10 Hooks Worksheet

Fill in the blanks, then write your own version of each hook.

1. The quiet truth: Your _____ isn't dead. It's just quiet.
Your version: _____

2. The uncomfortable compliment: Your _____ looks great. But nobody's _____.
Your version: _____

3. The barrier remover: You don't need a _____. You don't need to _____.
Your version: _____

4. The question they already ask: Why does your _____ get _____?
Your version: _____

5. The number promise: _____ reasons everyone's switching.
Your version: _____

6. The “stop doing this”: Still spending hours trying to _____?
Your version: _____

7. The photo flip: Got a _____ like this? Here's why it gets swiped past.
Your version: _____

8. The list tease: _____ — save the strongest one for last.
Your version: _____

9. The result first: Show _____ first, then explain it. “This is the result.”
Your version: _____

10. The one-good-Reel promise: One good _____ is often all it takes to wake it up.
Your version: _____

The first-2-seconds checklist

[ ] The hook lands in the first 2 seconds
[ ] It names the viewer's problem, not your product
[ ] A stranger would stop for it
[ ] It works on mute — the captions carry it
[ ] One idea only — no second point sneaking in
[ ] It promises something worth staying for

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