

Desirability	If I owed the cartel money, and had to make a thousand dollars, faster than I've ever made before	If I owed the cartel money and had to make a thousand dollars, faster than I've ever made before, here's what I'd do
Desirability	This won't make you as rich as elon musk but ____	This won't make you as rich as elon musk but you can make 10k a month selling drugs
Controversial	Unethical ways to _____ p2	Unethical Ways to Get More Views
Controversial	This is the cheatcodes of cheatcodes, (demographic) is going to be mad when I show you this	This is the cheatcodes of cheatcodes, fitness coaches are going to be mad when I show you this
Desirability	Here's an (hack) that most people don't know about	Here's an trading hack that most people don't know about
Desirability	Im showing you how to make 10k a month but you keep scrolling	-
Controversial	don't use (popular tool) instead use)tool)	Don't use Google Calendar, instead use Akiflow
Controversial	This is how to legally rob ____	This is how to legally rob Wells Fargo
Personal Story	It took me ____ years to realize ____	It took me 8 years to realize how to make 10k/mo
Personal Story	I just found out that I've been doing ____ wrong my whole life	I just found out that I've been doing sales wrong my whole life
Controversial	____ is not about ____ vs. ____	Sales is not about you vs. the customer
Controversial	If ____ weren't a normal thing it would be a banned ____	If sleep weren't a normal thing it would be a banned substance
Desirability	Here are [number] ____ that I can't live without	Here are 3 Ai tools that I can't live without

Personal Story	Out of all the [past action], the hardest/easiest/simplest has been ____	Out of all the buildings that I've climbed, the hardest has been the chase tower
Desirability	How I went from x to (result) in (timeframe)	Example: How I went from broke to a millionaire in 3 years
Desirability	You won't believe (insert crazy claim here)	Example: You won't believe this secret to going viral
Personal Story	Here's the (industry) hack that changed my life	Example: Here's the sales hack that changed my life
Desirability	The 5 reasons you're not (insert the desired result here)	Example: The 5 reasons you're not losing weight
Controversial	Why isn't anyone talking about (industry) tips?	Example: Why isn't anyone talking about these stock market investment tips?
Desirability	The 5 reasons why you should (insert action here)	Example: The 5 reasons why you should start meditating
Controversial	Stop making this huge (industry) mistake	Example: Stop making this huge marketing mistake
Desirability	Don't try this if you don't want (a good result)...	Example: Don't try this if you don't want to achieve financial success
Desirability	If you want (result) avoid this one thing like the plague	Example: If you want to be productive, avoid multitasking like the plague
Desirability	3 ways to (result) without (common problem)	Example: 3 ways to lose weight without going on a strict diet
Controversial	Don't buy (insert product here), instead buy this (insert product here)	Example: Don't buy this expensive blender, instead buy this affordable one
Desirability	5 tips that make (result) so much easier and faster	Example: 5 tips that make cooking dinner so much easier and faster
Desirability	If you're not able to get (result) it's probably because you're forgetting this..	Example: If you're not able to get fit, it's probably because you're forgetting to track your progress
Controversial	Other (your title) are lying to you	Example: Other fitness trainers are lying to you about quick-fix diets

Controversial	This isn't even my opinion...	This isn't even my opinion, the dollar is going to zero
Controversial	Not taking advantage of the ____ is doing a huge disservice to ____	Not taking advantage of the US credit system is doing a huge disservice to your business
Personal Story	Here's why I ____	Here's why I run everything I do through external hard drives
Controversial	You're the only person keeping you ____	You're the only person keeping you broke
Controversial	__ are/is so good for ____ that they're/it is actually banned	These shoes are so good for running that they're actually banned from the Olympics
Personal Story	There's no reason it should take [time] to [desired outcome] like it did for me	There's no reason it should take 4 months to hit 10k like it did for me
	By now you probably already know about ____	By now you probably already know about the rule of 3
Desirability	I think these are the # best ways to ____	I think these are the 2 best ways to double your sales in 2023
Desirability	If I could choose the best ____ for [niche] this would be it	If I could choose the best CRMs for fitness coaches this would be it
Desirability	Here's why it's easier to ____ than a ____	Here's why it's easier to buy a 4-plex than a house
Controversial	This might be the ____	This might be the coolest community in all of Texas
Controversial	People who start ____ always make this one mistake that ends up [negative outcome]	People who start Dropshipping always make this one mistake that ends up collapsing their entire business
Controversial	____ is a lot different than you think	Antarctica is a lot different than you think
Desirability	I think I just found ____	I think I just found my new favorite side hustle
Desirability	Say goodbye to ____	Say goodbye to video editing
Controversial	If you're ____, you might be in trouble	If you're Dropshipping any of these products, you might be in trouble
Controversial	____ is moving way faster than people realize	AI's moving way faster than people realize

37. Secrets to [niche or topic] that no one else is talking about.

38. Insider secrets to [insert desired outcome].

💡 A great way to invoke authority, especially because of the keyword "insider". Subconsciously, your audience already trusts you more.

39. Common mistakes [niche] make.

40. How I overcame [obstacle or challenge].

💡 This is another strong and relatable hook because of the obstacle or challenge you are mentioning. Many people will be facing the same obstacles as you if they are on the same journey.

41. The dark side of [insert topic].

42. How to [desired outcome] in just [insert amount of time] with this hack.

43. Shocking truth about [insert topic].

44. How to [insert skill or activity] without spending a dime.

45. ____ [things/tools/tips in a specific niche] you probably didn't know about.

46. The truth behind [topic which can be controversial].

47. This one thing/tip will change your life.

48. How to ruin your ____.

💡 This is a negative hook that you don't usually hear. "Ruin something?" is what the viewer is going to think because there are no tutorials or guides on how to ruin something. It can be as general as "ruin your life" and then share something you shouldn't do or something more specific like "ruin your medical career".

49. Proven ways to ____.

💡 The keyword "proven" is yet another strong keyword that is going to make viewers stop scrolling and trust you more. Especially if you share citations and/or researches on the specific topic.

50. Stop ____.

51. The fastest way to ____.

52. If you're in your 20s/30s/40s, ____.

53. You need to know this before you're 20/30/40 etc.