

70 HOOKS *For Reels*

Meet Ams

Your social media expert

Hey I'm Ams, and I am your new social media bestie!

These are the most important things you need to know about me; I am a mama, friend and marketing strategist who is in love with the island I live on. I am as extraverted as they come, can't bake or throw a frisbee, am obsessed with good food and soaking all the goodness out of this life.

I gained my experience working as a marketing manager for a national company, then I launched and scaled a successful marketing agency serving local Tassie clients and have mentored small business owners all around Australia through my online programs; I honestly know this world inside out!

I know how to create strategies that work for each individual business and get results that truly move the needle for a company.

Sit down with me over coffee and you will instantly see my ability to understand your company's struggles and then jump straight into strategising our way out and up.



But why??

Humans have the attention span of a gold fish nowadays! So when it comes to your Instagram content, you need to be able to stop their scroll and get them to watch your video or read your caption.

If you can't do this, you will find your reach will be down, your engagement will be down and you just won't be able to grow a successful Instagram.

Which therefore means you won't build an audience to sell too!

INTRODUCING HOOKS!!

Hooks are your new best friend when it comes to creating your content.

A hook is a short sentence that is direct, engaging, captures attention and makes someone want to keep reading.

With the growth of reels and there being so much competition online, you need to be able to cut through the clutter and a hook will help you do that!

You can use hooks in a range of different ways, I break down the top 5 on the next page:

Hooks - What are they

Hook 1:

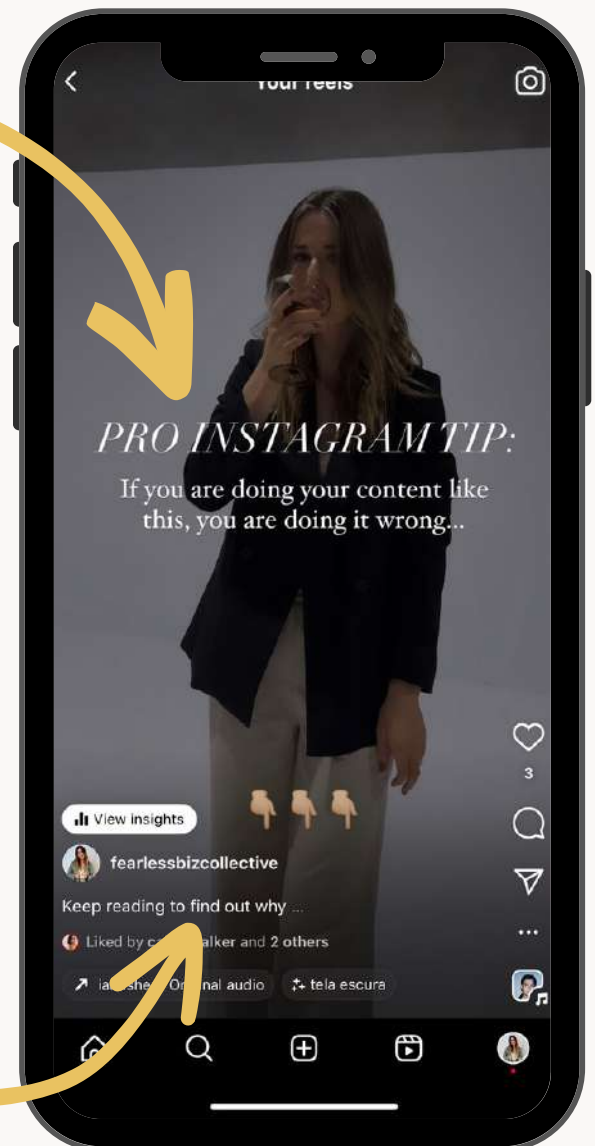
Video Hooks

This is the main hook that you use in your Reel as the text on your video. This hook should be targetted to your dream customer and spark the attention/interest of the viewer.

Hook 2:

Caption Headline

This is the top line in your caption and should encourage the viewer to want to click onto the caption to read more.



You can also then use hooks throughout your caption to help the user to stay engaged and keep reading your full caption.

70 Video Hooks

HOOKS

CHOOSE ANY OF THESE HOOKS FOR YOUR REEL TODAY!

1. Why is nobody talking about ____?
2. Here's a secret that other social media managers aren't telling you.
3. What I didn't do to achieve [insert goal] and what I did instead
4. Want to know the easiest way to _____?
5. This is the biggest mistake I see people make when _____.
6. The 5 biggest mistakes you're making in _____!
7. The X trends you can't afford to ignore [this year, this quarter, this season].
8. IDK who needs to hear this but...
9. This is why ____ isn't working.
10. 5 toxic mistakes to avoid if you want _____
11. PRO _____ TIP:
12. Steal my success strategy for [desired result].
13. 5 things I wish I knew before I _____.
14. You've been doing ____ wrong your entire life!
15. I wish I knew this lesson before starting [insert your journey].
16. Stop scrolling if you want _____.
17. How to ____ (go from A to B)
18. Controversial opinion, [commonly known myth] doesn't work... and here's why.
19. When you finally do ____ (something you recommend doing) and this is what happens!
20. This is not a joke
21. This is why your [service/product] isn't selling
22. Can I be honest with you?
23. Your step by step gam plan to get to [their desired goal].
24. 10 powerful _____ to stop _____.
25. Here are 5 ways to _____
26. Here's one tip to achieve _____ (desired outcome)
27. Come behind the scenes doing ____ (a specific task)
28. Why doing ____ (insert a common thing) will not help ____ (desire)!
29. If right now you're thinking..
30. If you (insert problem), watch this!
31. Why is no one talking about ____?
32. This video is for _____ (describe your dream customer)
33. The biggest secret other _____'s are not telling you...
34. I'll be transparent with you... (insert a truth in your industry)
35. These X (insert number) mistakes are costing you ____

70 Video Hooks

HOOKS

CHOOSE ANY OF THESE HOOKS FOR YOUR REEL TODAY!

36. Your ____ (topic) SUCKS
37. X (number) rules to follow if you want to become ____
38. Steal my idea for ____
39. Steal my exact strategy to ____
40. Stop scrolling if you hate ____
41. ____ (Target market/ sector) stop scrolling!! (Make sure to put a very specific niched person as your call out, otherwise this won't work)
42. I'm sharing my secret to success - watch now!
43. You'll never guess what I discovered about (insert topic)
44. This will be an unpopular opinion but... ____
45. Am I the only one who ____ (thinks/does it this way)
46. I wasn't going to share this, but...
47. 5 things I wish I knew earlier
48. Lazy hack to ____
49. 99% of people don't ____
50. The ultimate solution for ____
51. Say goodbye to ____
52. Warning: This will change the way you think about ____
53. Get an unfair advantage with ____
54. Proven strategies to ____
55. The shocking truth about ____
56. The key to unlocking ____ (some that holds people back)
57. Are you tired of feeling stuck in ____
58. The missing piece in your ____ puzzle
59. Life after ____ (say what you do eg, hiring a personal organiser)
60. The simplest way to ____ (state transformation)
61. This is how you get ____ (result) without ____ (struggle)
62. Here is what is stopping you from ____
63. POV: You're tired of ____ (relatable situation). Here's how to change it!
64. This is a common misconception with ____ (your industry)
65. Everyone who wants to ____ (transformation) needs this!
66. You guys will disagree, but the truth is ____
67. The 5 biggest no-nos when it comes to ____
68. I finally figured out how to ____
69. You need to watch this if you struggle with ____
70. 3 red flags when ____

20 Caption Headlines

HEADLINES

CHOOSE ANY OF THESE CAPTION HEADLINES TO USE AT THE TOP OF YOUR CAPTION TO ENCOURAGE SOMEONE TO CLICK TO READ YOUR CAPTION

1. Here's the trick 📌
2. Right Here 📌
3. Can you believe this 🤖
4. This is not a joke 📌
5. Yes it's true! Here's why ↓
6. Here's how I did it
7. 👁️ Steal my process here
8. Helping you ____ here ↓
9. THE SECRET 📌
10. STEAL THESE IDEAS
11. 📌 Save this for later
12. The full story ↪
13. 📌 (PUT YOUR TOPIC HERE) 📌
14. 🌟 My ____ strategy 📌
15. Stop scrolling. Do this instead 📌
16. Here's the deal 📌
17. Want more ____? Read this ↪
18. PSA: Stop overthinking _____ 📌
19. HERE 📌
20. HERE'S WHY + STEPS TO TAKE 📌

You are almost ready to go!

HOOKS ARE READY!



YOUR HOOKS ARE READY TO GO!

Now you have a full array of hooks to choose from when you are creating your Reels, but we need to make sure that if someone makes it to the end of your caption, that you have a strong CTA (Call To Action) to get them to take further action from your post.

Hooks will 10X your views, but it honestly doesn't how many views you get if you aren't getting them to take any other action.

On the next page, I have dropped some great CTA's you can use at the end of your post caption to encourage your viewer to take the next step. This could be increasing engagements, getting them into your DM's or sending them to your email list. Which in turn could lead to them becoming loyal clients and growing your business!

USE THESE CALL TO ACTIONS

CTA'S

TO GENERATE FOLLOWERS

- Make sure you are following @myusername for more tips about _____
- Give me a follow if this resonated
- Follow for more tips about ____
- Follow for more ____ support
- Don't miss my weekly ____ by following
- Follow @your username

TO GENERATE ENGAGEMENTS

- Comment 'WORD' to get your free ____ (freebie name) so you can _____ (transformation)!
- 📌 Save this post and apply the tips to make it happen.
- Like this post if _____
- Double tap if you agree 👍
- Agree or disagree, comment below 💬
- What tip would you add to this list? 🤔
- Hit ❤️ if you can relate.
- Double tap if you would try this
- Hit SAVE so you don't forget
- SAVE it so you can revisit the post
- Share this with your friends
- SHARE it if you found it helpful
- Let's chat in the comments
- Check my stories for more details

TO GET THEM INTO YOUR DM'S

- Comment 'WORD' to get your free ____ (freebie name) so you can _____ (transformation)!
- DM me your most pressing question about ____ now!
- DM me 'WORD' to know more about _____.
- DM me for more info!
- Send me your questions as a DM
- Send me a DM if you want in!
- Let's connect in the DM's
- DM me to know more about my offers
- Need help? Send me a DM

SO WHAT'S NEXT?

MAKE SURE YOU ARE FOLLOWING ME FOR ALL YOUR INSTA TIPS!

I am here to do this journey with you. Consider me your new biz bestie! I want to see you create incredible Instagram content that attracts your dream customer and converts them into paying clients so you can grow your business.

Don't forget to DM me that you downloaded this workbook as I would so love to connect with you to support you in your journey. I can't wait to connect with you!



@fearlessbizcollective

