Viralframe
CONTENT MARKETING AGENCY

FREE RESOURCE

15 viral hook types that *stop the scroll.*

The 15 opening lines that make people stop scrolling, with a fill-in-the-blank line and an example for each.

A hook is the *first three seconds,* not just the first sentence.

If nobody stops in the first moments, the rest of the video does not matter. Use the guide as a menu: pick a type, fill in the blanks with your own business, film it.

Words

What you say. Start with the idea, not with "hi, welcome".

Image

What is on screen in the first frame: the problem, the result, the face.

Sound

The room, the tool, the music. Real sound beats a generic track.

Four rules before you film

- Start speaking at second zero. No greeting, no intro.
- One idea per video. Save the answer for the end so people keep watching.
- The hook must lead to what the video actually delivers.
- Use only real numbers, real cases and real results from your own business.

From our own review: in 25 top-performing reels from one account, 24 started speaking at second zero.

1 The contrarian

Say the opposite of what your viewer assumes. The brain can't ignore a claim that contradicts what it takes for granted.

Fill in: [Common belief] is wrong. Here's why.

Example: Posting every day won't grow your business.

FITS Any business

2 The specific number

A precise number suggests there is real data behind the claim. Only use numbers you can back up.

Fill in: [Number] + [result or action].

Example: I reviewed [number] reels from [kind of account]. Here is what they have in common.

FITS Agencies, trades, clinics

3 The mistake

Nobody wants to be making a mistake they can't see. Name who makes it and what it costs.

Fill in: The mistake [your customer] makes that costs them [consequence].

Example: The mistake homeowners make after a storm.

FITS Repair and risk services

4

The time-boxed promise

A deadline turns a vague promise into something the viewer can picture finishing.

Fill in: In [time] you can [result] if you [action].

Example: In 10 minutes you can check your [asset] for 5 warning signs.

FITS Anyone who teaches a quick check

5

Before and after

People follow a change. Show the starting point first and make them wait for how you got there.

Fill in: This was [bad state]. This is [good state].

Example: This kitchen on Monday. This kitchen on Friday.

FITS Construction, beauty, cleaning, landscaping

6

The secret

A gap in what the viewer knows is a gap they want filled. It works best when you can really fill it.

Fill in: What [experts in your field] don't tell you about [topic].

Example: What most [your trade] companies never explain about [topic].

FITS Anyone with insider knowledge

7

The uncomfortable question

A question that points at a problem the viewer would rather not admit holds attention. It should sting a little and be true.

Fill in: Why are you still [painful habit]?

Example: Why does a business with a worse service get more calls than yours?

FITS Service businesses, coaches

8

The list

A numbered list promises a clear amount of information. Keep the number believable for the length of the video.

Fill in: [Number] things that [result]. Number [k] surprises people.

Example: 5 things to check before you hire a [your trade].

FITS Everyone. It is the easiest to film

9

This or that

Comparing two options makes the viewer pick a side. Choose a comparison people already ask about.

Fill in: [Option A] or [option B]: which is better for [situation]?

Example: Tile or shingle: which one wears out first?

FITS Products with real choices

10 The warning

Warnings trigger the instinct to avoid loss. Be specific, because a vague warning creates no urgency.

Fill in: If you [common action], you will [consequence]. Do this instead.

Example: If you wait until it leaks, you will pay more. Do this instead.

FITS Prevention and maintenance

11 The real case

A real story is verifiable. It proves you do the work and not just talk about it. Never invent one.

Fill in: A customer came to us with [problem]. Here is what we did.

Example: A customer called us about [problem]. This is what we found.

FITS Any business with finished jobs

12 The confession

Admitting a mistake makes you human and makes the lesson stick. Use a real one.

Fill in: The biggest mistake I made [stage of your business].

Example: The mistake that cost me my first [client, job, month].

FITS Owners who film themselves

13 The prediction

A prediction creates urgency because there is a window. Anchor it to something observable, never a guess.

Fill in: In [timeframe], [thing] will change. Here is how to be ready.

Example: In the next year, [observable trend] will change how people choose a [your trade].

FITS Market and seasonal topics

14 The provocation

Say what the audience feels and nobody says out loud. It only works if you truly believe it.

Fill in: Nobody says this out loud: [uncomfortable truth].

Example: Nobody says this out loud: most [your industry] ads look exactly the same.

FITS Confident personal brands

15 The interruption

Two voices, one stops the other. The viewer wants to know why. It works as a sketch with two people.

Fill in: "Wait, don't [common action]." "Why?"

Example: "Wait, don't post that." "Why?" "Because the first 3 seconds say nothing."

FITS Teams, sketches, myth busting

Pick the type by *goal.*

You want reach

Use the contrarian, the provocation, the interruption or the uncomfortable question. They create friction and comments.

You want trust

Use the real case, the confession or the secret. They show you do the work and know the field.

You want saves and shares

Use the list, the time-boxed promise or the mistake. They are useful enough to keep.

You want customers

Use before and after, the warning or this or that. They sit close to the decision.

Your next step

Write one hook from each of three different types today. Film all three. Keep the one people react to and make a version of it every week.

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Want us to write and film them *for you?*

We script, film and edit short-form videos for businesses and creators, so you do not start from a blank page.

viralframeagency.com

Service Reels production
Email info@viralframeagency.com
Instagram @viralframeagency