

150 **Viral** Video & Caption Hooks



Personal Experiences/Transformations

1. Here's how I turned my passion for _____ into _____ {e.g. Here's how I turned my passion for photography into a thriving business}
2. I had no idea _____ would lead to _____ {e.g. I had no idea my first YouTube channel would lead to a full-time TV career}
3. I struggled with _____ until I discovered _____. {e.g. I struggled with time management until I discovered time blocking}
4. I didn't expect _____ to change my life but it did {e.g. I didn't expect blogging to change my life but it did}
5. The one decision that completely turned my _____ around was _____ {e.g. The one decision that completely turned my law career around was moving to NYC in 2018}
6. If I could go back to _____ I would _____ {e.g. If I could go back to starting with 0 followers I would tell myself to invest in branding and marketing sooner}
7. I tried _____ as a last resort and you won't believe what happened {e.g. I tried meditation as a last resort and you won't believe what happened}
8. I used to believe _____ but now I know _____ {e.g. I used to believe I had to count calories to not overeat but now I know there's a better way}
9. I built my entire _____ around this one concept {e.g. I built my entire 7-figure clothing business around this one concept}
10. You won't believe what happened when I _____ {e.g. You won't believe what happened when I gave up sugar completely for 3 weeks}
11. The hardest part of _____ no one talks about {e.g. The hardest part of being a creative professional no one talks about}
12. My biggest win from _____ was _____ {e.g. My biggest win from running my first webinar was receiving 10 thank you notes before I even finished the stream}
13. How I went from knowing nothing about _____ to _____ in _____ {e.g. How I went from knowing nothing about sales to closing deals in 6 months}
14. People said I couldn't _____ so I proved them wrong {e.g. People said I couldn't have kids in my 40s so I proved them wrong}
15. Why I would always prioritize _____ over _____ {e.g. Why I would always prioritize mental health over hustle culture}
16. Here's why I will never _____ {e.g. Here's why I will never go back to working a 9-5}
17. I took a leap of faith on _____ and here's what happened {e.g. I took a leap of faith on launching my own coffee brand and here's what happened}
18. Here's the best piece of advice I received about _____ {e.g. Here's the best piece of advice I received about startup team building}
19. I didn't think _____ was for me until _____ {e.g. I didn't think TikTok was for me until I hit my first viral video}
20. How I turned my _____ into _____ in _____ months {e.g. How I turned my design side hustle into my full-time job in 12 months}
21. The turning point that made me realize _____ {e.g. The turning point that made me realize I needed to prioritize self-care over work}

22. I had to learn _____ the hard way but you don't have to. {e.g. I had to learn social media the hard way but you don't have to}
23. How I went from _____ to _____ {e.g. How I went from creative burnout to loving my work again}
24. Why _____ was the best investment ever made {e.g. Why hiring an executive assistant was the best investment ever made in my career}
25. The day I decided to stop _____ and start _____ everything changed {e.g. The day I decided to stop doubting myself and start trusting my gut, everything changed}
26. The real reason I quit _____ {e.g. The real reason I quit my well-paying job}
27. The biggest myth about _____ that I used to believe {e.g. The biggest myth about hormonal health that I used to believe}
28. How I finally overcame my limiting beliefs about _____ {e.g. How I finally overcame my limiting beliefs about money}
29. I used to think _____ was impossible until I _____ {e.g. I used to think making six figures was impossible as a creative until I launched my Canva templates business}
30. The moment I knew _____ was going to work {e.g. The moment I knew my business idea was going to work}
31. Here's the exact strategy / system I used to go from _____ to _____ {e.g. Here's the exact strategy I used to go from 0 to 100,000 followers on LinkedIn}
32. The truth about _____ no one talks about {e.g. The truth about entrepreneurship no one talks about}
33. The most unexpected benefit of _____ {e.g. The most unexpected benefit of working for myself is the extra time to take care of my health}
34. The number ONE mistake I made in my first _____ that led to _____ {e.g. The number ONE mistake I made in my first marriage that led to its demise}
35. I thought _____ would be easy but I was so wrong {e.g. I thought being a stay-at-home mom would be easy but I was so wrong}
36. Here's how I saved _____ by _____ {e.g. Here's how I saved \$10k by automating my processes}
37. I spent _____ doing _____ and here is what I learned {e.g. I spent 6 months doing PR for my personal brand and here is what I learned}
38. I thought _____ was holding me back but actually _____ {e.g. I thought my pricing was holding me back but it was actually my mindset}

Educational Tips, Tricks & Tutorials

1. Ever wondered why _____ works? Here's the science behind it {e.g. Ever wondered why social proof works? Here's the science behind it}
2. I bet you didn't know you could _____ this way {e.g. I bet you didn't know you could grow your own vegetables at home}
3. Why _____ isn't working for you and how to fix it {e.g. Why your lead magnet isn't working for you and how to fix it}
4. How to avoid the biggest mistake everyone makes when _____ {e.g. How to avoid the biggest mistake everyone makes when building a sales page}
5. What you need to know before _____ {e.g. What you need to know before you move to London}
6. Here's what nobody tells you about _____ {e.g. Here's what nobody tells you about working from home}
7. The unconventional way to _____ that nobody talks about {e.g. The unconventional way to grow a personal brand that nobody talks about}
8. How my client went from _____ to _____ in just 3 months {e.g. How my client went from zero clients to fully booked as an insurance agent in just 3 months}
9. The fastest way to _____ without _____ {e.g. The fastest way to double your revenue without paid ads}
10. Why most people fail at _____ and how you can avoid that {e.g. Why most people fail at TikTok ads and how you can avoid that}
11. Here's exactly what you need to do when you're starting over _____ {e.g. Here's exactly what you need to do when you're starting over with your personal brand}
12. The 3 things you MUST know about _____ {e.g. The 3 things you MUST know about the Instagram algorithm}
13. Here's how to _____ while still doing _____ {e.g. Here's how to scale your side hustle while you're still working at a 9-5}
14. My client was doing _____ all wrong until they discovered this trick {e.g. My client was doing email marketing all wrong until they discovered this trick}
15. How to spot the hidden opportunities in _____ {e.g. How to spot the hidden opportunities in your sales and social media analytics}
16. What happens when _____ for the first time {e.g. What happened when you go viral for the first time}
17. This one method changed my approach to _____ {e.g. This one method changed my approach to building sales funnels}
18. How to make your _____ (*win at something*) {e.g. How to make your fashion brand stand out in today's crowded market}
19. How my clients switched to _____ and saw better results {e.g. How my clients switched to using paid ads and saw better results}
20. If you've been _____ for _____ and aren't _____ try this {e.g. If you've been posting on social media for months and aren't seeing results, try this}

21. Why doing _____ could be costing you more than you think {e.g. Why doing all your work alone could be costing you more than you think}
22. Here's how to know if _____ is the right path for you {e.g. Here's how to know if freelancing is the right path for you}
23. My secret formula for _____ into _____ {e.g. My secret formula for turning PR features into more PR opportunities}
24. I didn't think _____ would work until I tried it {e.g. I didn't think the keto diet would work until I tried this brand that offers the best keto-friendly products}
25. Why your current _____ is outdated {e.g. Why your current approach to dating is outdated}
26. How to leverage _____ to get results faster than ever {e.g. How to leverage collaborations to get results faster than ever}
27. The #1 thing that's holding you back from _____ {e.g. The #1 thing that's holding you back from finding your soulmate}
28. What I stopped doing to _____ and why you should too {e.g. What I stopped doing to manage my money better and why you should too}
29. Here's how to hit your _____ goals without _____ {e.g. Here's how to hit your financial goals without burning out}
30. The unexpected way _____ can accelerate your growth {e.g. The unexpected way public speaking can accelerate your growth}
31. Here's the step-by-step process to mastering _____ even if you're just starting out {e.g. Here's the step-by-step process to mastering content creation even if you're just starting out}

Controversial/Opinion Hooks

1. Why _____ is setting you up for failure {e.g. Why keto diet plans are setting you up for failure}
2. The truth no one wants to admit about _____ {e.g. The truth no one wants to admit about online dating}
3. The real reason _____ isn't working for you to _____ {e.g. The real reason LinkedIn isn't working for you to find a new job}
4. Stop believing the hype about _____ {e.g. Stop believing the hype about get-rich-quick schemes}
5. If you're still _____ you're doing it wrong {e.g. If you're still relying on willpower to lose weight you're doing it wrong}
6. The dark truth behind _____ {e.g. The dark truth behind the rise of cults that parade as communities}
7. Why _____ is overrated and what you should be doing instead to _____ {e.g. Why cardio is overrated and what you should be doing instead to build the body of your dreams}
8. Here's why you'll never succeed with _____ {e.g. Here's why you'll never succeed with traditional investing advice}
9. Stop wasting your time on _____ if you _____ {e.g. Stop wasting your time on fad diets if you want sustainable results}
10. The downside of _____ nobody talks about {e.g. The downside of working remotely nobody talks about}
11. How _____ is (or is not) actually hurting your progress {e.g. How intermittent fasting is actually hurting your fitness progress}
12. The secret to _____ that no one talks about {e.g. The secret to balancing work and life that no one talks about}
13. The uncomfortable truth about _____ {e.g. The uncomfortable truth about the rise of the red pill movement}
14. Why _____ is a complete waste of money {e.g. Why paying for dating apps is a complete waste of money}
15. Why chasing _____ is the worst advice you can follow {e.g. Why chasing passive income is the worst advice you can follow}
16. The sneaky downside to _____ no one mentions {e.g. The sneaky downside to minimalism no one mentions}
17. Why you'll regret _____ in the long run {e.g. Why you'll regret putting off investing in the long run}
18. The truth about _____ that's hard to hear {e.g. The truth about finding your life purpose that's hard to hear}
19. The hidden cost of _____ no one tells you about {e.g. The hidden cost of freelancing no one tells you about}
20. Why I refuse to believe in _____ anymore {e.g. Why I refuse to believe in hustle culture anymore}
21. Here's why _____ is overrated {e.g. Here's why morning routines are overrated}

22. Why _____ is (*or is not*) a scam {e.g. Why crash diets are a scam}
23. The truth behind _____ that people don't talk about {e.g. The truth behind the stock market that people don't talk about}
24. Here's why _____ will never make you happy {e.g. Here's why chasing money will never make you happy}
25. Why _____ is not as glamorous as it seems {e.g. Why the influencer life is not as glamorous as it seems}
26. What you've been told about _____ is a lie {e.g. What you've been told about fat loss is a lie}
27. The harsh reality of trying to succeed in _____ {e.g. The harsh reality of trying to succeed in the corporate world}
28. Why _____ will never lead to real happiness {e.g. Why material wealth will never lead to real happiness}
29. The untold story of how _____ really works {e.g. The untold story of how compound interest really works}

Fascination/Intrigue

1. You won't believe what happens when you try _____ {e.g. You won't believe what happens when you try mindfulness meditation for 10 minutes a day for 7 days}
2. The secret behind why _____ is taking over the world {e.g. The secret behind why remote work is taking over the world}
3. What I discovered about _____ will blow your mind {e.g. What I discovered about gut health will blow your mind}
4. If you think _____ is cool wait until you hear about _____ {e.g. If you think yoga is cool wait until you hear about aerial yoga}
5. You'll never guess what happened when I tried _____ for the first time {e.g. You'll never guess what happened when I tried cold plunges for the first time}
6. There's a secret community of _____ that's changing everything {e.g. There's a secret community of minimalist travelers that's changing everything}
7. What happens when _____ meets _____ {e.g. What happens when meditation meets technology}
8. I stumbled upon a hidden world of _____ and I can't believe what I found {e.g. I stumbled upon a hidden world of spiritual cults and I can't believe what I found}
9. The strange truth about _____ no one talks about {e.g. The strange truth about sleep no one talks about}
10. This one unexpected trick could change the way you _____ forever {e.g. This one unexpected trick could change the way you spend your money forever}
11. Ever wondered what happens when _____ meets _____? {e.g. Ever wondered what happens when fitness meets AI?}
12. What I found while exploring _____ will shock you {e.g. What I found while exploring the world of crypto investing will shock you}
13. This is how _____ became the next big trend in _____ industry {e.g. This is how breathwork quietly became the next big trend in the wellness industry}
14. The most bizarre fact about _____ you didn't know {e.g. The most bizarre fact about ADHD you didn't know}
15. A secret hack for mastering _____ in record time {e.g. A secret hack for mastering email writing in record time}
16. Here's what makes _____ so mysterious and fascinating {e.g. Here's what makes lucid dreaming so mysterious and fascinating}
17. You've been doing _____ wrong your whole life – here's the right way {e.g. You've been doing goal-setting wrong your whole life – here's the right way}
18. What nobody ever told you about the power of _____ {e.g. What nobody ever told you about the power of the law of attraction}
19. The reason _____ is about to become a game-changer {e.g. The reason AI-powered & personalized nutrition is about to become a game-changer}
20. If you've ever wondered how _____ really works you'll love this {e.g. If you've ever wondered how cryptocurrency really works you'll love this video / post}

21. The one thing about _____ that will blow your mind {e.g. The one thing about marketing on TikTok that will blow your mind}
22. The most unexpected result from trying _____ {e.g. The most unexpected result from trying HIIT}
23. How _____ is about to disrupt everything you know {e.g. How AI is about to disrupt everything you know about education}
24. The best-kept secret in the world of _____ {e.g. The best-kept secret in the world of sustainable fashion}
25. I've never seen anything like _____ and here's why it's special {e.g. I've never seen anything like digital detox retreats and here's why it's special}
26. Here's the one thing about _____ that everyone's getting wrong {e.g. Here's the one thing about personal development that everyone's getting wrong}
27. The weirdest thing I've learned about _____ {e.g. The weirdest thing I've learned about influencer marketing}
28. Why _____ is more powerful than you think {e.g. Why branding is more powerful than you think}
29. This one practice about _____ will change the way you live {e.g. This one practice about mindfulness will change the way you live}
30. A strange but effective way to master _____ {e.g. A strange but effective way to master content creation}
31. The mind-blowing effect of _____ you didn't know about {e.g. The mind-blowing effect of cold showers you didn't know about}
32. What I learned from _____ will completely change your perspective {e.g. What I learned from solo travel will completely change your perspective}
33. The shocking truth about _____ that will make you rethink everything {e.g. The shocking truth about diet fads that will make you rethink everything}
34. This one overlooked habit will drastically improve your _____ {e.g. This one overlooked habit will drastically improve your sleep quality}

Points of View/Scenario Based

1. POV: You decided to walk away from _____ to _____ {e.g. POV: You decided to walk away from the corporate life to chase the digital nomad life instead}
2. POV: When your _____ goes viral overnight {e.g. POV: When your travel vlog goes viral overnight}
3. POV: You thought you could balance _____ and _____ but it didn't go as planned {e.g. POV: You thought you could balance work and parenting but it didn't go as planned}
4. POV: You're ready to _____ {e.g. POV: You're ready for a rebrand}
5. POV: You decided to turn your passion for _____ into a career {e.g. POV: You decided to turn your passion for fitness into a career}
6. POV: You stopped caring about _____ {e.g. POV: You stopped caring about social media likes}
7. POV: You booked a one-way ticket to _____ and left everything behind {e.g. POV: You booked a one-way ticket to Japan and left everything behind}
8. POV: You took a risk on _____ and here's how it paid off {e.g. POV: You took a risk on the stock market and here's how it paid off}
9. POV: You stepped out of your comfort zone and everything changed {e.g. POV: You stepped out of your comfort zone and everything changed}
10. POV: You gave up your _____ lifestyle for something simpler {e.g. POV: You gave up your city lifestyle for something simpler}
11. POV: You finally decided to start _____ and here's what happened {e.g. POV: You finally decided to start your own YouTube channel and here's what happened}
12. POV: You jumped into _____ without fully knowing what you were getting into {e.g. POV: You jumped into real estate investing without fully knowing what you were getting into}
13. POV: You chose _____ over security and here's what happened {e.g. POV: You chose entrepreneurship over job security and here's what happened}
14. POV: You started from zero and built _____ with no experience {e.g. POV: You started from zero and built a six-figure business with no experience}
15. POV: You decided to go all-in on _____ and it changed everything {e.g. POV: You decided to go all-in on your fitness journey and it changed everything}
16. POV: You embraced _____ and it took your life in a whole new direction {e.g. POV: You embraced minimalism and it took your life in a whole new direction}
17. POV: You said yes to every _____ opportunity for a month and here's what happened {e.g. POV: You said yes to every freelance opportunity for a month and here's what happened}
18. POV: You tried _____ for the first time and it was life-changing {e.g. POV: You tried meditation for the first time and it was life-changing}