10 Hooks That Stop the Scroll

Ten hook formulas with a real example each, from Reels we've actually made.

1. The quiet truth

Say the thing everyone feels but nobody posts.

"Your page isn't dead. It's just quiet."

2. The uncomfortable compliment

Praise, then point at the problem.

"Your website looks great. But nobody's watching."

3. The barrier remover

Kill the excuse before it forms.

"You don't need a camera. You don't need to film anything."

4. The question they already ask

Open with the question your buyer is already thinking.

"Why does your business page get 40 views?"

5. The number promise

A number tells the viewer exactly what they're getting.

"3 reasons everyone's switching."

6. The “stop doing this”

Name the wasted effort, then offer the easier way.

"Still spending hours trying to figure out what to post?"

7. The photo flip

Start with what they already have, not what they lack.

"Got a photo like this? Here's why it gets swiped past."

8. The list tease

Promise a list, save the best for last.

"5 morning habits — strongest one saved for the end."

9. The result first

Show the payoff before you explain anything.

"This is the result."

10. The one-good-Reel promise

One strong claim, no hype.

"One good Reel is often all it takes to wake it up."

How to use them: pick one formula, fill in your own words, put it in the first two seconds. The hook's job is only to stop the scroll — the rest of the Reel does the selling.

Made by ScrollStop Studio — Reels that stop the scroll, done for you.

scrollstop-studio.pages.dev