



Holly Crawshaw's **SPARK IT**

**Free Resources for Your
LinkedIn™ Success**



15 Fill-in-the-Blank Hook Templates

Use these proven first-line formulas to stop the scroll, spark curiosity, and get more engagement.

Transformation Hooks

1. How I [achieved surprising result] without [common struggle]
→ *How I hit 6-figures without a single cold DM.*
2. I used to [old identity]. Now I [new identity].
→ *I used to be a classroom teacher. Now I ghostwrite for CEOs.*
3. From [undesirable state] to [desirable state] in [timeframe].
→ *From unknown to fully booked in 90 days.*

Educational Hooks

4. [Number] things I wish I knew before [milestone].
→ *3 things I wish I knew before quitting my job.*
5. Most people don't realize [counterintuitive insight].
→ *Most people don't realize LinkedIn is a search engine.*
6. If you're [ideal audience], here's how to [achieve goal].
→ *If you're a coach, here's how to write content that sells.*

Unpopular Opinion Hooks



7. Unpopular opinion: [controversial idea].
→ *Unpopular opinion: Posting daily won't grow your business.*
8. Everyone says [common belief]. I say [your belief].
→ *Everyone says niche down. I say build range first.*
9. You're not going to like this... but it's true: [hard truth].
→ *You're not going to like this... but it's true: You're not owed an audience.*

Shock & Awe Hooks

10. I've never told this story publicly...
→ *I've never told this story publicly... but it changed everything.*
11. I almost [shocking consequence]. Here's why.
→ *I almost walked away from a \$100k opportunity. Here's why.*
12. I failed at [thing]. And I'm better for it.
→ *I failed at my first business. And I'm better for it.*

List & Utility Hooks

13. [Number] ways to [solve a specific problem].
→ *5 ways to write content when you feel stuck.*
14. The [X] checklist I wish I had when I started.
→ *The LinkedIn bio checklist I wish I had when I started.*



15. Here's what I'd do if I had to start from scratch.

→ *Here's what I'd do if I had to grow on LinkedIn with 0 followers.*