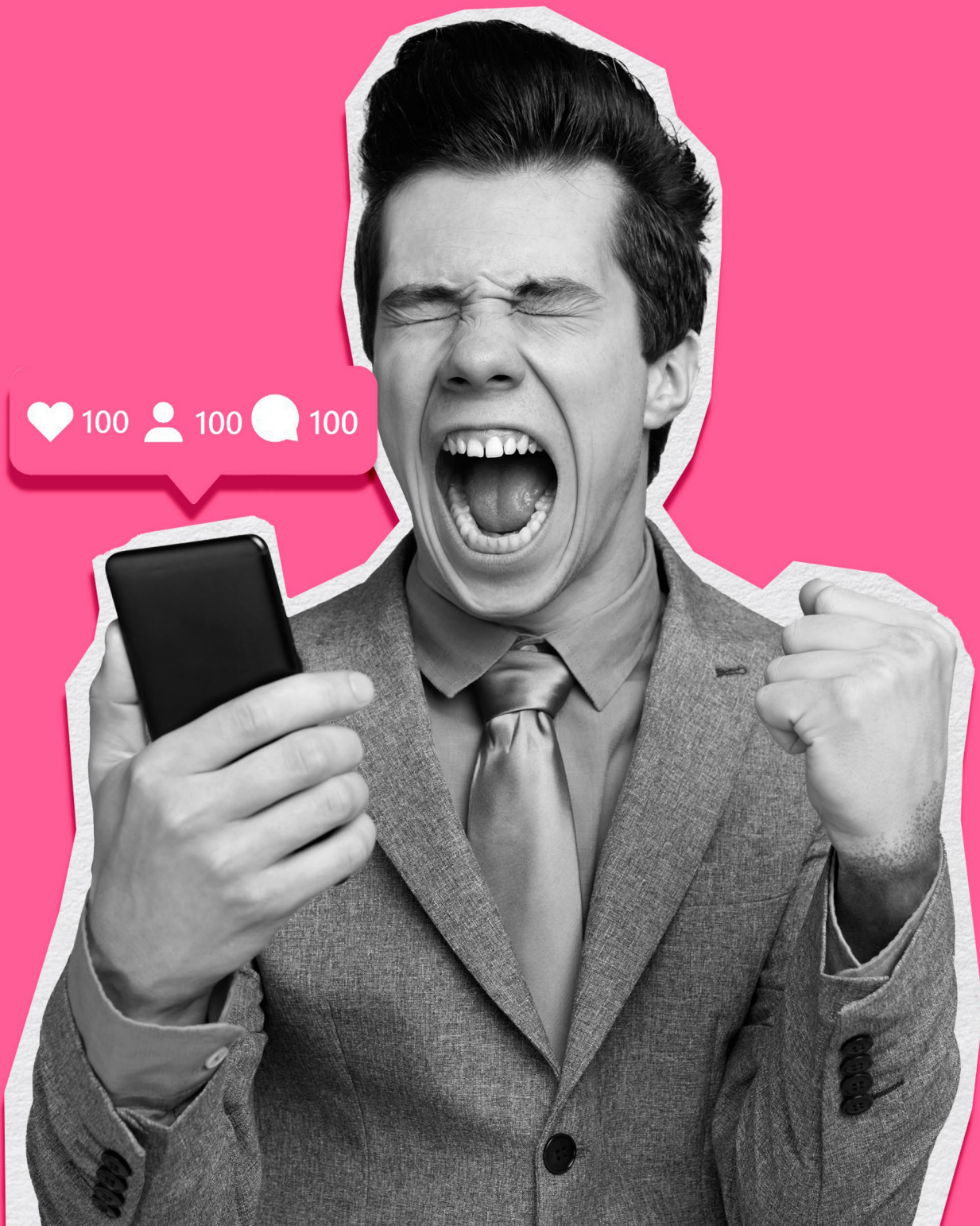# metricool

HOOKS

VIRAL FOR YOUR SHORT-FORM VIDEOS

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Have you heard of the 3-second rule? Not how long you can eat something you dropped on the floor, but, the time it takes users to decide whether they want to continue watching a video scroll past.

With low attention spans, capturing user's attention with short-form videos is more difficult than ever. You need something to entice users, leaving them wanting more and staying through your entire video.

Video hooks are short phrases used at the beginning of videos, whether speech or on-screen text, to pique curiosity and maintain users' interest. The purpose is to generate audience appeal and increase user engagement, from the very first second to the end.

This booklet contains 25 essential video hooks to incorporate into your video structure, peaking views, engagement, and virality.

HOOKS
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HOOK 1

Stop scrolling if you want to ____

REASON TO USE IT:

A direct call to action for the user to stop scrolling and listen to your next statement.

EXAMPLES:

◉ Stop scrolling if you want to multiply your sales on social media

◉ Stop scrolling if you want to increase your YouTube videos organically

◉ Stop scrolling if you want to improve your gut health

◉ Stop scrolling if you want high-quality brand-name sneakers for less than $30

The 5 most common mistakes people make when ____

HOOK 2

REASON TO USE IT:

Provoke user curiosity by hinting that they may be making mistakes without knowing it. What do you get from this? They continue watching because they want to learn from your video.

EXAMPLES:

◉ The 5 most common mistakes people make when creating social media ads...

◉ The 5 most common mistakes people make when managing social media...

◉ The 5 most common mistakes people make when trying to improve gut health...

◉ The 5 most common mistakes people make when styling their hair...

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Why is no one talking about this?

REASON TO USE IT:

This hook implies that little is known, or discussed,
about an important issue that could surprise and inform users.

EXAMPLES:

◉ Why is no one talking about the Instagram algorithm?

◉ Why is no one talking about TikTok hashtags?

◉ Why is no one talking about these $30 sneakers?

◉ Why is no one talking about the traveling hack?

If you want ____ [Problem or Desire], you need ____ [Solution]

HOOK 4

REASON TO USE IT:

This hook relates a desire or need to a direct solution.
You can show your audience how to achieve a goal through a concrete action.

EXAMPLES:

◉ If you want to increase video traffic, you need to incorporate these SEO strategies

◉ If you want to manage bad breath and whiten your teeth, you need this mouthwash

◉ If you want a more organized social media calendar, you need this tool

◉ If you want to save money on travel, you need to know about this website

HOOK 5

You need this trick to
[Add customer pain point]

REASON TO USE IT:

You address a common issue that will resonate with your audience.
By understanding their needs, you can connect with users and provide
them with a practical solution.

EXAMPLES:

◎ You need this trick to save time in social media planning

◎ You need this trick to cut down monthly spending

◎ You need this trick to feel more confident on a first date

◎ You need this trick for keeping your house plants alive

This is why _____ isn't working

HOOK 6

REASON TO USE IT:

From the get-go, you draw attention to a main issue your audience faces and
suggest a specific reason why they haven't received the desired results.

EXAMPLES:

◎ Why your Instagram ads aren't working...

◎ Why your content strategy isn't working...

◎ Why your house plants are dying...

◎ Why your hair isn't growing...

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HOOK 7

No one ever told you this for ___

REASON TO USE IT:

This hook suggests that there is valuable information that the user hasn't yet discovered, which will largely impact their life, brand, or business.

EXAMPLES:

No one ever told you this for improving your video editing skills

No one ever told you this for nonstop growth on TikTok

No one ever told you this for receiving 50% off on fashion brands

No one ever told you this for strengthening your natural nails

This is the best secret for learning how to ___

HOOK 8

REASON TO USE IT:

Promises to reveal a technique for achieving a specific goal. This hook generates interest by offering a solution that marks a turning point in the user's day-to-day life.

EXAMPLES:

This is the best secret for learning how to create viral content on social media

This is the best secret for learning how to edit your videos professionally

This is the best secret for learning how to curate your living room decor

This is the best secret for learning how to travel on a budget

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HOOK 9

Am I the only one
who didn't know this?

REASON TO USE IT:

Not only does this hook hint that you will reveal valuable information, but it also connects with your audience on a human level, suggesting you were unaware of this before. This can work well with news, updates, and interesting cultural moments.

EXAMPLES:

◎ Am I the only one who didn't know about the TikTok algorithm?

◎ Am I the only one who didn't know that you can post
up to 20 images on Instagram?

◎ Am I the only one who didn't know you can schedule social media posts
to post automatically for you?

◎ Am I the only one who didn't know about this celebrity drama?

3 reasons why you are not ___

HOOK 10

REASON TO USE IT:

This presents possible obstacles that the user is experiencing, hindering them from achieving goals. However, they want to watch your video to learn and overcome these challenges. This also presents your brand as an expert in your space.

EXAMPLES:

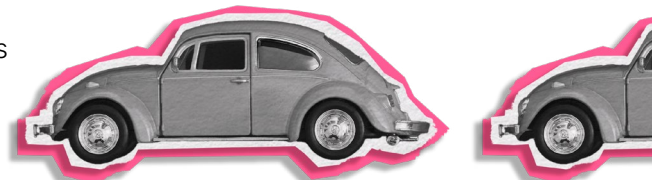◎ 3 reasons why you're not receiving as many clicks on your website

◎ 3 reasons why you keep waking up tired in the morning

◎ 3 reasons why your TikTok videos are stuck at 200 views

◎ 3 reasons why you can't focus during work

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HOOK 11

REASON TO USE IT:

Grab your audience's attention by highlighting a common problem, mistake, or desire, and how they can avoid it.

EXAMPLES:

Watch this video if you want to monetize your TikTok content

Watch this video if you want the latest updates on social media

Watch this video if you're looking to find your capsule wardrobe

Watch this video for the most nutrient-dense meal

Everything you thought you knew about ____ is wrong

HOOK 12

REASON TO USE IT:

Offer a new perspective on a well-known situation, piquing user interest and curiosity.

EXAMPLES:

Everything you thought you knew about email marketing is wrong

Everything you thought you knew about Facebook Reels is wrong

Everything you thought you knew about plant nutrition is wrong

Everything you thought you knew about hair tools is wrong

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Don't do this if you want to ___

REASON TO USE IT:

This hook warns the user to avoid certain actions to achieve their desired results.

EXAMPLES:

- Don't do this if you want to maintain a consistent brand image on social media
- Don't do this if you want to improve the quality of your Instagram content
- Don't do this if you want to maintain your daily energy levels
- Don't do this if you want to grow your natural nails

Don't do X, do Y

HOOK 14

REASON TO USE IT:

Offer a concrete solution to move from a negative situation to a positive, with tangible examples.

EXAMPLES:

- Don't make one-shot videos, edit them for a professional look with tools like CapCut
- Don't post on social media without a clear target audience, create content that resonates with your ideal client
- Don't go on diet pills to lose weight, incorporate balanced lifestyle tricks to stay healthy
- Don't rely on a simple caption to boost your post, add relevant hashtags to increase your content's reach

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HOOK 15

If you are ____,
you should be doing this

REASON TO USE IT:

With this hook, speak directly to your target audience and recommend a specific action. Provide them with the necessary guidelines to solve a problem in your niche.

EXAMPLES:

◉ If you are a social media manager, you should be doing this

◉ If you are a graphic designer, you should be doing this

◉ If you are a chef, you should be doing this

◉ If you are a teacher, you should be doing this

This hack changed my life completely

HOOK 16

REASON TO USE IT:

A guaranteed connection with the viewer by offering a trick that will help them improve their life, with a direct POV.

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Signs that it's time to ___

REASON TO USE IT:

Encourage a user to change course by targeting an issue, with specific symptoms

EXAMPLES:

- Signs that it's time to change your social media strategy
- Signs that it's time to buy a new toothbrush
- Signs that it's time to check on your shower head
- Signs that it's time you use a shampoo

Follow this step-by-step
to master ___

HOOK 18

REASON TO USE IT:

This targets an audience with a hyperfocus to complete something. Drive their motivation with a video that will make that change.

EXAMPLES:

- Follow this step-by-step to master TikTok advertising
- Follow this step-by-step to master outdoor gardening
- Follow this step-by-step to master content creation on social media
- Follow this step-by-step to master graphic design

Debunking myths about ___

REASON TO USE IT:

Capitalize on the power of this hook to debunk common industry myths and share your thought leadership.

EXAMPLES:

- Debunking myths about LinkedIn's algorithm
- Debunking myths about intermittent fasting
- Debunking myths about content creators
- Debunking myths about using hair tools

Stay until the end

HOOK 20

REASON TO USE IT:

This hook encourages user retention, hinting at an exciting end they don't want to miss.

REASON TO USE IT:

This hook arouses users' interest, especially about a topic in your niche or industry.

What I wish I knew ___

REASON TO USE IT:

This hook advises someone about something they haven't experienced yet or what they wish they knew when they were in the user's position.

EXAMPLES:

👁 What I wish I knew about finding new music, as a playlist curator

👁 What I wish I knew as a social media intern

👁 What I wish I knew about being pregnant before having kids

👁 What I wish I knew about Instagram,
about posting 50 days in a row

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HOOK 23

This is how I got ＿＿
and this is how I did it

REASON TO USE IT:

This hook generates credibility and curiosity, based on a goal or objective you've achieved. Then, you can provide the steps for doing this, promoting the tools and strategies that helped you on the way.

EXAMPLES:

- Here's how I doubled my Instagram followers in a month

- This is how I improved my Facebook ad conversions through my last campaign

- Así es como he conseguido eliminar la grasa del pelo

- This is how I built a weekly marketing newsletter with over 100,000 subscribers

- This is how I healed my hair using this product

I found the solution to ＿＿

HOOK 24

REASON TO USE IT:

Empathize with the user by connecting with a situation they have been through.

EXAMPLES:

- I found the solution to having a writing block

- I found the solution to manage multiple social media accounts

- I found the solution to cooking in under 30 minutes

- I found the solution to travel at the cheapest price

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HOOK 25

This trick can save
you valuable time ____

REASON TO USE IT:

Not having enough time is a common pain point for many professionals. Use this hook coupled with an industry or niche to further target your audience.

EXAMPLES:

This trick can save you valuable time as a social media manager

This trick can save you valuable time in organizing your next trip

This trick can save you valuable time analyzing your campaign results
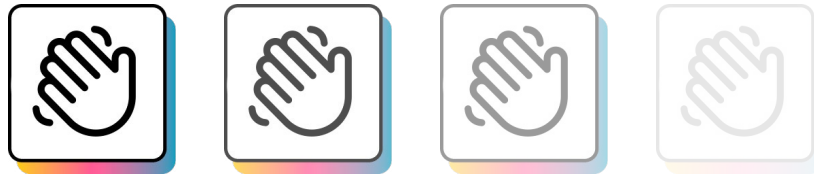
This trick can save you valuable time studying for your next exam

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These hooks help **retain users and create dynamic videos** for your audience. Providing your audience with valuable resources and tips boosts authority and attention, helping scale your account organically.

¡BONUS!
¡BONUS!
¡BONUS!
¡BONUS!
¡BONUS!
¡BONUS!

With these hooks in your content mix, you have everything you need to start scripting your next viral videos. Editing is the next step, a crucial part of creating engaging, fast-paced, dynamic content.
If you haven't heard of CapCut, this free video editing software can revamp your clips with cutting-edge transitions, animations, subtitles, automatic beats, templates, and more.

During filming, utilize CapCut's teleprompter feature to follow your script for seamless recording. What else is there to know about CapCut? Find out in this video to get the most out of this powerful tool:

YOUR COMPLETE CAPCUT GUIDE

After finalizing your avant-garde video, amplify this video across multiple social media platforms for maximum exposure.
Metricool's multiposting feature lets you schedule content to your connected channels simultaneously, saving time in social media planning while activating your channels.
Sounds like a win-win, right?

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