

THE HOOK CODE

ATTENTION GETS THE SCROLL.
THE RIGHT HOOK GETS THE OPPORTUNITY.

Hooks are the first 1-2 lines of your content.
They stop the scroll, spark curiosity, and create
the chance to connect and convert.

HOW TO USE THIS GUIDE

Browse the hook categories below and choose the ones
that fit your message, your audience, and your content style.
Swipe, save, and make them your own.

WHAT'S INSIDE

01

**CURIOSITY
HOOKS**

02

**AUTHORITY
HOOKS**

03

**STORY
HOOKS**

04

**CONTRARIAN
HOOKS**

05

**PROBLEM
HOOKS**

REMEMBER:

Your hook is your opportunity to earn attention.
Make it count.

THE HOOK CODE

Powerful hooks to stop the scroll, spark curiosity, and make people want to keep watching.

01	 CURIOSITY HOOKS	"I wish someone told me this sooner..." "Nobody talks about this..." "This changed everything..." "I almost didn't post this..." "The truth about _____ ..."	"You won't believe what happened..." "Here's something most people get wrong..." "This might surprise you..." "I have to be honest..." "Watch this before it's too late..."
02	 AUTHORITY HOOKS	"After helping hundreds of creators..." "I've tested this for months..." "Here's what actually works..." "If I started over today..." "Here's what the pros don't tell you..."	"From years of experience..." "This is what I teach my clients..." "Most people get this completely wrong..." "Here's what I've learned..." "Let me save you years of trial and error..."
03	 STORY HOOKS	"One year ago..." "I remember sitting in my car..." "I almost quit..." "I never thought this would happen..." "It all started when..."	"I was at rock bottom..." "This was the turning point..." "I'll never forget the day..." "From broke to _____ ..." "Here's my real story..."
04	 CONTRARIAN HOOKS	"Unpopular opinion..." "Stop doing this." "Everyone says this..." "Here's why I disagree..." "You're being lied to..."	"This might get me in trouble..." "I'm going to say what others won't..." "Most people are doing it wrong..." "Hot take: _____ ..." "Here's the truth no one wants to hear..."
05	 PROBLEM HOOKS	"If you're struggling with..." "You're making this mistake..." "This is why your content..." "If nobody is buying..." "Still not getting results?"	"Why nothing seems to be working..." "Are you tired of..." "Here's why you're stuck..." "This could be costing you..." "Sound familiar?"

Remember:

Your hook is your first impression.
Make it strong. Make it count.

CONTENT FORMULAS

Proven content structures that keep people watching,
build trust, and drive action.

FORMULA 01

HOOK →
STORY →
LESSON →
CTA



HOOK

Grab
attention
instantly.

STORY

Share a
relatable
experience.

LESSON

Teach the
key takeaway
or insight.

CTA

Tell people
what to do
next.

BEST FOR:

Storytelling,
teaching,
brand building,
and selling.

WHY IT WORKS:

It connects
emotionally, provides
value, and leads
to action.

FORMULA 02

PROBLEM →
MISTAKE →
SOLUTION →
CTA



PROBLEM

Identify the
problem your
audience has.

MISTAKE

Reveal the
common
mistake.

SOLUTION

Share your
solution or
process.

CTA

Guide them
on the next
step.

BEST FOR:

Educational content,
coaching, and
helping your audience
get results.

WHY IT WORKS:

It shows understanding,
builds trust, and
positions you as
the solution.

FORMULA 03

EXPECTATION →
REALITY →
RESULT →
CTA



EXPECTATION

Share the
common
expectation.

REALITY

Reveal the
real truth or
what happens.

RESULT

Share the
transformation
or outcome.

CTA

Tell them
what to do
next.

BEST FOR:

Myth-busting,
transformation
stories, and high-
impact content.

WHY IT WORKS:

It creates contrast,
keeps attention, and
inspires action.

Remember:

These formulas are a framework, not a script.
Make them your own, **speak in your voice**,
and always **lead with value**.

STORYTELLING FORMULAS

Stories create connection. These formulas help you share in a way that builds trust, keeps attention, and inspires action.

FORMULA
01

THE CLASSIC
STORY
FORMULA

1 I USED TO THINK...
Share your old belief or perspective.

2 THEN I REALIZED...
The moment everything shifted.

3 SO I CHANGED...
What you did differently.

4 HERE'S WHAT HAPPENED...
The result, lesson, or outcome.

WHEN TO USE:

- Personal stories
- Mindset content
- Transformation posts
- Building connection

EXAMPLE:

"I used to think I needed a lot of followers."

"Then I realized I needed a strategy."

"So I changed how I created content."

"Here's what happened..."

FORMULA
02

THE DEEP DIVE
STORY
FORMULA

1 THE PROBLEM
What was going on.

2 THE STRUGGLE
What it felt like.

3 THE DECISION
The turning point.

4 THE OUTCOME
What changed.

5 THE LESSON
What you want them to take away.

WHEN TO USE:

- Longer storytelling
- Emotional connection
- Trust-building
- High-impact lessons

EXAMPLE:

"I was overwhelmed and broke."

"Every day felt harder than the last."

"I decided to bet on myself."

"My life completely changed."

"Here's what I learned..."

FORMULA
03

THE QUICK
STORY
SNAPSHOT

1 SET THE SCENE
Give quick context.

2 THE TURNING POINT
What changed everything.

3 THE TAKEAWAY
The lesson or insight.

WHEN TO USE:

- Short-form videos
- Reels, TikToks, Stories
- Quick connection
- Fast value

EXAMPLE:

"I was stuck and frustrated."

"Then I found a new strategy."

"Now I help others do the same."

Remember:

People connect with **real**, not perfect.
Be honest. Be **you**. The right people will resonate,
engage, and take action.

CONTENT TYPES THAT WORK

Different types of content build connection, provide value, and position you as the go-to resource in your niche.

01 	EDUCATIONAL CONTENT Teach, explain, and break down topics your audience wants to learn. <i>Position yourself as the expert.</i>	BEST FOR: Building trust, authority, and long-term loyalty. EXAMPLE: How-to videos, tutorials, tips, breakdowns.
02 	RELATABLE CONTENT Share experiences, opinions, and real-life moments that your audience can see themselves in. <i>Builds connection and community.</i>	BEST FOR: Creating connection and increasing engagement. EXAMPLE: Day in the life, confessions, thoughts, stories.
03 	SOLUTIONS-BASED CONTENT Help your audience solve a problem or overcome a challenge. <i>Show them the way.</i>	BEST FOR: Providing value and generating saves & shares. EXAMPLE: Problem-solution videos, checklists, step-by-steps.
04 	BEHIND-THE-SCENES CONTENT Pull back the curtain and show how things really work. <i>Humanizes your brand.</i>	BEST FOR: Building trust and transparency. EXAMPLE: Behind the scenes, process videos, bloopers, setup.
05 	PROMOTIONAL CONTENT Share your offers, products, and programs with confidence. <i>Sell the transformation, not just the product.</i>	BEST FOR: Generating leads and sales. EXAMPLE: Offer announcements, testimonials, case studies, live trainings.

Pro Tip:

The most successful creators mix these content types. Aim for **80% value** and **20% promotional**. Always lead with value.

THE CONTENT PLAN

A simple weekly plan that keeps your content consistent, strategic, and aligned with your goals.

THE 5 CONTENT PILLARS



01 EDUCATE

Teach, explain, and break down valuable information.

Builds trust and authority.



02 RELATE

Share stories, opinions, and real-life moments.

Builds connection and community.



03 SOLVE

Provide solutions, tips, and step-by-step answers.

Provides value and saves.



04 BEHIND-THE-SCENES

Show the process, the real moments, and the journey.

Builds transparency and trust.



05 PROMOTE

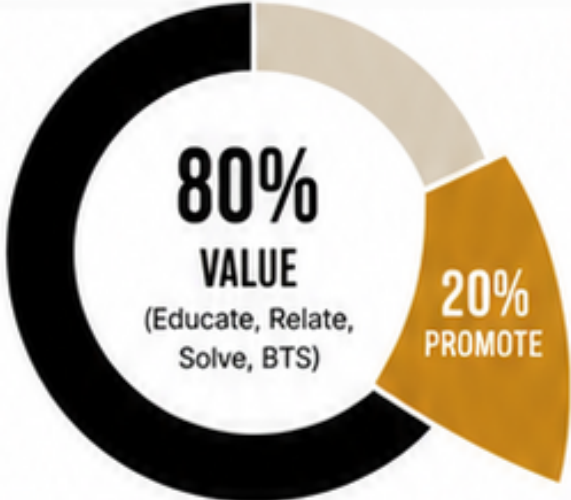
Share your offers, results, and transformations.

Drives leads and sales.

WEEKLY CONTENT PLAN

	PILLAR	CONTENT IDEA / TOPIC	FORMAT
 MON	☐		☐ Reel ☐ Story ☐ Post ☐ Live
 TUE	☐		☐ Reel ☐ Story ☐ Post ☐ Live
 WED	☐		☐ Reel ☐ Story ☐ Post ☐ Live
 THU	☐		☐ Reel ☐ Story ☐ Post ☐ Live
 FRI	☐		☐ Reel ☐ Story ☐ Post ☐ Live
 SAT	☐		☐ Reel ☐ Story ☐ Post ☐ Live
 SUN	☐		☐ Reel ☐ Story ☐ Post ☐ Live

CONTENT BALANCE GUIDE



80%
VALUE
(Educate, Relate, Solve, BTS)

20%
PROMOTE

THE 80/20 RULE

80% of your content should provide value.
20% should promote your offers and programs.
When you give value first, promotion feels natural.

EXAMPLE BALANCE FOR THE WEEK:

- 2–3 Educational
- 1–2 Relatable

- 1–2 Solutions-Based
- 1 Behind-the-Scenes

- 1 Promotional (or as needed)

Remember:

Consistency builds trust.
Value builds connection.
Strategy turns content into income.
Plan it. Post it. Profit.

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MAKE YOUR CONTENT PAY

14-DAY BUSINESS BUILDER CHALLENGE

HOOKS THAT STOP THE SCROLL

The hook is your first (and sometimes only) chance to get attention.
Use these proven hook types to make people stop, watch, and engage.

01 CURIOSITY HOOK	02 PAIN POINT HOOK	03 TRANSFORMATION HOOK	04 STATISTIC HOOK	05 CONTRAST HOOK	06 COMMAND HOOK
					
Creates curiosity and makes people need to know more.	Speaks directly to a problem your audience is struggling with.	Highlights the before and after so they see what's possible.	Uses numbers or facts to grab attention and build credibility.	Shows the difference between two things to spark curiosity.	Gives a bold statement or instruction that creates instant attention.
BEST FOR: • Storytime • Reels • Educational content • Teasers	BEST FOR: • Solution content • Offers • Coaching • Tutorials	BEST FOR: • Results • Offers • Testimonials • Motivation	BEST FOR: • Educational content • Industry tips • Myth-busting • Authority building	BEST FOR: • Comparisons • Mindset shifts • Recommendations • Opinions	BEST FOR: • Quick tips • How-to • Motivation • Call to action

HOOK EXAMPLES YOU CAN USE TODAY		
 CURIOSITY	<i>"The one thing no one tells you about..."</i> <i>"I did this and the results shocked me..."</i>	Storytelling, Reels, Teasers
 PAIN POINT	<i>"Tired of posting with no results?"</i> <i>"If you're not making sales, this is why..."</i>	Solution content, Offers, Coaching
 TRANSFORMATION	<i>"How I went from \$0 to \$10K in 30 days."</i> <i>"This changed everything for my business."</i>	Results, Offers, Motivation
 STATISTIC	<i>"80% of people are doing this wrong..."</i> <i>"Here's a stat that might surprise you..."</i>	Educational content, Industry tips
 CONTRAST	<i>"Busy ≠ Productive"</i> <i>"What most people think vs. what actually works."</i>	Comparisons, Mindset shifts, Opinions
 COMMAND	<i>"Stop posting random content."</i> <i>"Do this before you post again."</i>	How-to, Motivation, Call to action



- ✓ Your hook doesn't have to be perfect—it just has to stop the scroll.
- ✓ Test different hooks to see what gets the most attention.
- ✓ Keep it short, bold, and focused on your audience.
- ✓ The stronger the hook, the more people will stay to hear your message.

THE CONTENT CHECKLIST

Use this checklist to make sure every piece of content is valuable, intentional, and aligned with your goals.

 01	DOES IT SERVE A PURPOSE? Does this content educate, inspire, entertain, connect, or move someone closer to a result?	YES ☐	NO ☐
 02	DOES IT SPEAK TO MY IDEAL AUDIENCE? Will my ideal person see themselves in this and feel like it's for them?	YES ☐	NO ☐
 03	IS IT VALUABLE? Will someone learn, realize something, or gain clarity from this content?	YES ☐	NO ☐
 04	DOES IT GRAB ATTENTION QUICKLY? Is my hook strong enough to stop the scroll in the first 3 seconds?	YES ☐	NO ☐
 05	DOES IT INVITE ENGAGEMENT? Does it encourage comments, saves, shares, or DMs?	YES ☐	NO ☐
 06	DOES IT LEAD TO THE NEXT STEP? Does it naturally lead people to follow you, DM you, or check out your offer?	YES ☐	NO ☐



BEFORE YOU POST, ASK YOURSELF:

✓

Would I stop and watch this if someone else posted it?

✓

Does this align with my brand, message, and goals?

✓

Will this build trust and bring me closer to conversions?

✓

Am I creating this for attention or for impact?

✓

Is this moving my business forward?

INTENTIONAL CONTENT = STRONGER CONNECTION = MORE SALES

Remember:

You don't need more content.
You need better content with a strategy behind it.
Check the box. **Post with purpose. Get paid.**

CONTENT CREATION MADE SIMPLE

A simple system you can follow every time you create content.
Plan it. Create it. Share it. Repeat it.

STEP 01 	PLAN WITH PURPOSE Start with strategy, not random. Know your goal, your audience, and your message. <i>Intentional plans create powerful results.</i>	ACTION STEPS: - Choose your content pillar - Define your main message - Know who you're talking to - Decide the outcome you want - Pick the right format
STEP 02 	CREATE WITH CONFIDENCE Perfection is not the goal. Progress is. Focus on delivering value, not being perfect. <i>Done is better than perfect.</i>	ACTION STEPS: - Write a strong hook - Outline key points - Record your content - Keep it natural and real - Edit only what's necessary
STEP 03 	SHARE WITH INTENTION Your content can't make an impact if no one sees it. Share in the right places, at the right time. <i>Visibility creates opportunity.</i>	ACTION STEPS: - Post to your primary platform - Repurpose for other platforms - Optimize your caption - Use hashtags + keywords - Add a clear call to action
STEP 04 	ENGAGE AND CONNECT The magic happens in the conversations. Engage with your audience and build real relationships. <i>Connection builds community.</i>	ACTION STEPS: - Reply to comments - Answer DMs - Ask questions - Start conversations - Show up consistently
STEP 05 	ANALYZE AND IMPROVE Review what works and improve what doesn't. Data helps you grow faster. <i>Success leaves clues.</i>	ACTION STEPS: - Review insights & analytics - Identify top-performing content - Learn from what worked - Adjust your strategy - Repeat and scale

THE GOLDEN RULE OF CONTENT		
	CREATE CONTENT THAT HELPS, CONNECTS, AND LEADS. When you focus on serving your audience first, the results, the income, and the impact will follow.	✓ Serve First ✓ Build Trust ✓ Get Paid

Remember:

It's not about creating more content. It's about creating better content with a strategy behind it. Strategy turns content into connection. Connection turns attention into action. Action turns content into income.

YOUR CONTENT ROADMAP

Map out your content strategy, stay focused on your goals, and track your progress as you grow.

MY CONTENT GOALS

 Grow my audience

 Build trust & authority

 Generate engagement

 Increase leads

 Sell my offers

 Other:

MY IDEAL AUDIENCE

 WHO THEY ARE:

 WHAT THEY CARE ABOUT:

 THEIR BIGGEST CHALLENGE:

 HOW I HELP THEM:

 WHAT THEY WANT TO ACHIEVE:

MY WEEKLY CONTENT PLAN				
DAY	CONTENT PILLAR	CONTENT IDEA / TOPIC	FORMAT (Reel / Post / Story / Live)	GOAL / PURPOSE
MON	 			
TUE	 			
WED	 			
THU	 			
FRI	 			
SAT	 			
SUN	 			

CONTENT HABITS THAT WIN

 Plan my content in advance

 Batch create when possible

 Be consistent, not perfect

 Provide value every time

 Engage with my audience daily

 Analyze and adjust weekly

 Stay aligned with my goals



Discipline
Creates Freedom.

Small actions.
Big results.

PROGRESS TRACKER

 THIS WEEK I WILL FOCUS ON:

 WINS TO CELEBRATE:

 LESSONS I LEARNED:

Keep Going!

The results you want come from the habits you build today. Stay consistent. Stay focused. Stay in your lane. Your content can **change lives**—starting with yours.



COPY + PASTE

HOOKS

GOOGLE DOC