.

Good hooks often include:

- Transformation – “I raised £250k. But last year, I couldn’t even pay myself.’
- Specificity – “I’ve reviewed 147 pitch decks this quarter.. Here’s the biggest red flag.’
- Emotion – “I almost quit. Here’s what made me stay.’

Avoid:

✗ Vague lines like “Some thoughts on leadership...’

✓ Replace with: “I ran a team that scaled to 40 people. Here’s the one leadership mistake I made and how it nearly cost us everything.’

LET YOUR STORY DO THE TALKING

3

Don't just say "I help founders build confidence."

- Show us the moment someone messaged you to say they finally executed on their goal
- Tell us what they were afraid of and what happened next.

Details > declarations.

If you want to be known for something, make sure your examples signal that without having to spell it out.

MAKE COMMON STATEMENTS MORE MEANINGFUL

4

Instead of writing:

"People often ask me about fundraising..."

Try:

"One of the top questions I get from early-stage founders (especially on calls where time is tight) is this: 'How do I even start thinking about raising money?'"

This doesn't just sound smarter, it positions you as someone who does the work.

SPEAK DIRECTLY TO THE PEOPLE YOU WANT TO HELP

5

Too many posts try to speak to everyone.

If you're building for a specific niche or target audience, then say that.

Let's take underdog founders as an example.

Use phrases like:

- "If you're a first-time founder without a network.."
- "For founders building with no safety net.."
- "If you're trying to grow and stay sane.."

Mirror their reality back to them.

TURN YOUR IDEAS INTO SOMETHING PEOPLE CAN USE

6

If you're referencing someone well-known, add why they matter.

✓ "Codi Sanchez has built an empire around boring businesses. But it's the way she frames founder freedom that really lands – especially for people building outside of VC norms."

This anchors the reference and shows you're not just co-signing trends – you're genuinely adding value.

HOOKS MATTER BUT SUBSTANCE MATTERS MORE.

A great hook will earn attention.
but a great point of view will earn
trust.

Make sure what follows delivers
on what you promised up top.

And if it does, the right people
will stick around.

Found this useful?



Let's connect



Case study deck

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***HELPING BOLD BRANDS SHARPEN THEIR
MESSAGE AND SHOW UP WHERE IT MATTERS.***

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