

50 HOOKS SORTED BY FUNNEL STAGE

So every post has a job, and you never start from a blank screen.

Each hook is a fill-in formula with a real example. Swap in your topic where you see brackets. Pick the stage first, then the hook. A post meant to reach strangers needs a different first line than a post meant to sell.

01 • ATTRACT

Top of funnel. Reach strangers.

Reels and first slides. Aim for 2 of these a week.

02 • GROW

Middle of funnel. Build trust.

Talking-head reels, stories, long captions. 1 to 2 a week.

03 • GIVE

Value. Earn the save.

Carousels, screen demos, prompt posts. 2 a week.

04 • BUY

Bottom of funnel. Convert.

Offer posts, story sequences, launch week. 1 to 2 a week.

05 TRIGGERS THAT MAKE PEOPLE STOP

SURPRISE	Tells them something they didn't expect.
CURIOSITY	Opens a gap they need closed.
FEAR	Points at a risk they're already worried about.
DESIRE	Shows a result they already want.
PROOF	Shows it's real: numbers, receipts, experience.

06 HOW TO USE THIS

- ☐ **Pick the stage.** Is this post meant to reach strangers, build trust, earn a save, or sell?
- ☐ **Pick one hook from that stage** and fill in the brackets with your topic and your buyer's real words.
- ☐ **Grade it** with the 7 checks at the back before you post.

ATTRACT: REACH STRANGERS

Get seen by people who have never heard of you. No story yet, no pitch. One sharp idea that makes the right stranger stop.

01 I gave **[AI tool]** my **[personal thing]**. It showed me **[result they want]**.
"I gave Claude my last 30 posts. It told me exactly why nobody buys."
CURIOSITY

02 POV: you just realized **[ordinary thing]** is actually **[surprising thing]**.
"POV: you just realized your views were never the problem."
SURPRISE

03 Nobody talks about **[common experience nobody admits]**.
"Nobody talks about how lonely it is to post every day and sell nothing."
SURPRISE

04 Things that sound fake but are true about **[topic]**.
"Things that sound fake but are true about selling with under 1,000 followers."
SURPRISE

05 Unpopular opinion: **[belief everyone holds]** is wrong.
"Unpopular opinion: you don't need more followers. You need one offer."
SURPRISE

06 If you're **[specific struggle]**, watch this before your next **[action]**.
"If you get views but no sales, watch this before your next post."
FEAR

07 Two types of **[people]**: **[type A]** and **[type B]**.
"Two types of creators: the ones with an audience and the ones with a store."
DESIRE

08 You don't have a **[surface problem]**. You have a **[real problem]**.

"You don't have a content problem. You have an offer problem."

SURPRISE

09 Stop **[common habit]**. Do this instead.

"Stop posting motivational quotes. Post this instead."

CURIOSITY

10 Most people **[common path]**. Few **[better path]**.

"Most people build an audience. Few build the store."

DESIRE

11 The **[number]**-second test every **[thing]** has to pass.

"The 2-second test every hook has to pass."

CURIOSITY

12 Tell me you're **[identity]** without telling me you're **[identity]**.

"Tell me you're building something after bedtime without telling me."

DESIRE

13 This is your sign to **[action they keep delaying]**.

"This is your sign to finally sell the thing you keep talking about."

DESIRE

GROW: BUILD TRUST

Turn a stranger into a follower. Personal stories, honest updates, the real you. Soft CTA or none at all.

14 I used to think [X]. Then [Y] happened.

"I used to think more posts meant more sales. Then I posted 60 days straight."

SURPRISE

15 The moment I knew [realization].

"The moment I knew my job wasn't going to be my forever."

CURIOSITY

16 Things I wish I knew before [milestone].

"Things I wish I knew before I made my first digital product."

CURIOSITY

17 What changed when I stopped [old behavior].

"What changed when I stopped waiting to feel ready."

DESIRE

18 A day in the life of [relatable identity].

"A day in the life of a single dad building a business after bedtime."

PROOF

19 Nobody is coming to [do the thing for you].

"Nobody is coming to build your plan B for you."

FEAR

20 I'm [doing hard thing] because [personal why].

"I'm building this for my daughter, not for the lifestyle."

DESIRE

21 Here's the part of **[journey]** I don't usually post.
"Here's the part of building online I don't usually post."

CURIOSITY

22 **[Time]** ago I **[real low point]**. Today I **[small real win]**.
"A year ago I didn't know what a lead magnet was. Today I launched one."

PROOF

23 The **[work]** nobody claps for.
"The 11pm edits nobody claps for."

DESIRE

24 Honest update: **[real status]**.
"Honest update: week 3 of posting daily. Here's what's working and what isn't."

PROOF

25 I almost quit **[thing]**. Here's what stopped me.
"I almost quit posting last month. Here's what stopped me."

CURIOSITY

26 My **[person]** asked me **[question]**. This is my answer.
"My daughter asked me why I work so late. This is my answer."

DESIRE

GIVE: EARN THE SAVE

Hand over something real and usable in the post itself. No gate. This is how you become the account people save.

27 [Number] [AI] prompts I use to [result]. Save this.

"5 Claude prompts I use to find what my audience will buy."

DESIRE

28 Steal my [system] for [task].

"Steal my 3-post weekly rotation."

DESIRE

29 The [number]-step [process] that [result].

"The 4-step caption formula that turns views into comments."

DESIRE

30 Every [thing] that works does one of these [n] things.

"Every hook that stops the scroll does one of these 5 things."

CURIOSITY

31 Your [account] needs [n] types of [posts]. Most people only make one.

"Your account needs 3 types of posts. Most people only make one."

CURIOSITY

32 Stop checking [vanity metric]. Check this instead.

"Stop checking your views. Check your save rate instead."

SURPRISE

33 Do this before you [common action].

"Do this before you post your next reel."

FEAR

34 The [tiny] [edit/change] that makes people [behavior].
"The 1-line edit that makes people watch your video twice."

CURIOSITY

35 How to [result] without [thing they hate].
"How to sell on camera without sounding salesy."

DESIRE

36 [Weak version] vs [strong version].
"Weak hook vs strong hook. Same idea, twice the stop power."

PROOF

37 Copy this [asset] word for word.
"Copy this DM reply word for word."

DESIRE

38 The [n] questions I ask before I [make X].
"The 3 questions I ask before I make any product."

CURIOSITY

BUY: CONVERT

Move someone who already trusts you toward a comment, a click, or a sale. Proof, objections, honest offers.

39 You don't need [big barrier]. You need [small thing]. Comment [WORD].
"You don't need 10,000 followers. You need one post that sells. Comment PLAN."
DESIRE

40 "[Common objection]?" [Honest answer].
"Isn't the market oversaturated?" Yes. Most of it is noise. Here's how to be the signal.
SURPRISE

41 [Big goal] sounds far away. [Small step] doesn't.
"A first sale sounds far away. One clear offer post doesn't."
DESIRE

42 This is for you if [X]. It's not for you if [Y].
"This is for you if you post and never know what to say. Not for you if you want a shortcut to viral."
PROOF

43 What [real buyer] said after [using it].
"What a buyer told me after one week with it."
PROOF

44 I made this because [real problem I had].
"I made this because I had 215,000 views and nothing to sell."
PROOF

45 Here's what you'll be able to do after [time] with [product].
"Here's what you'll be able to do after one weekend with this."
DESIRE

46 [Number] reasons people grab [product] before [moment].

"3 reasons people grab this before their next launch."

PROOF

47 I'm not going to promise [hype]. Here's what it actually does.

"I'm not going to promise you'll go viral. Here's what this actually does."

PROOF

48 The last [thing] you'll need for [task], if you [condition].

"The last hook list you'll need for a while, if you actually use it."

DESIRE

49 Most [products] give you [basic]. This gives you [more].

"Most hook packs give you a list. This tells you when to use each one."

SURPRISE

50 Built for [specific person] who [situation].

"Built for creators who get views but never know what to post next."

DESIRE

GRADE YOUR HOOK IN 30 SECONDS

Run every hook through these 7 checks. If it fails two, rewrite it before you post.

- ☐ **Stop power.** Would a stranger stop in the first 1.5 seconds?
- ☐ **About them.** Is the viewer the subject, not you or the tool?
- ☐ **One emotion.** Does it make them feel one specific thing?
- ☐ **Specific.** Exact words, numbers or scenes, not 'grow your business'?
- ☐ **Open loop.** Do they need the next second to get the answer?
- ☐ **Stage match.** Is it the right hook for Attract, Grow, Give or Buy?
- ☐ **Honest.** No income promises, no fake urgency, no invented numbers?

MAKE THEM YOURS

"My niche is [niche] and my audience is [who they are]. Their biggest frustration is [pain]. Using these hook formulas, write 3 versions of each for my niche, under 12 words, no hype and no income claims: [paste 5 hooks from this list]."

REMEMBER

A hook earns attention, not a sale. Pair every good first line with a post that has one job and one next step.

YOU DID THE **FIRST STEP.**

You've got the first line. Now make sure your posts point to something worth buying.

Two ways to keep going. Pick the one that fits where you are right now.

IF YOU WANT TO LAUNCH THIS WEEK

THE SILENT INCOME VAULT

Everything's already built. You brand it and launch it.

- 30,000+ faceless reels, ready to post
- 13 guides and courses with resell rights to rebrand and sell as your own
- Hooks, captions, story sequences and email sequences already written
- Canva templates, 120 product mockups and ebook cover templates

GET THE VAULT - \$27

IF YOU WANT TO BUILD YOUR OWN PRODUCT

BUILD WITH CLAUDIA

From "I don't know what to sell" to a finished, listed product in 7 days.

- 24 short lessons, taught by Claudia, an AI teacher
- 67 copy-paste prompts plus worksheets that build your Product Blueprint
- Your sales page, emails and first 14 days of content, built in

START BUILD WITH CLAUDIA - \$37

Uses Claude by Anthropic. Not an Anthropic product.

Results aren't guaranteed. What matters is consistency, effort, and dedication. Questions? DM me on Instagram @buildwith.justin.