

50 fill-in-the-blank

FREE GUIDE · CURATED BY MADDI

HOOKS THAT STOP THE SCROLL

Steal these openers for your reels and captions. Swap the [brackets] for your exact service, problem or suburb, use them in the first three seconds, and watch the right people actually stop.

Salons & beauty

Wellness & pilates

Tradies

Small business owners

THE GOLDEN RULE *specific beats broad*

Broad hooks get scrolled past. Specific ones make the right person think "that's me". Name the exact service, problem, number or suburb, and where it fits, add a timeframe like "in 7 days" or "after 6 weeks".

BROAD

"Hair care tips"

SPECIFIC

"Why your blonde turns brassy after just 3 washes"

BROAD

"Pilates is good for you"

SPECIFIC

"What 6 weeks of reformer did to my posture"

cbm.

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before you start

THE 3-HOOK RULE

Every video needs three hooks working together in the **first 3 seconds**. One grabs the eyes, one grabs the ears, and one grabs the brain. Miss one and people keep scrolling.

1

THE VISUAL HOOK

Something has to move straight away. Move the camera, or have someone moving in frame.

Try: putting your phone down on the bench, walking into frame, a hand reaching for a product, a quick push-in on the before shot, a door swinging open.

2

THE SOUND HOOK

Give their ears a reason to tune in. Add a sound effect in your editing app (like CapCut) right on the first cut.

Try: a whoosh on a transition, a camera click, a pop as text appears, a satisfying real sound like scissors snipping, a drill starting or a coffee pouring.

3

THE SPEAKING HOOK

The words. Say your hook out loud and put it on screen as text, so it works with the sound on or off.

Try: any of the 50 hooks in this guide. That's what the next pages are for.

ALL THREE TOGETHER

A plumber drops his toolbag on the driveway (visual), a loud thud plays (sound), and he says "Things clients say that make every plumber cringe" (speaking). All in under 3 seconds.

HOW TO USE THIS GUIDE

1. Pick a hook that fits the video you're filming.
2. Fill every [bracket] with something specific. Add a timeframe where it fits.
3. Pair it with a visual and a sound hook in the first 3 seconds.

01 *make them need to know*

CURIOSITY HOOKS

- 1 Nobody tells you this before you open a [salon / studio / trade business] in [suburb].
- 2 I wasn't going to post this, but here's what [one specific job] cost us last [week / month].
- 3 After [X] years as a [your job], this is the one [product / tool] I'll never use again.
- 4 This is exactly what \$[price] gets you at [business name].
- 5 What happens in the 30 minutes before your [appointment / class / job] starts.
- 6 You've been [specific habit] wrong, and here's the 10-second fix.
- 7 The question I get asked about [specific service] every single week...
- 8 A real 6am to 6pm [day of the week] running a [business type] in [suburb].
- 9 I tried the viral [trend / product] for 7 days. Here's the honest result.
- 10 Watch this before you book your next [specific service] in [your city].

02 *make them feel seen*

RELATABLE HOOKS

- 11 If you've put off [specific task] for more than 6 months, this is for you.
- 12 POV: you finally booked [service] after putting it off for [X] months.
- 13 Tell me you're a [your job] without telling me you're a [your job].
- 14 5 things clients said to me this week that made me cringe.
- 15 The [service] you think you need vs what you actually need before [event / date].
- 16 Raise your hand if you've ever [specific DIY fail].
- 17 Me pretending I'm not stressed when [specific moment].
- 18 When a client calls at 4:55pm on a Friday: "can you just quickly [specific request]?"
- 19 3 signs your [specific item] needs [specific action].
- 20 Stop scrolling if you're sick of [specific problem].

TRY IT

Salon: *"POV: you finally booked your colour correction after putting it off for 8 months."*

Tradie: *"When a client calls at 4:55pm on a Friday: 'can you just quickly look at the hot water system?'"*

03 *make them save it*

EDUCATION HOOKS

-
- 21 3 things to know at least 48 hours before your first [specific service].
-
- 22 The 2-minute way to [specific result] that nobody uses.
-
- 23 Save this for the next time your [specific thing] [specific problem].
-
- 24 3 [service] mistakes costing you \$[amount] every year.
-
- 25 How to make your [service] last [X] weeks instead of [Y].
-
- 26 The exact 7-day aftercare routine I give every [service] client.
-
- 27 What to do in the first 10 minutes when your [specific problem] happens.
-
- 28 Here's why your [specific thing] keeps [specific problem].
-
- 29 One \$[price] change that made [specific result] for our client.
-
- 30 Everything you need to know about [specific service] in 30 seconds.
-

TRY IT

Beauty: *"How to make your lash lift last 8 weeks instead of 4."*

Pilates: *"3 things to know at least 48 hours before your first reformer class."*

04 *make them want it*

TRANSFORMATION HOOKS

-
- 31 [X] hours, [X] products, one before and after.
-
- 32 [Client's first name] came to us [X] weeks ago with [specific problem]. Here's what we did.
-
- 33 From [specific before] to [specific after] in [X] days.
-
- 34 Wait for the end of this [specific service]...
-
- 35 A [X]-hour [specific job], squeezed into 30 seconds.
-
- 36 Why [X] out of 10 clients rebook before they've even left.
-
- 37 Rating our [X] most booked [services] out of 10.
-
- 38 Turning [specific before] into [specific after] in one afternoon. Watch.
-
- 39 What a [specific job] looks like 12 months later when it's done properly.
-
- 40 [Client's first name]'s reaction when they saw their [specific result].
-

TRY IT

Hair: *"Turning box dye into a soft blonde in one afternoon. Watch."*

Plumber: *"What a bathroom reno looks like 12 months later when it's done properly."*

05 *make them like you*

PERSONALITY HOOKS

-
- 41** Meet [name], who's been doing your [specific service] for [X] years.
-
- 42** Things only a [job] team in [suburb] would understand.
-
- 43** Ranking our team's go-to [smoko snacks / coffee orders].
-
- 44** The [X] tools we use every single day, ranked.
-
- 45** Hot take: [specific opinion about your industry].
-
- 46** What I wish I knew on day one of opening [business name] in [year].
-
- 47** This is your sign to finally book that [specific service] before [date / season].
-
- 48** Unpopular opinion: [specific trend] won't last past [year].
-
- 49** Why I left [old job] in [year] to start [business name].
-
- 50** Come with us to a [specific job] in [suburb].
-

TRY IT

Tradie team: *"Things only a plumbing team in Camden would understand."*

Studio owner: *"Why I left my corporate job in 2022 to start my pilates studio."*

bonus

MAKE YOUR HOOK LAND

BE SPECIFIC, NOT BROAD

Swap "hair tips" for "why your blonde goes brassy after 3 washes". Swap "reno update" for "day 4 of a bathroom reno in Narellan".

3 HOOKS, 3 SECONDS

Visual, sound and speaking hooks, all landing in the first 3 seconds.

KEEP IT SHORT

One line of on-screen text, under 10 words, big enough to read on a phone.

PAY IT OFF

Deliver on the hook fast. Don't make people wait for what you promised.

TEST IT

Try 2 or 3 hooks on the same idea. Keep the one that gets the most saves.

too busy to film?

WE'LL TAKE CARE OF IT FOR YOU

Curated by Maddi plans, shoots, edits and posts your social media, so your page finally looks like the business you've built. You keep doing what you do best.

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