

IMMERSIVE DIGITAL CO.

FREE RESOURCE

— THE HOOK VAULT

THE HOOK VAULT

30 scroll stopping hooks you can steal this week.

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THE FIRST LINE DOES 90% OF THE WORK

Swap the brackets, keep the structure. Read each one out loud. If you would not stop scrolling, rewrite it.

HARD TRUTH HOOKS

- 1 [Belief they hold] is quietly costing you [result].
- 2 You do not have a [thing] problem. You have a [real problem] problem.
- 3 Nobody wants to say this, but [uncomfortable truth].
- 4 Stop [common action]. Start [better action]. Here is why.
- 5 The reason your [thing] is not working has nothing to do with [what they blame].
- 6 [Common advice] is quietly killing your [result].

CURIOSITY HOOKS

- 7 The [number] [things] that make a small business look bigger.
- 8 I did [thing] for [time] so you do not have to.
- 9 Here is what nobody tells you about [topic].
- 10 The [tool or trick] that does [result] in [time].
- 11 Why your [thing] gets ignored, and the one fix.
- 12 [Number] free tools that quietly do your [task].

RELATABLE HOOKS

- 13 If [common situation], you are leaving [result] on the table.
- 14 You are not behind. You are [reframe].
- 15 A slow [month] is not a failure. It is a map.
- 16 Running a business in a small town is a cheat code.
- 17 Nobody is coming to save your business. Good.
- 18 You are not posting too little. You are saying too little.

PROOF HOOKS

- 19 I made this with a [tiny budget] and [tool].
- 20 Here is exactly how I [result] in [time].

- 21** Behind the scenes of [thing people admire].
- 22** This took [surprising input]. Here is the result.

QUESTION & LIST HOOKS

- 23** What do you want people to feel about your [brand]?
- 24** Are you posting too much, or saying too little?
- 25** Name a better [thing]. I will wait.
- 26** Which one are you guilty of?
- 27** [Number] things in [topic] you missed this week.
- 28** Steal my [system] for [result].
- 29** Do these [number] things before you [action].
- 30** The [number] minute fix for [problem].

The tip: the hook is not the whole post, but if it fails, nothing else gets read. Spend more time here than anywhere else.