

## BONUS 3



# BONUS: THE HOOKS VAULT

## Your Arsenal of 100+ Scroll-Stopping Hooks

A great hook does one job: make them stop scrolling and read more.

The difference between a post that gets ignored and one that gets engagement? The first 5-10 words.

Below are 100+ proven hook templates organized by type. Each one is designed to target a specific person, not everyone. (If you're a PBL member, you don't have to worry—you've got the sharpest axe out there.)

Use these templates by filling in the brackets with your specific details: [niche], [platform], [number], [outcome], [time period], etc.

## CURIOSITY HOOKS

*Make them desperate to know what comes next*

1. "The [number] [niche] secrets no one talks about"
  - Example: "The 3 copywriting secrets no one talks about"
2. "What [successful person/brand] doesn't tell you about [topic]"
  - Example: "What Gary Vee doesn't tell you about personal branding"
3. "I discovered [surprising thing] while [activity]"
  - Example: "I discovered my engagement secret while analyzing my worst posts"
4. "The one [thing] that changed my entire [outcome]"
  - Example: "The one habit that changed my entire content strategy"
5. "Nobody will tell you this about [topic], so I will"
  - Example: "Nobody will tell you this about LinkedIn growth, so I will"
6. "Here's what happened when I [unexpected action]"
  - Example: "Here's what happened when I stopped posting for 30 days"
7. "The [topic] method everyone's using but no one's explaining"
  - Example: "The engagement method everyone's using but no one's explaining"
8. "I found the [niche] cheat code hidden in [place]"
  - Example: "I found the LinkedIn cheat code hidden in the algorithm"
9. "What [number] [time period] of [activity] taught me about [outcome]"
  - Example: "What 90 days of daily posting taught me about audience growth"
10. "The uncomfortable truth about [topic] that changed everything"
  - Example: "The uncomfortable truth about content creation that changed everything"



## CONTRARIAN HOOKS

*Challenge common beliefs to stop the scroll*

11. "Everyone says [common advice]. That's terrible advice."
  - Example: "Everyone says post daily. That's terrible advice."
12. "Stop [common action]. Start [better action] instead."
  - Example: "Stop chasing followers. Start building trust instead."
13. "[Common belief] is a lie. Here's what actually works:"
  - Example: "Viral content builds brands is a lie. Here's what actually works:"
14. "Unpopular opinion: [controversial take about topic]"
  - Example: "Unpopular opinion: You don't need 10K followers to make money"
15. "[Topic] is not about [common belief]. It's about [real truth]."
  - Example: "Personal branding is not about being everywhere. It's about being impossible to ignore in one place."
16. "You're doing [activity] wrong. Here's why:"
  - Example: "You're doing engagement wrong. Here's why:"
17. "Forget everything you know about [topic]. This is what works:"
  - Example: "Forget everything you know about going viral. This is what works:"
18. "The biggest [niche] myth keeping you stuck"
  - Example: "The biggest content creation myth keeping you stuck"
19. "[Common advice] worked in [past year]. It's dead now."
  - Example: "Post 5x daily worked in 2021. It's dead now."
20. "Most [niche people] are doing [activity] backwards"
  - Example: "Most creators are doing engagement backwards"

## QUESTION HOOKS

*Engage their brain immediately*

21. "Want to know why your [thing] isn't [desired outcome]?"
  - Example: "Want to know why your content isn't getting engagement?"
22. "What if I told you [surprising claim about topic]?"
  - Example: "What if I told you followers don't equal income?"
23. "Why do [successful people] [action] while you [opposite action]?"
  - Example: "Why do top creators post less while you post more?"
24. "Ever wonder why [common problem] keeps happening?"
  - Example: "Ever wonder why your posts get views but no followers?"
25. "How much longer will you [frustrating action]?"
  - Example: "How much longer will you post into the void?"
26. "What's stopping you from [desired outcome]?"
  - Example: "What's stopping you from launching your brand?"



27. "Do you know the real reason [common problem] happens?"
  - Example: "Do you know the real reason engagement drops?"
28. "Which would you choose: [option A] or [option B]?"
  - Example: "Which would you choose: 10K random followers or 100 engaged ones?"
29. "Why does [action] work for them but not for you?"
  - Example: "Why does personal branding work for them but not for you?"
30. "When was the last time you [specific action]?"
  - Example: "When was the last time you audited your content strategy?"

## PROBLEM-AGITATE HOOKS

*Hit their pain point immediately*

31. "Your [thing] is failing because of [specific reason]"
  - Example: "Your content is failing because of weak hooks"
32. "If you're struggling with [problem], read this"
  - Example: "If you're struggling with consistency, read this"
33. "You're losing [thing] because you're doing [wrong action]"
  - Example: "You're losing followers because you're posting without engaging"
34. "[Number] signs you're [doing something wrong]"
  - Example: "5 signs you're building your brand on the wrong platform"
35. "Still [frustrating action]? Here's why:"
  - Example: "Still getting crickets on your posts? Here's why:"
36. "The [number] mistakes killing your [outcome]"
  - Example: "The 3 mistakes killing your engagement rate"
37. "You're working too hard on [thing] and getting nowhere"
  - Example: "You're working too hard on content and getting nowhere"
38. "Why [common action] is keeping you invisible"
  - Example: "Why posting randomly is keeping you invisible"
39. "Your [thing] sucks because you're missing [key element]"
  - Example: "Your bio sucks because you're missing a clear value proposition"
40. "[Problem] isn't your fault. But here's what is:"
  - Example: "Low engagement isn't your fault. But here's what is:"



## NUMBERED LIST HOOKS

*Promise specific value upfront*

41. "[Number] ways to [achieve outcome] in [timeframe]"
  - Example: "7 ways to grow on LinkedIn in 30 days"
42. "Here are [number] [things] that changed my [outcome]"
  - Example: "Here are 5 habits that changed my content game"
43. "[Number] [platform] hacks for [specific goal]"
  - Example: "3 Threads hacks for faster growth"
44. "The [number] things I wish I knew about [topic] before starting"
  - Example: "The 4 things I wish I knew about personal branding before starting"
45. "[Number] steps to [outcome] without [common pain point]"
  - Example: "5 steps to consistent posting without burnout"
46. "[Number] [niche] lessons from [number] [time period] of [activity]"
  - Example: "7 content lessons from 90 days of daily posting"
47. "[Number] reasons your [thing] isn't [working]"
  - Example: "3 reasons your profile isn't converting followers"
48. "The only [number] [things] you need for [outcome]"
  - Example: "The only 3 tools you need for content creation"
49. "[Number] [platform] strategies nobody's using yet"
  - Example: "4 LinkedIn strategies nobody's using yet"
50. "I tested [number] [things]. Here's what worked:"
  - Example: "I tested 10 hook styles. Here's what worked:"

## STORY/PERSONAL HOOKS

*Lead with relatability*

51. "[Time period] ago, I was [bad situation]. Today, I'm [good situation]."
  - Example: "6 months ago, I was invisible online. Today, I hit 1M views."
52. "I made [number] [mistakes] so you don't have to"
  - Example: "I made 47 content mistakes so you don't have to"
53. "This is why I quit [common action]"
  - Example: "This is why I quit posting on 5 platforms"
54. "My [biggest failure] taught me [biggest lesson]"
  - Example: "My worst post ever taught me more than my viral ones"
55. "I spent [money/time] learning [topic]. Here's the shortcut:"
  - Example: "I spent 18 months learning content strategy. Here's the shortcut:"
56. "The day everything changed was when I [action]"
  - Example: "The day everything changed was when I stopped trying to go viral"



- 57. "I was [doing common thing] until I realized [insight]"
  - Example: "I was chasing followers until I realized engagement matters more"
- 58. "[Activity] for [time period] taught me [number] things"
  - Example: "Creating content for 1 year taught me 3 things"
- 59. "Here's what happened when I stopped [common action]"
  - Example: "Here's what happened when I stopped checking my analytics daily"
- 60. "I didn't believe [common advice] until [event]"
  - Example: "I didn't believe consistency mattered until I saw my own data"

## HOW-TO HOOKS

### *Promise tactical value*

- 61. "How to [achieve outcome] without [common pain point]"
  - Example: "How to grow on LinkedIn without posting daily"
- 62. "The fastest way to [outcome] in [niche]"
  - Example: "The fastest way to 1K followers in personal branding"
- 63. "How I [achieved result] using [simple method]"
  - Example: "How I hit 100K views using one content framework"
- 64. "The [number]-step process for [outcome]"
  - Example: "The 3-step process for writing viral hooks"
- 65. "How to [action] like [successful person] in [timeframe]"
  - Example: "How to create content like top creators in 30 minutes"
- 66. "The easiest way to [achieve outcome] starting today"
  - Example: "The easiest way to optimize your profile starting today"
- 67. "How I went from [bad state] to [good state] in [timeframe]"
  - Example: "How I went from 0 to 10K followers in 6 months"
- 68. "The [adjective] method for [outcome]"
  - Example: "The lazy person's method for consistent posting"
- 69. "How to fix [problem] in [short timeframe]"
  - Example: "How to fix your engagement rate in 7 days"
- 70. "A simple trick to [outcome] that actually works"
  - Example: "A simple trick to increase saves that actually works"



## SOCIAL PROOF HOOKS

*Lead with credibility*

71. "[Number] [metric] later, here's what I learned:"
  - Example: "1M views later, here's what I learned:"
72. "I helped [number] [people] [achieve outcome]. Here's how:"
  - Example: "I helped 50 creators launch their brands. Here's how:"
73. "After [number] [things], I finally cracked [topic]"
  - Example: "After 500 posts, I finally cracked the engagement algorithm"
74. "[Number] [clients/students/followers] asked me [question]. Here's my answer:"
  - Example: "100 people asked me how I grew so fast. Here's my answer:"
75. "The [thing] that got me [impressive result]"
  - Example: "The post format that got me 300K views"
76. "What [number] [time period] of [activity] looks like"
  - Example: "What 12 months of consistent posting looks like"
77. "I analyzed [number] [successful things]. Here's the pattern:"
  - Example: "I analyzed 100 viral posts. Here's the pattern:"
78. "From [starting point] to [endpoint]: the [number] things that mattered"
  - Example: "From 0 to agency owner: the 3 things that mattered"
79. "[Impressive metric] and [number] lessons"
  - Example: "400K views on one post and 5 lessons"
80. "This [thing] made me [money/results] in [timeframe]"
  - Example: "This content strategy made me \$50K in 6 months"

## FRAMEWORK/SYSTEM HOOKS

*Promise structure and clarity*

81. "The [name] framework for [outcome]"
  - Example: "The 3S framework for better engagement"
82. "My [number]-step system for [achieving outcome]"
  - Example: "My 7-day system for launching a personal brand"
83. "The only [thing] formula you'll ever need"
  - Example: "The only hook formula you'll ever need"
84. "Here's my exact [process/routine] for [outcome]"
  - Example: "Here's my exact content process for staying consistent"
85. "The [adjective] way to [outcome]"
  - Example: "The simple way to never run out of content ideas"
86. "Copy this [thing] and get [outcome]"
  - Example: "Copy this posting schedule and get better engagement"



87. "My [time-based] routine for [outcome]"
  - Example: "My 30-minute morning routine for daily content"
88. "The [topic] template I use every [frequency]"
  - Example: "The post template I use every day"
89. "[Outcome] boils down to [number] things"
  - Example: "Personal branding boils down to 3 things"
90. "The [number]-part system for [outcome]"
  - Example: "The 3-part system for converting followers to clients"

## URGENCY/SCARCITY HOOKS

*Create FOMO*

91. "If you're not [action] yet, you're already behind"
  - Example: "If you're not building your brand yet, you're already behind"
92. "This is your sign to finally [action]"
  - Example: "This is your sign to finally start posting"
93. "[Time period] from now, you'll wish you [action] today"
  - Example: "6 months from now, you'll wish you started today"
94. "While you're [inaction], others are [winning action]"
  - Example: "While you're planning, others are launching"
95. "You have [timeframe] to [action] before [consequence]"
  - Example: "You have 7 days to optimize your profile before people stop noticing"
96. "Last chance to [action] before [event/change]"
  - Example: "Last chance to learn this before the algorithm changes again"
97. "The window for [opportunity] is closing"
  - Example: "The window for early LinkedIn growth is closing"
98. "Don't make the same mistake I did: waiting too long to [action]"
  - Example: "Don't make the same mistake I did: waiting too long to start"
99. "By the time you read this, [number] people will have [action]"
  - Example: "By the time you read this, 100 people will have launched their brands"
100. "Today's the day you stop [inaction] and start [action]"
  - Example: "Today's the day you stop overthinking and start posting"



## BONUS: ULTRA-SPECIFIC NICHE HOOKS

101. "For [specific audience]: The [thing] you're ignoring is costing you [outcome]"
  - Example: "For freelancers: The bio you're ignoring is costing you clients"
102. "If you're a [specific person] who wants [outcome], read this"
  - Example: "If you're a coach who wants inbound leads, read this"
103. "[Specific audience]: Stop [common action] and do this instead"
  - Example: "Consultants: Stop cold emailing and do this instead"
104. "Why [specific niche] struggle with [topic] (and how to fix it)"
  - Example: "Why solopreneurs struggle with consistency (and how to fix it)"
105. "Attention [specific audience]: [Bold claim about their situation]"
  - Example: "Attention service providers: Your invisible brand is costing you 6 figures"

## HOW TO USE THESE HOOKS

**Step 1:** Pick a hook template that matches your content goal

**Step 2:** Fill in the brackets with your specific details

**Step 3:** Read it out loud—does it stop YOU mid-scroll?

**Step 4:** Test 2-3 variations and see which performs best

**Step 5:** Save your winners and reuse the structure

**Pro tip:** The best hooks are:

- Specific (not vague)
- Benefit-focused (what's in it for them?)
- Scroll-stopping (pattern interrupt)
- Honest (don't clickbait)

Your hook has one job: make them read line 2.

That's it.



This is just one of the bonuses inside **Personal Branding Launchpad**. If you haven't joined yet, this is what you're missing:

- Complete 7-day launch system (100+ pages)
- Platform selection frameworks
- Content creation templates
- Engagement strategies that work
- Monetization foundations
- The Hook Vault (this bonus)
- The Content Triangle
- The Content Hub
- Access to The Social Circle community

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