

THE SOCIAL MEDIA HOOK LIBRARY™

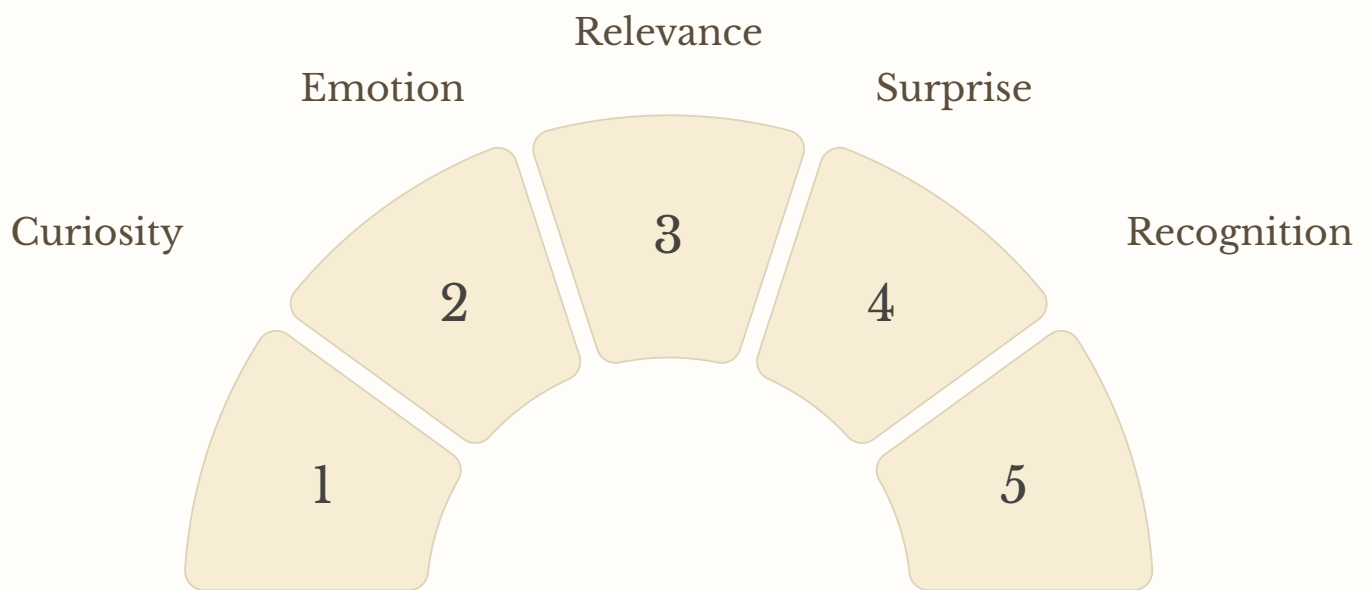
30 Ready-to-Use Hooks That Make People Stop Scrolling

Week 38 | Radicaledge Marketing & Growth Series

"Your first sentence earns the next sentence."

What Is a Hook?

A hook is the opening line that captures attention and makes someone want to keep reading. Think of it as the headline of your post. A good hook creates:





30 READY-TO-USE HOOKS

1

The Mistake Hook

Most entrepreneurs make this mistake...

Example: Most entrepreneurs spend more time designing logos than understanding customers.

2

The Truth Hook

Here's something nobody tells you...

Example: Here's something nobody tells you about growing a business.

3

The Lesson Hook

One lesson I learned this week...

4

The Question Hook

Have you ever wondered why...?

5

The Before & After Hook

A year ago... Today...

6

The Myth Hook

Everyone says _____. I disagree.



30 Ready-to-Use Hooks (continued)

1

The Confession Hook

I'll admit something...

2

The Client Story Hook

A client asked me a question yesterday...

3

The Statistic Hook

Did you know...? (Always verify statistics before posting.)

4

The Wake-Up Call Hook

If you're waiting until you're ready...

5

The One Thing Hook

If I could give every entrepreneur just one piece of advice...

6

The List Hook

Five things I've stopped doing in my business...



30 Ready-to-Use Hooks (continued)

1

The Behind-the-Scenes Hook

Here's what happened before today's workshop...

2

The Unexpected Hook

The biggest lesson didn't come from success...

3

The Quote Hook

Someone once told me...

4

The "Stop Doing This" Hook

Stop trying to...

5

The Challenge Hook

I challenge you to try this today...

6

The Reflection Hook

What's one decision you're avoiding right now?



30 Ready-to-Use Hooks (continued)

1

The Customer Hook

If I were my own customer...

2

The Tiny Habit Hook

This 5-minute habit changed how I work...

3

The Comparison Hook

Busy isn't the same as productive...

4

The Fear Hook

The fear that almost stopped me...

5

The Resource Hook

One book/tool that's changed my thinking...

6

The Experiment Hook

This week I tried something different...



30 Ready-to-Use Hooks (final)

1

The Celebration Hook

Today I'm celebrating...

2

The Gratitude Hook

I'm grateful for...

3

The "What If?" Hook

What if growing your business was simpler than you think?

4

The Observation Hook

I've noticed something interesting...

5

The Conversation Hook

A conversation this morning reminded me...

6

The Future Hook

One year from now, you'll thank yourself for...

WHICH HOOK TO USE?

Goal	Hook Style
Get attention	Mistake, Myth, Truth
Build trust	Client Story, Confession, Behind the Scenes
Increase engagement	Question, Challenge, Reflection
Inspire action	One Thing, Tiny Habit, Future
Demonstrate expertise	Lesson, Resource, Observation

THE HOOK TEST

Before publishing, ask:

-  Would this make me stop scrolling?
-  Is it about my audience—not me?
-  Does it create curiosity?
-  Can someone understand it in five seconds?

THE 3-SECOND RULE

Your audience decides within the first three seconds whether to continue reading.

Instead of starting with:

 "Good morning everyone..."

Try:

 "Most business owners are wasting time on the wrong marketing activities."

THE RADICALEDGE HOOK FORMULA™

This could become one of your signature frameworks.

1

H – Highlight a problem

"Most entrepreneurs..."

2

O – Open curiosity

"Here's what surprised me..."

3

O – Offer one valuable insight

Teach one idea.

4

K – Keep it practical

Give one action people can try today.



BONUS: HOOK BUILDER

Complete these sentences:

Most people think...

What surprised me was...

The biggest lesson I learned...

If you're struggling with...

Before you...

One thing I wish someone had told me...

THE 30-DAY HOOK CHALLENGE

Use one hook every day for 30 days. Don't worry about writing perfect posts. Focus only on improving your opening line.

Founder Insight

Great content doesn't start with great writing. It starts with earning attention. A powerful hook isn't clickbait. It's a promise that the next few lines will be worth your reader's time.



One recommendation that I think would make this the most practical resource in the series

Don't just give entrepreneurs 30 hooks. Give them industry-specific hook libraries. For example:

Coaches

"The biggest coaching mistake I see..."

HR Consultants

"Most managers think motivation is the answer..."

Cafés & Restaurants

"The ingredient our customers ask about most..."

Fashion Brands

"The styling mistake we see every wedding season..."

Trainers & Speakers

"One question I ask in every workshop..."

Chartered Accountants

"The tax mistake business owners repeat every year..."

Wellness Businesses

"The health myth I hear almost every day..."

This one additional page will make the resource feel deeply personalized and dramatically increase the likelihood that entrepreneurs will actually use it. I believe it's a small enhancement that creates a lot more value.

I actually think this should be the final resource in the Marketing & Growth series

I actually think this should be the final resource in the Marketing & Growth series because it brings together everything from Weeks 27–38. Instead of ending with another marketing tip, you end with a CEO Dashboard that helps entrepreneurs measure what matters.

Most entrepreneurs track:

- Followers
- Likes
- Views

Successful entrepreneurs track:

- Relationships
- Conversations
- Referrals
- Revenue
- Visibility

That shift alone changes how they market.

 **CONTACT US**


RadicalEdge Learning Consultants
"From HIRE to RETIRE-El all the way"
      

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