ELLIS CREATIVE

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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