

The Hook Library

50 opening lines

that stop the scroll.

For any business. Pick a hook, fill in the blanks, and say it in the first three seconds of your video.

Skip the blanks

Tell elliscreative.net/hooks what you do and who you serve, and it rewrites all 50 hooks for your business, free.

WHAT'S INSIDE

Insider 7

Pattern interrupt 7

Save time & money 8

Warnings 7

Myths 7

Curiosity 7

Local & personal 7

HOW TO READ THE TAGS

 **Clear** easy to understand

 **Care** money, time, family or safety

 **Problem** a pain they have

 **Solution** you have the answer

Insider

What people usually keep to themselves

- 1 I'm probably going to regret sharing this, but...
♡ Care ⚠ Problem
- 2 I'll probably get canceled for saying this, but **[hot take about your industry]**.
♡ Care ⚠ Problem
- 3 Here's the unspoken rule of **[your industry]** that nobody tells you.
👁 Clear 🔄 Solution
- 4 What your **[pro]** won't tell you about **[topic]**.
♡ Care ⚠ Problem
- 5 Here's what a **[\$X]** **[job]** actually includes.
👁 Clear ♡ Care
- 6 The question I get asked every single day.
👁 Clear 🔄 Solution
- 7 I was today years old when I realized why this actually happens.
⚠ Problem

Pattern interrupt

Challenge what they believe or do

- 8 Stop scrolling if you're still doing this the hard way.
⚠ Problem 🔄 Solution
- 9 This is a harsh truth, but someone needs to say it.
⚠ Problem
- 10 You don't need more **[time or money]**, you just need to change this one thing.
♡ Care 🔄 Solution
- 11 I used to think **[common belief]** was true, until this happened.
⚠ Problem
- 12 You're probably doing this wrong, and it's costing you money.
♡ Care ⚠ Problem
- 13 Stop doing this to your **[thing]** before it costs you **[\$X]**.
♡ Care ⚠ Problem
- 14 Are you actually stuck, or are you just doing this?
⚠ Problem

Save time & money

Spare them time, money or a mistake

15 Let me save you months of trial and error in about 30 seconds.

♡ Care

🕒 Solution

16 Before you spend any money on [your service], watch this.

♡ Care

🕒 Solution

17 This is the laziest way to get [result they want].

👁 Clear

🕒 Solution

18 If you have 60 seconds, I can fix your [common problem].

👁 Clear

🕒 Solution

19 Why the cheapest option usually costs you the most.

♡ Care

⚠ Problem

20 The [\$20] fix that saves you a [\$2,000] problem.

♡ Care

🕒 Solution

21 How to save [\$X] on [your service] this year.

♡ Care

🕒 Solution

22 3 costs nobody tells you about before you [buy / start / sign up].

♡ Care

⚠ Problem

Warnings

Protect what they care about

23 Most people ignore this until it's too late.

♡ Care

⚠ Problem

24 3 signs your [thing] needs attention before [season].

♡ Care

⚠ Problem

25 If your [thing] does this, call someone today.

⚠ Problem

🕒 Solution

26 Don't sign that [quote / contract] until you ask this one question.

♡ Care

🕒 Solution

27 Never hire a [pro] who can't answer this.

♡ Care

🕒 Solution

28 Here's what happens when you skip [the step everyone skips].

♡ Care

⚠ Problem

29 The mistake I see from almost every [type of customer].

👁 Clear

⚠ Problem

Myths

Bust a belief they already hold

30 Myth: [common belief]. Fact: [the truth].

[Clear](#)
[Problem](#)

31 Everything you've heard about [topic] is wrong.

[Clear](#)
[Problem](#)

32 Your [neighbor / brother-in-law] is wrong about this.

[Clear](#)
[Problem](#)

33 [Common advice] sounds right. It isn't.

[Clear](#)
[Problem](#)

34 The truth about [trend] that most [pros] won't tell you.

[Care](#)
[Problem](#)

35 No, you don't need [expensive thing]. Here's why.

[Problem](#)
[Solution](#)

36 I believed this for [X] years. I was wrong.

[Clear](#)
[Problem](#)

Curiosity

Open a gap they have to close

37 If you only watch one video today, make it this one.

[Care](#)

38 Guess how much this [job] cost.

[Clear](#)
[Care](#)

39 We almost said no to this customer. Here's why we didn't.

[Problem](#)

40 You won't believe what we found when we [did the job].

[Problem](#)

41 Here's exactly what happens after you call us.

[Clear](#)
[Solution](#)

42 [X] hours of work in [X] seconds.

[Clear](#)

43 A day in the life of a [your town] [business owner].

[Clear](#)

Local & personal

The right viewer sees themselves

44 If you live in **[your town]** and **[have this problem]**, this is for you.

👁 Clear

💔 Care

45 **[Your town]** **[customers]**, this one's for you.

👁 Clear

💔 Care

46 Why **[your town]** **[weather / traffic / season]** is hard on your **[thing]**.

💔 Care

⚠ Problem

47 What **[X]** years of **[your work]** in **[your town]** taught me.

👁 Clear

48 The question **[your town]** customers ask us most.

👁 Clear

👉 Solution

49 Here's why we tell some customers no.

💔 Care

50 If you're the kind of person who struggles with **[problem]**, listen closely.

👁 Clear

⚠ Problem

How to use a hook

A hook that stops the scroll does four things:

- 👁 **Clear.** Easy to understand.
- 💔 **Care.** Family, money, time or safety.
- ⚠ **Problem.** A pain they already have.
- 👉 **Solution.** You have the answer.

Then:

- Say it first.** Your first word is the first word of the hook. No "Hey guys," no logo.
- Put it on screen.** Many people watch with the sound off.
- Lean on one word.** Hit the word that matters most a little harder.
- Keep the promise.** If the hook says "3 signs," give three signs.
- Repeat the winners.** Make more like the videos that beat the rest.

Got the hook but no time to film?

That's what I do. One shoot day a month, 10 to 12 finished videos, and a report on what they bring in.

[Book a free call](#)

Want the whole script? The free Video Planner writes a week of videos around your hooks: elliscreative.net/plan