

The Hook Library

50 opening lines

that stop the scroll.

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

4 RULES FOR A SCROLL-STOPPING HOOK 🪄

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

Say it in the first 3 seconds of your video.

Each hook shows the rules it leans on.

HOW TO USE THESE

Say it first. The hook is your first spoken line and the first text on screen. No intro, no logo.

Fill in the blanks. [thing] is what you fix, sell or know. [\$X] is a real number. Specific beats clever.

Keep the promise. If the hook says "3 signs," give three signs.

Sound off. Most people watch muted. Put the hook on screen as text.

Repeat the winners. A few videos will rise above the rest. Make more like those.

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Warnings

Protect what they care about

- 1 Stop doing this to your [thing] before it costs you [\$X].
♥ Care ⚠ Problem
- 2 3 signs your [thing] won't make it through [winter].
♥ Care ⚠ Problem
- 3 If your [thing] does this, call someone today.
⚠ Problem ✔ Solution
- 4 The mistake I see in almost every Kansas City [home / yard / basement].
♥ Care ⚠ Problem
- 5 Don't sign that [quote / contract] until you ask this one question.
♥ Care ✔ Solution
- 6 This tiny [leak / crack / noise] turns into a [\$X] repair.
♥ Care ⚠ Problem
- 7 Most people ignore this until it's too late.
♥ Care ⚠ Problem
- 8 Never hire a [pro] who can't answer this.
♥ Care ✔ Solution
- 9 Here's what happens when you skip [maintenance task].
♥ Care ⚠ Problem
- 10 You're probably doing this wrong, and it's costing you money.
👁 Clear ⚠ Problem

Money

Cost, value, and what things really pay

- 11 How to save [\$X] on [service] this year.
♥ Care ✔ Solution
- 12 Here's what a [\$X] [job] actually includes.
👁 Clear ♥ Care
- 13 Why the cheapest quote usually costs you the most.
♥ Care ⚠ Problem
- 14 Where your money really goes on a [project].
👁 Clear ♥ Care

15 The **[\$20]** fix that saves you a **[\$2,000]** repair.

🛡️ Care

🔄 Solution

16 Is **[upgrade]** worth the money? Here's the honest answer.

🛡️ Care

🔄 Solution

17 What **[\$X]** buys you in **[neighborhood]** right now.

👁️ Clear

🛡️ Care

18 3 costs nobody tells you about before you **[buy / start / sign up]**.

🛡️ Care

⚠️ Problem

Myths

Bust a belief they already hold

19 Myth: **[common belief]**. Fact: **[the truth]**.

👁️ Clear

⚠️ Problem

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

👁️ Clear

⚠️ Problem

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

👁️ Clear

⚠️ Problem

22 **[Common advice]** sounds right. It isn't.

👁️ Clear

⚠️ Problem

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

👁️ Clear

⚠️ Problem

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

⚠️ Problem

🔄 Solution

25 I believed this for **[X]** years. I was wrong.

👁️ Clear

⚠️ Problem

Curiosity

Open a gap they have to close

26 Watch what we found behind this wall.

⚠️ Problem

27 This is what a **[unit]** looks like after **[X]** years with no service.

🛡️ Care

⚠️ Problem

28 Guess how much this [job] cost.

👁 Clear

🛡 Care

29 We almost walked away from this job. Here's why we didn't.

⚠ Problem

30 Nobody expected what was under this [thing].

⚠ Problem

31 A day in the life of a Kansas City [business owner].

👁 Clear

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

👁 Clear

✅ Solution

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

👁 Clear

34 What would you do with this [room / space]?

👁 Clear

Quick wins

An easy fix they can use today

35 Do this once a [month / season] and your [thing] will last years longer.

🛡 Care

✅ Solution

36 The 30-second check every homeowner should do.

🛡 Care

✅ Solution

37 How to tell if you need [service] in under a minute.

👁 Clear

✅ Solution

38 Ask this one question before you hire any [pro].

🛡 Care

✅ Solution

39 Try this before you call a [pro]. It might save you the trip.

🛡 Care

✅ Solution

40 The easiest way to [result] without [pain].

👁 Clear

✅ Solution

41 Here's exactly what to do if [emergency] happens.

🛡 Care

✅ Solution

42 3 things to do before [season] hits Kansas City.

🛡️ Care

🔄 Solution

Local trust

Proof you're real and nearby

43 Kansas City homeowners, this one's for you.

👁️ Clear

🛡️ Care

44 If you live in [neighborhood], watch this.

👁️ Clear

🛡️ Care

45 Why Kansas City weather is brutal on your [thing].

🛡️ Care

⚠️ Problem

46 What [X] years of [your work] in Kansas City taught me.

👁️ Clear

47 The question Kansas City customers ask us most.

👁️ Clear

🔄 Solution

48 Our customer thought this was a [\$X] problem. It wasn't.

⚠️ Problem

🔄 Solution

49 Here's why we tell some customers no.

🛡️ Care

50 You don't need to know [your industry]. You just need to know this.

👁️ Clear

🔄 Solution

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](#)