

Hook formula	Example
My secret to {value enabled by your product}.	My secret to glowing skin.
I bet you didn't know this {product category} secret.	I bet you you didn't know this skincare secret.
3 signs {problem your product solves}.	3 signs you are broke.
POV: You found {product} that {product value}.	POV: You found an app that keeps a track of your expenses.
3 reasons why {value enabled by your product}.	3 reasons why kids love this reading app.
Why are ___ loving this ___?	Why are millennials loving this app for kids?
If you ___, then watch this.	If you are worried about your love life, then watch this.
This is your sign to ___.	This your sign to get a free tarot reading.
Stop scrolling if you ___.	Stop scrolling if you suffer from anxiety.
Are you ___? Try this ___!	Are you stressed out? Try this meditation app!
Try out this life-changing ___.	Try out this life-changing app to help you sleep better.
Want ___? Then stop scrolling and ___.	Want to sleep better? Then stop scrolling and watch this.
3 must-haves when ___.	3 must-haves when working from home.
If you haven't tried ___, then watch this.	If you haven't tried this cool productivity hack, then watch this.
Keep watching if you ___.	Keep watching if you want to get hired in the next 24 hours.
The ultimate hack for ___.	The ultimate hack to getting a job in 2023.
The only {product} to offer {value}	The only school to offer an AOS degree in diesel technology in NYC
Why do I {experience this problem}?	Why do you get itchy down there after shaving?
Do you {experience this problem}? You can now {your solution}	Do you get nervous during interviews? You can now practice with top tech companies
I want to {desirable outcome}, but {i experience this problem}	I want to return my shoes, but i lost my receipt.
POV: you have this {problem}	POV: you have a bad credit score
I had no clue how bad my {problem} was until THIS	I had no clue how bad my sleep habits were until THIS
I {received significant value} for {your product price}	We bought first-class plane tickets for \$18!
Did you know that {significant value connected with your product} can be bought at {your product price}?	Did you know that perfumes can be bought at a much lower price?
People ask he how I {got significant value} for {product price}, here's how!	People ask he how I found my fridge for \$100, here's how!
Why buy {expensive alternative} when you could get your own {your product value} for way less	Why buy AC for \$299+ when you could get your own Air cooler fan for way less
I'm obsessed with this {your product or it's value}!	I'm obsessed with this game!