

THE HOOK LIBRARY

50 opening lines that stop the scroll.

Every hook here passes four rules: clear in one read, tied to something people protect, names a real problem, promises a fix. Fill in the brackets and say it in the first three seconds.

HOW TO USE THESE

- Say it first.** The hook is the first spoken line and the first text on screen. No intro, no logo, no "hey guys."
- Fill in the brackets.** [thing] is whatever 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 for the first three seconds.
- Repeat the winners.** Post daily for 30 days. A few videos will rise above the rest. Make more like those.

WARNINGS

protect what they care about

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

MONEY

cost, value, what things really pay

- 11 **How to save [\$X] on [service] this year.**
Pain point: nobody wants to overpay
- 12 **Here's what a [\$X] [job] actually includes.**
Pain point: nobody wants to overpay
- 13 **Why the cheapest quote usually costs you the most.**
Pain point: nobody wants to overpay
- 14 **Where your money really goes on a [project].**
Pain point: nobody wants to overpay

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

Pain point: nobody wants to overpay

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

Pain point: nobody wants to overpay

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

Pain point: nobody wants to overpay

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

Pain point: nobody wants to overpay

MYTHS

bust a belief they hold

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

Curiosity: challenges what they think they know

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

Curiosity: challenges what they think they know

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

Curiosity: challenges what they think they know

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

Curiosity: challenges what they think they know

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

Curiosity: challenges what they think they know

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

Curiosity: challenges what they think they know

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

Curiosity: challenges what they think they know

CURIOSITY

open a gap they have to close

26 Watch what we found behind this wall.

Curiosity: they have to see how it ends

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

Curiosity: they have to see how it ends

28 Guess how much this [job] cost.

Curiosity: they have to see how it ends

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

Curiosity: they have to see how it ends

30 Nobody expected what was under this [thing].

Curiosity: they have to see how it ends

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

Curiosity: they have to see how it ends

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

Curiosity: they have to see how it ends

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

Curiosity: they have to see how it ends

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

Curiosity: they have to see how it ends

QUICK WINS

an easy fix they can use today

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

Solution: an easy win right away

36 The 30-second check every homeowner should do.

Solution: an easy win right away

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

Solution: an easy win right away

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

Solution: an easy win right away

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

Solution: an easy win right away

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

Solution: an easy win right away

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

Solution: an easy win right away

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

Solution: an easy win right away

LOCAL TRUST

Kansas City proof you are real and nearby

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

Trust: it's about their town, not everyone's

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

Trust: it's about their town, not everyone's

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

Trust: it's about their town, not everyone's

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

Trust: it's about their town, not everyone's

47 The question Kansas City customers ask us most.

Trust: it's about their town, not everyone's

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

Trust: it's about their town, not everyone's

49 Here's why we tell some customers no.

Trust: it's about their town, not everyone's

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

Trust: it's about their town, not everyone's

Want help filming them?

One shoot day a month, 10 to 12 finished videos, real results.

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