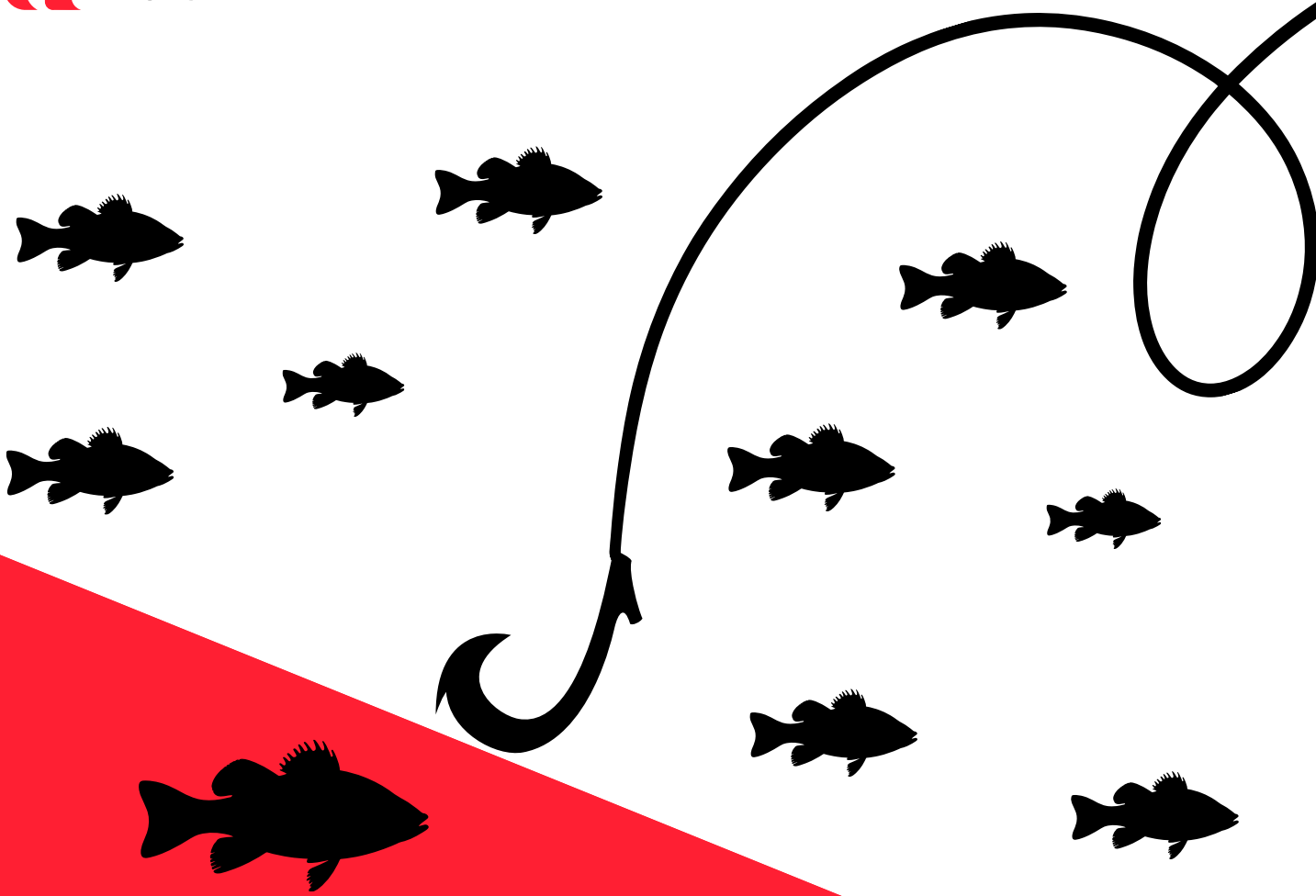




100 HOOKS **that stop scrolling** **and increase sales**

Storytelling to Fast-Forward for
the busy entrepreneur

List of 100 Hooks to use

01

Vulnerable Hooks

1. I hid this for years, but it's time I share it.
2. Just when I thought I was done, [this] happened.
3. I pretended I had it all together until [event] proved otherwise.
4. I stumbled through [situation], and it taught me more than success ever could.
5. Admitting [struggle] was the hardest thing I ever did.
6. I thought I was the only one who [felt/struggled with this], until I realized I wasn't.
7. Behind every perfect post is a story I never shared... here's one.
8. I spent years pretending everything was fine... until one conversation forced me to admit it wasn't.
9. I was ashamed of this part of my story for a long time, but hiding it was only making me feel more alone.
10. I thought success would fix how I felt inside... it didn't. Here's what finally did.

02

Curiosity Hooks

1. You'll never guess what happened when I...
2. The strangest thing happened today...
3. Most people ignore [common thing], but it changed everything for me.
4. I discovered a secret about [topic] that no one talks about.
5. What if I told you [simple idea] could actually solve [big problem]?
6. The moment I decided to [action]... everything shifted.
7. The one question I asked a complete stranger completely changed the direction of my life.
8. I tried the "perfect" strategy everyone recommends... and it almost ruined my business.
9. Most people quit right before this tiny shift happened — here's what that shift was.
10. I ignored everyone's advice and did the opposite... here's what happened next.

03

Relatable Hooks

- 1.If you've ever [common struggle], you know exactly how I felt.
- 2.Everyone tells you [common advice], but no one prepares you for [reality].
- 3.You know that feeling when [situation]? Yeah, that happened to me.
- 4.I thought I was alone in feeling [emotion]... until this happened.
- 5.If you've ever felt like you're working hard but still falling behind, this will feel painfully familiar.
- 6.You know that Sunday night anxiety when you think about the week ahead? Yeah... that was me every week.
- 7.Everyone says "just be consistent" — but no one tells you how impossible that feels when you're burned out.
- 8.I thought I was the only one who smiled on the outside while feeling lost on the inside... turns out I wasn't.
- 9.If you've ever scrolled for hours looking for motivation but still felt empty afterward, you're not alone.
- 10.We're told success looks a certain way... but what if your version of success feels completely different?

04

Unexpected / Twist Hooks

- 1.I never thought I'd say this, but...
- 2.Everyone expects me to [do/say this]... here's the truth.
- 3.The last thing I expected was...
- 4.I thought [action] would ruin everything, but it didn't.
- 5.People were shocked when I decided to...
- 6.I thought this would be my biggest failure... it turned out to be the best decision I ever made.
- 7.Everyone told me I was crazy for walking away... but staying would have been the real mistake.
- 8.The thing I was most afraid of ended up being the thing that saved me.
- 9.I prepared the perfect pitch... then threw it away and said something completely different.
- 10.I spent months trying to sound professional... until I realized being real worked ten times better.

05

Inspirational / Hopeful Hooks

1. I didn't believe I could [goal] until I finally tried.
2. What I learned from [failure/struggle] completely changed my perspective.
3. If you're struggling with [problem], this might help.
4. The day I decided to stop [old habit/behavior], everything started falling into place.
5. This is the proof that a new beginning actually works.
6. I didn't believe I could ever do this... until the day I finally stopped waiting for permission.
7. The moment I decided to bet on myself, everything started falling into place.
8. If you're feeling stuck right now, this story is proof that one small decision can change everything.
9. I went from doubting every move I made to trusting myself completely — here's exactly how.
10. What looked like the end of my journey was actually the beginning of something much better.

06

Tension / Emotional Hooks

1. I was forced to confront [fear/truth] when I least expected it.
2. The hardest decision I ever made was choosing between [A] and [B].
3. I wanted to [do something], but [obstacle] wouldn't let me.
4. There was a battle inside me about [choice], and it tore me apart.
5. I thought I could ignore [issue], but it found me anyway.
6. I didn't see it coming, but [moment] changed how I view everything.
7. The day I [experienced loss/failure], I realized life would never be the same.
8. I had to choose between staying safe and finally going after what I wanted... the choice almost broke me.
9. Everything looked perfect from the outside, but inside I was quietly falling apart.
10. I kept telling myself "just one more month"... until I realized I was running out of months.

07

Strong Hooks for Brand / Business

1. Here's a peek at the part of my workday I never post about.
2. Running a business is not always [highlight] — here's what really goes down.
3. How I went from [problem] to [success] in [timeframe].
4. If you've ever felt [emotion] while growing your business, you're not alone.
5. At first, [client] was skeptical about [offer], but here's what happened next.
6. Still doing [outdated method]? There's a better way.
7. I've been there — stressed, stuck, and so over it. Here's what helped.
8. The biggest mistake I made when [task] — and how you can avoid it.
9. We don't sell [product] — we help you finally feel [desired feeling] after years of [pain].
10. While most brands focus on features, we built everything around one simple promise: [core benefit].

08

Clickbait-Style Hooks

1. The mistake 99% of people make that quietly kills their progress...
2. I wish someone had told me this before I wasted two years of my life...
3. This one tiny change made me go from broke to profitable in 90 days...
4. Never do this if you want to grow your business (I learned the hard way).
5. The uncomfortable truth no one in [your industry] wants to admit...
6. I stopped doing [popular advice] and my results doubled overnight.
7. This is why most people stay stuck even though they work harder than everyone else.
8. The secret I learned from a millionaire that changed how I make money.
9. If you ignore this one thing, you'll keep spinning your wheels forever.
10. I tried every productivity hack... only one actually worked.

09

Extra Curiosity Hooks

1. What if the thing you're avoiding is actually the shortcut you've been looking for?
2. The email I almost deleted turned out to be the most important one I ever received.
3. I followed the "proven" path everyone recommends... then I did the opposite.
4. The moment I stopped trying to be perfect, my audience finally started listening.
5. Most people quit at the exact point where their breakthrough was about to happen.
6. I thought I needed more followers... until this happened.
7. The question I asked myself every morning completely rewired my mindset.
8. Everyone told me it was impossible... then I did it anyway.
9. I discovered the real reason I was burned out — and it wasn't what I expected.
10. This tiny habit took me from overwhelmed to calm in less than two weeks.

10

Article Title Hooks

1. The mistake I made for years that quietly sabotaged my success — and the simple shift that changed everything.
2. I followed every "proven" productivity rule... until I discovered the one thing no one talks about.
3. What if the reason you're still stuck isn't lack of effort — but something much simpler?
4. The day I stopped trying to be perfect was the day my business (and my life) finally started working.
5. Everyone told me this approach would never work. Here's what happened when I ignored them.
6. I spent two years chasing the wrong definition of success — here's the painful lesson I learned the hard way.
7. This one uncomfortable truth about storytelling separates average creators from unforgettable ones.
8. I thought vulnerability would make me look weak... until it became the strongest part of my brand.
9. The hidden reason most brand stories fail — and the exact framework that turns them into magnetic ones.
10. If you've ever felt like your content is good but not memorable, this might be exactly why.

Quick Tips for Using These Hooks

- Pick one that matches the emotion or lesson of your story.
- Keep the first 3–5 seconds punchy (especially for Reels or videos).
- Combine with contrast: start opposite to your main realization.
- Test 2–3 versions and see which gets the most engagement.

The hook was just the beginning. Now, let's build the whole thing.

You've got your hook list, but a strong brand strategy is about more than just a great first sentence. It's about consistency, design that inspires trust, and a story that sets you apart in the marketplace.

I'm Andreea Laura Amzu, a brand and design strategist, and I invite you to turn visibility into authority.

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