WHAT WE'VE LEARNT FROM OVER 500 MILLION INSTAGRAM VIEWS

# 75

# HOOKS THAT STOP THE SCROLL

## THE MOTION LABS HOOK BANK

MOTION LABS

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# Introduction

**Dear business owner,**

Every video you post gets about three seconds to prove itself. In that time, the person watching decides whether to keep going or scroll past. Those first few seconds are called the hook, and they matter more than anything else in the video.

If your hook doesn't work, it doesn't matter how good the rest of the video is. People won't stay to see it, and Instagram won't show it to anyone new. Our target is for at least 70% of viewers to still be watching at the three second mark.

This hook bank gives you 75 ways to open a video, sorted into nine types. Each one comes with a fill in the blanks template, a real example, when to use it and why it works.

You don't need to read it front to back. Find a hook that suits what you want to say, fill it in for your business, and film it.

# How to use this hook bank

Every hook in this book is laid out the same way, so you can scan it quickly.

1. **The hook.** The line to say or the shot to film. Swap the words in [orange brackets] for your own.
2. **Example.** What it sounds like when a real business fills it in.
3. **Use it for.** The kind of video it suits best.
4. **Why it works.** What it does in the viewer's head, in one line.
5. **Pairs with.** Another hook type you can use at the same time to make it stronger, like a Trust hook said while walking towards the camera (Motion).

## FIVE RULES FOR EVERY HOOK

**Keep it under three seconds.**
If the hook takes longer than that, it isn't a hook.

**Say it and show it.**
Put your hook on screen as text too, for everyone watching with the sound off.

**Pay it off.**
Whatever your hook promises, the video has to deliver, or people stop trusting your hooks.

**Only use real numbers.**
Every number, review or result in a hook should be one you can prove.

**Test them.**
Film the same video with two or three different hooks and see which keeps more people watching past three seconds.

# How do we know?

**Because we write and film hooks every week.**

Across the social media accounts we've run, our Instagram reels have generated over 500 million views, with more than 200 of them passing a million views each. Every one of those videos started with a hook, and the hook types in this book are the ones we use for our clients.

**500M+**
Instagram views generated

**200+**
Instagram reels over a million views

CLIENT RESULT

## One Instagram reel for Dirty Martini Birmingham has been watched 329,695 times.

On average, people stayed for 31 seconds. That only happens when the hook stops them in the first place.

# Which hook should I use?

Start with what you want the video to do, then pick a hook type from that row.

| I want to... | Use a |
|---|---|
| **Get seen by new people** | Snap, Visual, Audio hook |
| **Show off your work** | Motion, Visual hook |
| **Prove you know your stuff** | Trust, Reframe hook |
| **Get people talking in the comments** | Contrarian hook |
| **Speak straight to your ideal customer** | Labelling hook |
| **Keep people watching to the end** | Curiosity hook |
| **Change how people see your industry** | Reframe, Contrarian hook |

## THE NINE HOOK TYPES

| | |
|---|---|
| **SNAP HOOKS** | Borrow attention first |
| **MOTION HOOKS** | Move, and they'll look |
| **VISUAL HOOKS** | Win the first glance |
| **AUDIO HOOKS** | Make them listen |
| **TRUST HOOKS** | Prove it before you say it |
| **CONTRARIAN HOOKS** | Disagree with the crowd |
| **LABELLING HOOKS** | Call your viewer out |
| **CURIOSITY HOOKS** | Leave a question open |
| **REFRAME HOOKS** | Change how they see it |

# 1.

SNAP HOOKS · 1 TO 8

# Borrow attention first

A snap hook is a short clip, one to three seconds long, that plays before your main video starts. It might be a casual selfie, something satisfying to watch or a funny reaction. Its only job is to stop the scroll long enough for your real message to begin.

IN THIS SECTION


01 Casual selfie opener
02 Satisfying clip
03 Reaction clip
04 Trend with your text
05 Notification clip
06 Quick montage
07 Customer clip
08 News headline

## 01 Casual selfie opener

PAIRS WITH MOTION TRUST

**Film a casual selfie clip with a caption, like a friend's story, then cut to your main video.**

EXAMPLE Selfie clip with the caption “wait till you see what turned up today”, then cut to the new stock coming off the lorry.

**USE IT FOR**
Behind the scenes, reveals, new stock and day in the life videos.

**WHY IT WORKS**
It looks like a friend's story, not an advert, so people don't skip it on instinct.

## 02 Satisfying clip

PAIRS WITH AUDIO VISUAL

**Open on two seconds of something satisfying to watch, then cut to your message.**

EXAMPLE Slow motion of a pint being poured, then: “Now I've got your attention, here's why our Sunday roast sells out by 2pm.”

**USE IT FOR**
Topics that are hard to make exciting on their own.

**WHY IT WORKS**
Satisfying footage is easy to watch, and the sudden switch to your message makes it land harder.

## 03 Reaction clip

PAIRS WITH VISUAL CONTRARIAN

**Open with a funny reaction clip or meme, then cut straight to your point.**

EXAMPLE A dramatic double take, then: “This is my face when someone asks if our warranty really lasts three years.”

**USE IT FOR**
Busting myths, surprising facts and anything with a funny angle.

**WHY IT WORKS**
A laugh lowers people's guard, and the hard cut makes them want to know what comes next.

## 04 Trend with your text

PAIRS WITH LABELLING CURIOSITY

**Use a trending video format with your own text on screen about your industry.**

EXAMPLE Trending clip with the text: “POV: you finally find a barber who actually listens to what you asked for.”

**USE IT FOR**
Riding what Instagram is already pushing while still talking to your customers.

**WHY IT WORKS**
Instagram already favours the trend, and your text makes it feel personal to the viewer.

## 05 Notification clip

PAIRS WITH TRUST MOTION

**Open with a screen recording of real notifications or results, then explain how you got them.**

EXAMPLE Screen recording of booking notifications popping up, then: “Here's the one post that filled our Saturday.”

**USE IT FOR**
Showing a result first, then the method behind it.

**WHY IT WORKS**
People believe what they see on a real screen before they believe what you say.

## 06 Quick montage

PAIRS WITH AUDIO TRUST

**Open with two or three seconds of fast clips of your business before you start talking.**

EXAMPLE Shutters going up, the coffee machine hissing, the first customer through the door. Then: “This is 7am in our café.”

**USE IT FOR**
Showing quality, premium services and cinematic openings.

**WHY IT WORKS**
People judge quality in the first second, so good footage tells them the video is worth watching.

## 07 Customer clip

PAIRS WITH TRUST VISUAL

**Open with a short clip of a customer saying something powerful, then reply on camera.**

EXAMPLE Customer: “I've never had a car buying experience like it.” Cut to you: “Here's what we do differently.”

**USE IT FOR**
Customer stories, testimonials and before and after videos.

**WHY IT WORKS**
When a customer says it, it's proof. When you say it, it's marketing.

## 08 News headline

PAIRS WITH TRUST CURIOSITY

**Open with a real news headline about your industry, then give your take on it.**

EXAMPLE Headline on screen: “Used car prices rise again.” Then: “Here's what that means if you're buying this month.”

**USE IT FOR**
Industry news and showing you know your market.

**WHY IT WORKS**
People already trust the news, and some of that trust passes to you when you explain it.

TOP TIP

**Keep the snap clip under three seconds and cut hard into your main video. A slow fade gives people time to scroll away.**

# 2.

MOTION HOOKS · 9 TO 16

# Move, and they'll look

A motion hook uses movement in the first second: walking towards the camera, a fast change of angle, pulling something into frame. People notice movement before anything else, so an opening that moves beats one that stands still.

IN THIS SECTION


09 Walk and talk

10 Fast angle changes

11 Pull it into frame

12 Speed change

13 Start mid action

14 Big entrance

15 Show the skill

16 The reveal shot

## 09 Walk and talk

PAIRS WITH TRUST CONTRARIAN

**Walk towards the camera and start talking straight away.**

EXAMPLE Walking across the forecourt: “Every buyer asks me the same question, and most dealers get the answer wrong.”

**USE IT FOR**
Opinions, expert advice and calling out how your industry does things.

**WHY IT WORKS**
Someone walking towards you feels important, so people pay attention without thinking about it.

## 10 Fast angle changes

PAIRS WITH VISUAL AUDIO

**Cut between three or four camera angles in the first two seconds.**

EXAMPLE Close up of your face, wide shot of the kitchen, the dish being plated, back to you: “This is why our steak is different.”

**USE IT FOR**
Tips and advice videos that need to keep their pace up.

**WHY IT WORKS**
Every new angle gives the eye something new to look at, which keeps attention from drifting.

## 11 Pull it into frame

PAIRS WITH TRUST VISUAL

**Pull an object into frame, or unwrap it, as you start talking.**

EXAMPLE Pull a set of car keys into frame: “These keys belong to the best deal I've done all year.”

**USE IT FOR**
Reveals, products and results you can hold in your hand.

**WHY IT WORKS**
Something real in your hand makes your point easier to picture and remember.

## 12 Speed change

PAIRS WITH SNAP AUDIO

**Start in slow motion and ramp up to normal speed, or the other way round.**

EXAMPLE Slow motion of a hairdryer and spray, ramping to normal speed: “This is what a full restyle actually looks like.”

**USE IT FOR**
Behind the scenes, showing off your craft and cinematic openings.

**WHY IT WORKS**
A sudden change in speed breaks what the eye expects, so people stop to look.

## 13 Start mid action

PAIRS WITH CONTRARIAN TRUST

**Start the video already doing the thing, with no intro.**

EXAMPLE Already pointing at the engine: “and that's why you never buy a car without checking this first.”

**USE IT FOR**
Hot takes and urgent advice.

**WHY IT WORKS**
It feels like they've walked in on something important, so they stay to catch up.

## 14 Big entrance

PAIRS WITH AUDIO SNAP

**Walk through a door, sit down or step into frame with purpose.**

EXAMPLE Walk in and sit down: “Right. We need to talk about why your bathroom quote was so cheap.”

**USE IT FOR**
Announcements, myth busting and tackling a common problem.

**WHY IT WORKS**
Energy is catching. Viewers match the energy they see on screen.

## 15 Show the skill

PAIRS WITH TRUST VISUAL

**Show yourself doing the skill from the very first second.**

EXAMPLE Shaping a fade with the clippers: “Most people think a good haircut is about the clippers. It isn't.”

**USE IT FOR**
Showing expertise, behind the scenes and your craft.

**WHY IT WORKS**
Watching you do it is proof. Telling them you can do it isn't.

## 16 The reveal shot

PAIRS WITH CONTRARIAN VISUAL

**Move the camera slowly to reveal something unexpected.**

EXAMPLE Pan across a building site, then land on the finished kitchen: “Same house. Six weeks apart.”

**USE IT FOR**
Transformations and showing how far something has come.

**WHY IT WORKS**
When the camera moves, people guess what's coming. A surprise grabs them.

TOP TIP

**Move towards the lens, not across it. Movement towards the viewer grabs far more attention than movement past them.**

# 3.

VISUAL HOOKS · 17 TO 24

# Win the first glance

A visual hook is about what people see before anyone speaks: bold text, a before and after, a strong expression. Plenty of people scroll with the sound off, so your first frame has to work on its own.

IN THIS SECTION


17 Bold text
18 Before and after
19 Out of place
20 Numbers first
21 Colour block
22 Handwritten note
23 Big reaction face
24 Split screen

## 17 Bold text

PAIRS WITH LABELLING CONTRARIAN

**Put bold text on screen: under eight words, high contrast, in the centre of the frame.**

EXAMPLE White text on black: “YOUR CAR IS WORTH MORE THAN THIS”, then you explain why.

**USE IT FOR**
Any video, and especially for people watching with the sound off.

**WHY IT WORKS**
Lots of people scroll with the sound off, so the text has to grab them on its own.

## 18 Before and after

PAIRS WITH TRUST MOTION

**Show the before and the after side by side in the very first frame.**

EXAMPLE Left: a tired car the day it arrived. Right: the same car after valeting and prep.

**USE IT FOR**
Transformations, results and showing off your work.

**WHY IT WORKS**
The gap between before and after is the hook. People spot differences instantly.

## 19 Out of place

PAIRS WITH CURIOSITY MOTION

**Film somewhere, or with something, that doesn't fit what people expect.**

EXAMPLE A chef in whites standing in a muddy field: “This is where your Sunday lunch starts.”

**USE IT FOR**
Behind the scenes and showing where things really come from.

**WHY IT WORKS**
When something doesn't fit, people stop to work out why.

## 20 Numbers first

PAIRS WITH **TRUST** **CURIOSITY**

**Show a real chart, number or screenshot before you say anything.**

**EXAMPLE** Last month's bookings graph with one big spike, then: “This happened after we changed one thing.”

**USE IT FOR**
Proving something works and showing results.

**WHY IT WORKS**
A clear number tells a story in a split second, before you even speak.

## 21 Colour block

PAIRS WITH **LABELLING** **AUDIO**

**Open on a bold colour background with one line of text.**

**EXAMPLE** Bright orange screen with black text: “STOP SCROLLING IF YOU'RE GETTING MARRIED THIS YEAR”, then the video starts.

**USE IT FOR**
Standing out in a feed full of polished photos.

**WHY IT WORKS**
It looks nothing like the rest of the feed, so the thumb stops.

## 22 Handwritten note

PAIRS WITH **TRUST** **REFRAME**

**Open on a handwritten note or whiteboard, then pull back to show you.**

**EXAMPLE** Close up of a note reading “3 things that ruin a new tattoo”, then pull back to you in the studio.

**USE IT FOR**
Tips, lists and step by step advice.

**WHY IT WORKS**
Handwriting feels personal and takes effort, so people assume it's worth reading.

## 23 Big reaction face

PAIRS WITH AUDIO SNAP

**Start on a close up of your face showing a strong reaction.**

**EXAMPLE** Wide eyed and shaking your head: “A customer just told me what their last garage charged for this.”

**USE IT FOR**
Reactions, surprising stories and things that shocked you.

**WHY IT WORKS**
People read faces before anything else, and they feel what your face is showing.

## 24 Split screen

PAIRS WITH CONTRARIAN TRUST

**Split the screen in two: the wrong way next to the right way.**

**EXAMPLE** Left: “What most gyms give you” (a printed plan). Right: “What you get here” (a coach beside you).

**USE IT FOR**
Comparisons and showing why you're different.

**WHY IT WORKS**
Two options side by side are easy to judge, and the right answer feels obvious.

**TOP TIP**

**Check your text on a phone before you post. If you can't read it in a second, it's too long or too small.**

# 4.

AUDIO HOOKS · 25 TO 32

# Make them listen

An audio hook uses sound to grab attention: how you start talking, a sound effect, a beat drop, even a second of silence. It catches everyone watching with the sound on, and it changes how your first line lands.

IN THIS SECTION


25 Mid sentence start
26 Whisper, then normal
27 Trending sound
28 Sound effect
29 Voice note style
30 Beat drop reveal
31 Silence first
32 Close up sound

## 25 Mid sentence start

PAIRS WITH MOTION CONTRARIAN

**Start the video halfway through a sentence.**

EXAMPLE "...and that's exactly why most people overpay for their wedding flowers."

**USE IT FOR**
Rants, strong opinions and anything where energy matters most.

**WHY IT WORKS**
People hate missing the start of something, so they stay for the rest.

## 26 Whisper, then normal

PAIRS WITH CURIOSITY TRUST

**Whisper the first line, then switch to your normal voice.**

EXAMPLE Whispering: "Want to know what the trade pays for this?" Normal voice: "Less than half what you just did."

**USE IT FOR**
Secrets, reveals and bold statements.

**WHY IT WORKS**
A whisper makes people lean in, and the jump in volume makes the next line hit harder.

## 27 Trending sound

PAIRS WITH SNAP VISUAL

**Use a trending sound with text on screen about your customer's situation.**

EXAMPLE Trending sound with the text: "When you said you'd only look at one car and drove home in it."

**USE IT FOR**
Relatable, light hearted posts.

**WHY IT WORKS**
People recognise the sound, and the text makes them think "that's me".

## 28 Sound effect

PAIRS WITH VISUAL TRUST

**Open with a sound effect: a ding, a till, a door slam.**

EXAMPLE A till ringing, then: “That's what your old boiler costs you every month you put off replacing it.”

**USE IT FOR**
Talking about money, savings and missed chances.

**WHY IT WORKS**
You feel a sound before you think about it, so the message lands with emotion.

## 29 Voice note style

PAIRS WITH TRUST SNAP

**Talk like you're sending a voice note to a friend.**

EXAMPLE “Just had a customer in who'd been quoted £4,000 for this. Here's what I told them...”

**USE IT FOR**
Stories and customer examples, keeping names private.

**WHY IT WORKS**
It feels like a private message meant just for them.

## 30 Beat drop reveal

PAIRS WITH MOTION VISUAL

**Let the music build, then drop the beat exactly as your result appears.**

EXAMPLE Music builds, and the beat drops as the text appears: “Fully booked for December.”

**USE IT FOR**
Big results, announcements and transformations.

**WHY IT WORKS**
When the sound and the picture hit at the same moment, it feels like one big event.

## 31 Silence first

PAIRS WITH VISUAL CONTRARIAN

**Hold one second of silence looking at the camera, then speak.**

EXAMPLE One second staring down the lens, then: “Your quote was cheap for a reason.”

**USE IT FOR**
Serious topics and important warnings.

**WHY IT WORKS**
Silence stands out in a noisy feed, so your first words land harder.

## 32 Close up sound

PAIRS WITH VISUAL TRUST

**Open on a close up sound: a pen writing, a pour, a sizzle.**

EXAMPLE The sizzle of a steak hitting the grill, then: “Every steak we serve gets this.”

**USE IT FOR**
Showing care, quality and premium products.

**WHY IT WORKS**
Small, close sounds make people pay closer attention.

TOP TIP

**Put captions on every audio hook. The sound grabs people with it on, and the captions catch everyone else.**

# 5.

TRUST HOOKS · 33 TO 41

# Prove it before you say it

A trust hook gives the viewer a reason to believe you in the first few seconds: a real result, a customer's words or you doing the job. People are wary of businesses on social media, and proof gets past that. Only ever use real numbers and real reviews.

IN THIS SECTION


33 Lead with your result

34 How many you've helped

35 Customer message

36 Your background

37 Borrow a famous idea

38 On the job

39 Name drop

40 Face next to the result

41 I was wrong

## 33 Lead with your result

PAIRS WITH **CONTRARIAN** **CURIOSITY**

**"I've [specific result]. Here's what I learned."**

**EXAMPLE** "I've sold over 3,000 cars in 12 years. Here's the one thing every buyer gets wrong."

**USE IT FOR**
Your first videos for new followers, and showing why people should listen.

**WHY IT WORKS**
Specific numbers sound true. Vague claims don't.

## 34 How many you've helped

PAIRS WITH **LABELLING** **VISUAL**

**"I've helped [number] [customers] get [result]. The one thing they all did..."**

**EXAMPLE** "We've fitted over 500 kitchens. The happiest customers all did one thing first."

**USE IT FOR**
Tips, lists and showing your experience.

**WHY IT WORKS**
If hundreds of people trusted you, the viewer assumes they can too.

## 35 Customer message

PAIRS WITH **VISUAL** **CURIOSITY**

**Open with a real customer message or review on screen.**

**EXAMPLE** A Google review on screen: "Best service I've had from any garage." Then: "Here's what we did."

**USE IT FOR**
Customer stories, proof and posts for people who already know you.

**WHY IT WORKS**
Praise from someone else is believed. Praise from you is doubted.

## 36 Your background

PAIRS WITH **REFRAME** **CONTRARIAN**

**"As a [role] who used to [experience], here's what I'd do."**

**EXAMPLE** "As a former mechanic who now sells cars, here's what I check before I buy one."

**USE IT FOR**
Giving a different angle from everyone else in your industry.

**WHY IT WORKS**
An unusual background is interesting, and it makes your advice feel informed.

## 37 Borrow a famous idea

PAIRS WITH **CURIOSITY** **REFRAME**

**"[Well known person] says [idea]. Here's what that means for [your customers]."**

**EXAMPLE** "Warren Buffett says price is what you pay, value is what you get. Here's what that means for your next car."

**USE IT FOR**
Applying a famous idea to your industry. Make sure the quote is real.

**WHY IT WORKS**
People already trust the famous name, and some of that trust rubs off on you.

## 38 On the job

PAIRS WITH **MOTION** **VISUAL**

**Film yourself on a real job, doing the work.**

**EXAMPLE** Setting up a wedding venue: "Day three of four on the biggest wedding we've ever done. Here's today."

**USE IT FOR**
Day in the life videos and showing how hard you work.

**WHY IT WORKS**
Seeing you do it means they don't have to take your word for it.

## 39 Name drop

PAIRS WITH CURIOSITY LABELLING

**Mention a well known customer or brand you've worked with.**

EXAMPLE "When we did the flowers for [well known hotel], the first thing they asked for was..."

**USE IT FOR**
Building credibility and attracting similar customers. Ask their permission first.

**WHY IT WORKS**
If a name they respect trusted you, they assume your quality matches.

## 40 Face next to the result

PAIRS WITH VISUAL MOTION

**Put a real result on screen with your face in the corner.**

EXAMPLE Your Google reviews page full screen, you in the corner: "200 five star reviews. No paid ads. Here's how."

**USE IT FOR**
Results and proving your way works.

**WHY IT WORKS**
Seeing you and the result together links the result to you.

## 41 I was wrong

PAIRS WITH CONTRARIAN REFRAME

**"I was wrong about [belief]. Here's what I learned."**

EXAMPLE "I used to think cheap prices brought customers in. I was wrong."

**USE IT FOR**
Honest stories that build trust.

**WHY IT WORKS**
Admitting a mistake is rare, so people trust everything else you say.

# 6.

CONTRARIAN HOOKS · 42 TO 49

# Disagree with the crowd

A contrarian hook goes against what most people believe, or what everyone in your industry says. When someone challenges what you think, you want to hear their argument. Only use them for opinions you can back up.

IN THIS SECTION


42 Less, not more

43 Do the opposite

44 Everyone told me

45 It's dead

46 The wrong number

47 Not the real problem

48 You don't need it

49 What the best do

## 42 Less, not more

PAIRS WITH TRUST CURIOSITY

**"More [X] isn't the answer. You need less [X] and more [Y]."**

EXAMPLE "More stock isn't the answer. You need fewer cars and better photos of each one."

**USE IT FOR**
Challenging advice everyone repeats.

**WHY IT WORKS**
When you disagree with what people believe, they stay to hear your argument.

## 43 Do the opposite

PAIRS WITH LABELLING REFRAME

**"[Common habit] is why you're stuck. The best [people] do the opposite."**

EXAMPLE "Discounting is why you're stuck. The busiest salons I know do the opposite."

**USE IT FOR**
Questioning how things are normally done.

**WHY IT WORKS**
It forces a choice: defend what they do, or hear you out. Either way, they watch.

## 44 Everyone told me

PAIRS WITH TRUST MOTION

**"Everyone told me to [common advice]. I did [the opposite] and [result]."**

EXAMPLE "Everyone told me to open on Mondays. I closed on Mondays and took more money."

**USE IT FOR**
Personal stories and unusual decisions that worked.

**WHY IT WORKS**
People need to know how the opposite could possibly have worked.

## 45 It's dead

PAIRS WITH **CURIOSITY** **VISUAL**

**"[Popular method] is dead. Here's what works now."**

**EXAMPLE** "Leaflets through doors are dead. Here's what's filling our diary instead."

**USE IT FOR**
Changes in your industry and new ways of doing things.

**WHY IT WORKS**
Nobody wants to rely on something that no longer works.

## 46 The wrong number

PAIRS WITH **REFRAME** **LABELLING**

**"The more you focus on [the wrong number], the less [real goal] you'll get."**

**EXAMPLE** "The more you focus on likes, the fewer customers you'll get from Instagram."

**USE IT FOR**
Showing people what really matters.

**WHY IT WORKS**
It suggests their effort is working against them, and they need to know why.

## 47 Not the real problem

PAIRS WITH **REFRAME** **TRUST**

**"[Obvious problem] isn't the problem. [Real problem] is."**

**EXAMPLE** "Your price isn't the problem. Nobody knowing you exist is."

**USE IT FOR**
Getting to the real cause of a problem.

**WHY IT WORKS**
If the hard thing isn't the problem, there might be an easy fix, and people want it.

## 48 You don't need it

PAIRS WITH LABELLING CURIOSITY

**"You don't need [what they think they need] to [goal]. You need [something easier]."**

EXAMPLE "You don't need a big budget to get noticed. You need 10 videos that answer what your customers ask."

**USE IT FOR**
Removing excuses and making goals feel possible.

**WHY IT WORKS**
It removes the biggest thing standing in their way.

## 49 What the best do

PAIRS WITH TRUST REFRAME

**"The best [people in your industry] don't [common habit]. They [surprising alternative]."**

EXAMPLE "The best car dealers don't chase every buyer. They build trust so buyers come to them."

**USE IT FOR**
Positioning yourself as the long term choice.

**WHY IT WORKS**
Everyone wants to be with the best, so they want to know what the best do differently.

**TOP TIP**

**Never disagree just for attention. If you can't back the opinion up, people will call you out in the comments.**

# 7.

LABELLING HOOKS · 50 TO 57

# Call your viewer out

A labelling hook describes your viewer's situation so exactly that they think “that's me”. Once someone feels a video is about them, they watch it to the end.

IN THIS SECTION


50 Still doing it

51 If it feels hard

52 You skipped a step

53 The exact reason

54 Doing everything right

55 Missing one thing

56 Looks good, doesn't work

57 Months with nothing

## 50 Still doing it

PAIRS WITH **CONTRARIAN** **VISUAL**

**"If you're still [common mistake], you're missing out on [result]."**

**EXAMPLE** "If you're still only taking bookings by phone, you're losing customers every evening."

**USE IT FOR**
Calling out a bad habit and what it's costing.

**WHY IT WORKS**
People decide instantly whether it's them, and if it is, they watch to fix it.

## 51 If it feels hard

PAIRS WITH **REFRAME** **TRUST**

**"If [X] feels hard, it's because you're doing [Y] wrong."**

**EXAMPLE** "If selling your car feels hard, it's because you've priced it wrong."

**USE IT FOR**
Common struggles, and giving people a fresh way to see them.

**WHY IT WORKS**
It agrees that it's hard, then gives them a reason that isn't their fault.

## 52 You skipped a step

PAIRS WITH **CURIOSITY** **TRUST**

**"If you've tried [method] and it didn't work, you skipped [step]."**

**EXAMPLE** "If you've tried meal prep and given up, you skipped the shopping list."

**USE IT FOR**
Helping people who tried something and gave up.

**WHY IT WORKS**
They get to keep believing it works. They just missed one step.

## 53 The exact reason

PAIRS WITH VISUAL CONTRARIAN

**"If your [X] isn't [result], this is the exact reason why."**

EXAMPLE "If your lawn isn't growing back, this is the exact reason why."

**USE IT FOR**
Explaining a frustrating problem.

**WHY IT WORKS**
One clear reason for a frustrating problem is a relief, so people stay for it.

## 54 Doing everything right

PAIRS WITH TRUST REFRAME

**"If you [do X] every day and still feel [frustration], watch this."**

EXAMPLE "If you train every day and still aren't seeing results, watch this."

**USE IT FOR**
Showing you understand before you give advice.

**WHY IT WORKS**
People feel understood first, so they're open to the advice that follows.

## 55 Missing one thing

PAIRS WITH CURIOSITY VISUAL

**"If [X] isn't working, it's missing one thing."**

EXAMPLE "If your reviews are only average, your service is missing one thing."

**USE IT FOR**
Simple fixes and single big lessons.

**WHY IT WORKS**
"One thing" feels doable, and they need to know what it is.

## 56 Looks good, doesn't work

PAIRS WITH **CONTRARIAN** **REFRAME**

**"If [X] looks great but [Y] isn't happening, you have a [Z] problem."**

**EXAMPLE** "If your shop looks great but nobody's walking in, you have a sign problem, not a shop problem."

**USE IT FOR**
Separating how something looks from how it performs.

**WHY IT WORKS**
It makes them compare what they're proud of with the results they're getting.

## 57 Months with nothing

PAIRS WITH **TRUST** **CURIOSITY**

**"If you've been [doing X] for [time] with nothing to show for it, this is why."**

**EXAMPLE** "If you've been posting for six months with no new customers, this is why."

**USE IT FOR**
Long running frustration.

**WHY IT WORKS**
They've already put the time in, so they can't ignore a video that might explain it.

**TOP TIP**

**The more specific the label, the better. "Business owners" is weak. "Dealers selling under 30 cars a month" is strong.**

# 8.

CURIOSITY HOOKS · 58 TO 66

# Leave a question open

A curiosity hook puts a question in the viewer's head and only answers it later in the video. People find it hard to leave a question unanswered, so they keep watching. Always give them the answer, or they won't trust your next hook.

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64 The real reason

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## 58 Did you know

PAIRS WITH TRUST VISUAL

**"Did you know [surprising fact]? Let me explain."**

EXAMPLE "Did you know the colour of your car changes what it's worth when you sell it? Let me explain."

**USE IT FOR**
Surprising facts about your industry. Only use facts you can back up.

**WHY IT WORKS**
A surprising fact with no explanation leaves a gap they want filled.

## 59 It's not what you think

PAIRS WITH CONTRARIAN REFRAME

**"There's one thing separating [good] from [bad], and it's not [obvious answer]."**

EXAMPLE "There's one thing separating a great coffee from an average one, and it's not the beans."

**USE IT FOR**
Sharing your insider knowledge.

**WHY IT WORKS**
It asks two questions at once: what is it, and why isn't it the obvious answer?

## 60 Unexpected teacher

PAIRS WITH TRUST REFRAME

**"[Unexpected place] taught me more about [topic] than [obvious place] ever did."**

EXAMPLE "A fish and chip shop in Dudley taught me more about customer service than any course ever did."

**USE IT FOR**
Stories and lessons from unusual places.

**WHY IT WORKS**
People can't resist working out how those two things connect.

## 61 Nobody talks about

PAIRS WITH **TRUST** **CONTRARIAN**

**"Nobody talks about [hidden step], but it's what actually [gets the result]."**

**EXAMPLE** "Nobody talks about the prep, but it's what makes a paint job last 10 years."

**USE IT FOR**
Behind the scenes and insider knowledge.

**WHY IT WORKS**
It feels like a secret that others keep quiet about.

## 62 Quicker than you think

PAIRS WITH **LABELLING** **TRUST**

**"Most people think [X] takes [long time]. It takes [short time] if you [do Y]."**

**EXAMPLE** "Most people think a bathroom refit takes a month. It takes 10 days if you plan it properly."

**USE IT FOR**
Making something feel easier than people expect.

**WHY IT WORKS**
Less effort than expected flips their thinking to "that's worth trying".

## 63 Small habit

PAIRS WITH **CONTRARIAN** **REFRAME**

**"[Small habit] will do more for [goal] than [big effort] ever could."**

**EXAMPLE** "Learning your regulars' names will do more for your bar than any happy hour ever could."

**USE IT FOR**
Simple habits and making your expertise feel easy to use.

**WHY IT WORKS**
Small beating big is surprising, and it makes people feel they can do it too.

## 64 The real reason

PAIRS WITH CONTRARIAN TRUST

**"The number one reason [successful people] win isn't [obvious reason]. It's [surprising reason]."**

EXAMPLE "The number one reason busy salons stay busy isn't their prices. It's how they rebook."

**USE IT FOR**
Showing what really drives results.

**WHY IT WORKS**
Correcting what people assume feels like a revelation.

## 65 What it cost me

PAIRS WITH TRUST LABELLING

**"I spent [time or money] on [thing], and here's the one thing that mattered."**

EXAMPLE "I spent 10 years and thousands of pounds on equipment, and here's the one thing that actually mattered."

**USE IT FOR**
Saving your viewer time and money.

**WHY IT WORKS**
The more you paid to learn it, the more valuable the lesson feels.

## 66 Same result

PAIRS WITH CONTRARIAN TRUST

**"[Expensive option] and [cheap option] can get the same result. Most people only try one."**

EXAMPLE "A full respray and a £150 machine polish can give the same finish. Most people only ask about the respray."

**USE IT FOR**
Cheaper alternatives, and challenging "more money, better result".

**WHY IT WORKS**
If the cheap option works as well, people are relieved and curious at once.

# 9.

REFRAME HOOKS · 67 TO 75

# Change how they see it

A reframe hook takes something your viewer thinks they understand and gives them a new way to look at it. It makes you the expert, because you're the one who knows what it really means.

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69 Bad thing, good thing

70 What people call it

71 Part of the process

72 The real measure

73 Hard work isn't hours

74 A decision, not a feeling

75 The overused word

## 67 What it really means

PAIRS WITH TRUST CONTRARIAN

**"[Common word] doesn't mean [what people think]. It means [new meaning]."**

EXAMPLE "Good service doesn't mean being polite. It means remembering how they take their coffee."

**USE IT FOR**
Raising the bar on what something means.

**WHY IT WORKS**
They've been using the word wrong, so now they want your version.

## 68 It's not what you do

PAIRS WITH LABELLING CURIOSITY

**"[Good trait] isn't [what people think]. It's [unexpected behaviour]."**

EXAMPLE "Consistency isn't posting every day. It's posting the same quality every time you do."

**USE IT FOR**
Adding depth to advice everyone oversimplifies.

**WHY IT WORKS**
It makes people ask themselves which one they really are.

## 69 Bad thing, good thing

PAIRS WITH TRUST LABELLING

**"You've been told [X] is bad. It's actually [good thing] in disguise."**

EXAMPLE "You've been told a bad review is a disaster. It's actually a free chance to show how you treat people."

**USE IT FOR**
Overcoming fears and objections.

**WHY IT WORKS**
Changing how something feels makes people more willing to act on it.

## 70 What people call it

PAIRS WITH VISUAL CURIOSITY

**"What most people call [X] is actually [Y]. Here's the difference."**

EXAMPLE "What most people call a full service is actually just an oil change. Here's the difference."

**USE IT FOR**
Showing the gap between amateur and professional.

**WHY IT WORKS**
Learning a clear difference makes the viewer feel smarter.

## 71 Part of the process

PAIRS WITH TRUST CURIOSITY

**"[Setback] isn't the opposite of [success]. It's part of getting there."**

EXAMPLE "A quiet Tuesday isn't a failure. It's the day you test what brings people in."

**USE IT FOR**
Mindset and making setbacks feel normal.

**WHY IT WORKS**
It takes the fear out of trying.

## 72 The real measure

PAIRS WITH CONTRARIAN TRUST

**"Real [success in your industry] has nothing to do with [common measure]."**

EXAMPLE "A successful restaurant has nothing to do with how full it is on Saturday. It's how many come back."

**USE IT FOR**
Redefining what success looks like.

**WHY IT WORKS**
If they've been keeping score the wrong way, they need a new way, and you're giving it to them.

## 73 Hard work isn't hours

PAIRS WITH CONTRARIAN TRUST

**"[Hard work] isn't [what people think]. The fastest way to [goal] is [unexpected method]."**

EXAMPLE "Working 70 hours a week isn't hard work. The fastest way to grow is a team that doesn't need you there."

**USE IT FOR**
Working smarter, not harder.

**WHY IT WORKS**
It challenges the belief that more hours always means more results.

## 74 A decision, not a feeling

PAIRS WITH TRUST LABELLING

**"[Confidence or discipline] isn't a feeling. It's [a decision]."**

EXAMPLE "Confidence isn't a feeling. It's deciding to film the video before you feel ready."

**USE IT FOR**
Mindset, and getting past "I'm not ready yet".

**WHY IT WORKS**
If it's a decision, they can start today instead of waiting.

## 75 The overused word

PAIRS WITH TRUST CURIOSITY

**"Everyone says [word]. Real [word] looks like [specific example]."**

EXAMPLE "Every builder says quality. Real quality is the bits you'll never see, done properly."

**USE IT FOR**
Cutting through words everyone in your industry uses.

**WHY IT WORKS**
Defining it properly makes you the expert in the room.

## YOUR NEXT STEP

You now have 75 ways to stop someone scrolling. The hard part is filming them well, week after week, and knowing which ones are actually working.

If you'd rather have us do it with you, book a free 30 minute strategy call. We'll look at your Instagram, tell you which hooks suit your business, and map out exactly how social media gets you more customers.

**This isn't a sales pitch. If we're not the right fit, you'll still walk away with a plan you can use.**

**Book your free 30 minute strategy call →**

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