

Proven Content Hooks: Types & Uses

A reference library of hook formulas that consistently stop the scroll — organized by type, with examples and where each one works best (Reels/TikTok, UGC ads, LinkedIn, YouTube).

01 Curiosity Gap

Opens a loop the viewer needs closed. Withholds the payoff.

"Nobody tells you this about [topic]..."

"The real reason [result] happened isn't what you think."

Best for: Reels, TikTok, YouTube thumbnails/titles — anywhere a viewer can scroll away in under a second.

02 Number-Led / Stat Hook

Leads with a specific, credible number. Specificity signals truth and triggers curiosity about the "how."

"I grew this account to 50K in 90 days."

"3 mistakes killing your engagement rate."

Best for: LinkedIn posts, UGC ads (builds instant credibility), carousel covers.

03 Contrarian / Pattern Interrupt

States a common belief, then flips it. Creates friction, which holds attention.

"Stop posting every day. Here's why it's hurting you."

"Your logo isn't your brand. This is."

Best for: LinkedIn, thought-leadership video, opening line of talking-head Reels.

04 Problem—Agitate

Names a specific pain point the viewer already feels, then pokes at it before offering relief.

"Still manually posting on 5 platforms? That's costing you hours a week."

"Your ads are getting views but no sales — here's the actual gap."

Best for: UGC ad scripts, product review/unboxing formats, cold outreach video.

05 Confession / Admission

Opens with a mistake, loss, or vulnerability. Builds trust through honesty before the lesson lands.

"I lost a \$10K client because of this one email."

"I almost quit content before this changed everything."

Best for: Personal brand Reels, founder-story content, email newsletters.

06 Direct Callout

Names the exact audience in the first line so the right viewer knows instantly this is for them.

"If you run a home services business, watch this."

"Real estate agents — this is why your Reels aren't converting."

Best for: Niche-targeted ads, UGC for specific verticals, cold-audience Reels.

07 POV / Relatable Moment

Drops the viewer into a familiar scenario without explaining — recognition does the hooking.

"POV: you finally fixed your content calendar."

"When the client says 'make it pop' with no other direction."

Best for: TikTok, Reels, meme-adjacent brand content, community-building posts.

08 Authority / Social Proof

Borrows credibility from a name, brand, tool, or result the audience already trusts.

"What [well-known brand] taught me about content that converts."

"The exact framework top creators use for hooks."

Best for: Case study content, LinkedIn, sales pages, testimonial-style UGC.

09 Future Shock / Prediction

Signals urgency — something is changing and the viewer needs to act or know now.

"Social media strategy is about to look completely different."

"This platform update changes everything for small brands."

Best for: Trend/news-reaction Reels, LinkedIn thought leadership, newsletter opens.

10 Transformation (Before → After)

Shows a clear before/after gap, usually with a number or timeframe attached.

"0 to 50 brands in 2 years — here's what changed."

"From 200 views to 2M — the 3 things I fixed."

Best for: Case studies, portfolio captions, UGC testimonials, LinkedIn recaps.

Quick Reference: Hook Type by Platform

PLATFORM	BEST HOOK TYPES
Reels / TikTok	Curiosity Gap, POV, Pattern Interrupt
LinkedIn	Contrarian, Number-Led, Authority
UGC Ads	Problem—Agitate, Direct Callout, Transformation
YouTube	Curiosity Gap, Number-Led, Future Shock
Email / Newsletter	Confession, Future Shock

Notes

- The first 1-3 seconds (or first line) do all the work — the rest of the content only matters if the hook earns it.
- Pair a hook type with a specific, real number or detail whenever possible — vague hooks underperform specific ones.
- Rotate hook types across a content calendar rather than repeating the same formula — audiences pattern-match fast.