
100+ **VIRAL** HOOKS

***BUILD YOUR
BUSINESS BY
LEVERAGING THE
SAME HOOKS THAT
HAVE CREATED
MILLIONS OF VIEWS
ON SOCIAL MEDIA!***



M ACADEMY

100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

Want to double your (desired outcome) on (platform/business)? This is how you do it.

Want to double your sales on **LinkedIn**? This is how you do it.

This is the video right here. This guy uploaded a hack for all the (niche clientele) out there, and he's gonna put us all out of business with it. What people don't understand is...

This is the video right here. This guy uploaded a hack for all the **homeowners** out there, and he's gonna put us all out of business with it. What people don't understand is...

My degree is in (occupation, niche, industry) and this is the most important tip I ever learned from being in (place/setting related to occupation, niche, industry).

My degree is in **culinary arts** and this is the most important tip I ever learned from **being in the kitchen**.

If you're an (job title/occupation), it's your lucky day! I'm about to show you how to organically (ideal desired outcome speaking to a common pain point).

If you're an **independent artist**, it's your lucky day! I'm about to show you how to organically **get your new song on over 100 Spotify playlists**.

Here's how (recognizable brand or name) pays for my (expensive item or amount), (highly desired place or thing).

Here's how **Airbnb** pays for my **\$1 million dollar house in Los Angeles**.

You want to hear the 2 biggest issues that I see as a (job title, occupation) over and over again? #1 is...

You want to hear the 2 biggest issues that I see as a **dog trainer** over and over again? #1 is...

Here's how I'd blow up my (platform/website/occupation) if I was a product-based small business.

Here's how I'd blow up my **Instagram** if I was a product-based small business.

Here's how you (common practice/strategy/technique) before you (niche specific action related to the niche).

Here's how to best **stretch** before you **workout**.

Here's a (business/niche/website/app/occupation) secret that you need to know.

Here's a **branding secret** that you need to know.

Here are the (number) excuses you can use to (objection towards a common problem).

Here are **5** excuses you can use to get out of **meetings to plan meetings**.

Only do this if you want to grow your (business/common problem/niche). If you don't want to do that, keep scrolling.

Only do this if you want to grow your **social media faster**. If you don't want to do that, keep scrolling.

This is getting scary and it could get really bad for all (occupation/niche/industry). Let me explain.

This is getting scary and it could get bad for all us **Realtors**.



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

If I was a (occupation/business title), with a (number) a month (niche) budget I would highly consider this strategy. And no one's doing this stuff right now.

If I was a **brand** with a **\$10,000** a month **marketing** budget I would highly consider this strategy. And no one's doing this stuff right now.

(No.) (business/niche/professional title) mistakes I've made with clients I wish I could take back, and that you should call out your own (business/niche/professional title) for.

4 therapist mistakes I've made with clients I wish I could take back, and that you should call out your own **therapist** for.

This is a script to use when (person/ideal client) is trying to (situation you're trying to avoid or don't know how to handle in a constructive way that leads to a good outcome).

This is a script to use when **your spouse** is trying to **have a conversation with you and it's not a good time for you to have that conversation**.

Here's a way to get easy access to people to (problem they're facing/ideal outcome) in 2022. Step 1...

Here's a way to get easy access to people to **land a job** in 2023. Step 1...

This is how you work smarter not harder when coming up with new (niche topic or subject that's a current frustration or pain point)...

This is how you work smarter not harder when coming up with new **content ideas**...

This is for the person who has zero to (something they know they must do for their business but they're putting it off or making excuses) for their business.

This is for the person who has zero time to **make video content** for their business.

I'm a (job title/occupation/authority based title), and here are some cheap hacks for (problem they're trying to solve that's a quick easy win) that make me zero dollars.

I'm a **facial plastic surgeon**, and here are some cheap hacks for **hair growth** that make me zero dollars.

This is the #1 way you're (current problem they want to desperately avoid) on your (platform and or service they're doing this on).

This is the #1 way you're **losing money on your Facebook Ads**.

Bet you didn't know how easy it was to (niche related or topic) in (website/tool/app). Let me show you...

Bet you didn't know how easy it was to **design a flyer in Microsoft Word**.. Let me show you...

Save this video. I'm gonna teach you the (number), (tactic/strategy/cheat code) that most people will bring up when you try to (common problem they have).

If you've ever wanted to **help your team**, save this video. I'm gonna teach you the **3 tactics** that most people will bring up when you **try to coach them**..

Why I don't use (website/tool app) and you shouldn't either!

Why I don't use **LinkTree** and you shouldn't either!

Here's the 1st episode of "I made mistakes", expensive ones, so you don't have to when you (niche related specific subject or topic).

Here's the 1st episode of I made mistakes, expensive ones, so you don't have to when you **publish a children's book**.



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

How much money do I make in (profession). Let's talk about it because transparency is important. Hi, my name is (name), I'm a (job title) in the (industry) in (location)

How much money do I make in **post production**. Let's talk about it because transparency is important. Hi, my name is **Victoria**, I'm **videogame designer** in **TV Industry** in **New York City**.

Here's more on how to reduce your (common problem) (preferred method) from a (business/niche/professional title).

Here's more on how to reduce your **inflammation naturally** from a **nutritionist**.

If you work with (niche related specific subject or topic), this is going to make a lot of sense to you.

If you work with **data**, this is going to make a lot of sense to you.

Here's how you're going to start building (desired outcome/common problem) for your (something personal to viewer) using (niche related product and or service).

Here's how you're going to start building **generational wealth** for your **family** using **life insurance**.

Today I'm gonna talk about (number) (tool/website/app) all (business/niche/professional title) need for their (niche related product). Let's get started.

Today I'm gonna talk about **5 apps all makers** need for their **videos**. Let's get started.

Please tell me I'm not the only (occupation) who just figured this out. I've been doing (adjective related to occupation) for (time frame) and I'm just now figuring this out.

Please tell me I'm not the only **sales rep** who just figured this out. I've been doing **sales** for **15 years** and I'm just now figuring this out.

Want to double your (desired outcome) on (platform/business)? This is how you do it.

Want to double your **sales on LinkedIn**? This is how you do it.

This is why your (product or problem) isn't working.

This is why your **Instagram Story Strategy** isn't working.

Top (number) Sites I use to save as a (business/niche/professional title).

Top 3 sites I use to save time as a **Leasing Agent**.

(Number) (business/niche) tricks you didn't know were being used on you.

2 sales tricks you didn't know were being used on you

Do this if you want to start monetizing your (social platform/industry related/niche specific)!

Do this if you want to start monetizing **your email list!**

I bet you didn't know this sneaky (platform/website/app/tool/social platform) trick!

I bet you didn't know this sneaky **Twitter** trick!



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

Wanna see a sneak peak of my (free resource you have for download), I just created?

Wanna see a sneak peak of my **Top 10 TikTok Growth Hacks, course** I just created?

2 (apps/social platforms) updates you absolutely need to know about! Grab your pen and paper we're going in!

2 **YouTube** updates you absolutely need to know about! Grab your pen and paper we're going in!

Are you a business owner and want to grow your (platform/product/service) with your ideal customer?

Are you a business owner and want to grow your **LinkedIn** with your ideal customer?

Here's something REALLY important that every (business/niche) should've been taught in school...

Here's something REALLY important that every **new business owner** should've been taught in school...

(Number) Free (tool/website/app) to create great (desired outcome).

3 free **apps** to create great **YouTube Thumbnails**.

3 Reasons why (wrong solution) won't work.

3 reasons why **getting a lawyer** isn't going to work!

How I got (ideal solution or outcome) in (time frame).

How I got **300 clients who pay upfront**, in **72 hours**.

Did you know that (industry/niche) get (the opposite of what most people assume) more than any other profession?

Did you know that **makeup artists** get bullied more than any other professional?

If you want to know how (reversed belief) think you are, watch the end!

If you want to know how **annoying therapists** think you are, watch till the end!

The #1 thing I tell every (customer/niche) (ideal outcome) is this!

The #1 thing I tell every **plumber who wants more customers** is this!

Listen up if you want to (controversial/problem) from (niche or business).

Listen up if you want **every text message you've ever sent** from **your cell phone provider**.

Most (customer niche) won't tell you this, cause they're too busy making money from it. But let me give you a sneak peek.

Most **Marketers** won't tell you this, cause they're too busy making money from it. But let me give you a sneak peek.



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

Here's how (their niche or business) tricks you into buying their (product or service).

Here's how the **Auto Industry** tricks you into buying their **upgrades**.

Here's a tip from a professional (business/position) that can save you a ton of (problem they have).

Here's a tip from a professional **lawyer**, that can save you a ton of money on **lawyer fees**.

Here's how I did (number) (they want) in (timeframe). I'm gonna show you how I did this, so if you're in (their niche) stick around!

Here's how I got **30 High-ticket clients in 26 days**. I'm gonna show you how I did this, so if you're in the **Marketing space** stick around!

Have you ever noticed how (business/niche) get more (ideal outcome) even though yours might be better? Here's why that's happening...

Have you ever noticed how **new plumbers** get more **customers and call backs** even though your business might be better? Here's why that's happening...

Do you know how (business/niche) exploded in popularity?

Do you know how **McDonalds** exploded in popularity?

If you work with (customers niche) you need to hear this!

If you work with **plumbers**, you need to hear this!

Want to know the secret to (business/niche) (platform) strategy?

Want to know the secret to **Under Armors Twitter strategy**? Well it's called the **1:1:1 method**.

How did (popular figure or business) use (social media/platform) to become the biggest thing since sliced bread?

How did **Kevin Hart** use **Reddit** to become the **biggest comedian** in the world?

(Platform/tool) revealed some shocking new data!

TikTok revealed some shocking data! **100 million people say they watch TikTok over YouTube every day!**

Next you're dealing with someone with a (common problem) who refuses to listen, try this technique that (high authority) uses.

Next you're dealing with a **client** who refuses to listen, try this technique that **Elon Musk does with his customers**.

You go check this (website/tool) out. It's called (website/tool) and it's absolutely wild!

You go check this **website** out. It's called **Popsters.com**, and it's absolutely wild!

If you just started your (business/niche) you absolutely have to see this.

If you just started your **Plumbing business** you absolutely have to see this.



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

Here's a quick tip for looking and feeling more (solution to problem), instead of (common held belief).

Here's a quick tip for looking and feeling more **comfortable on sales calls**, instead of telling yourself to just calm down.

Here's how you can market like (authority figure/brand)

Here's how you can market like **Chick-Fil-A**.

Nobody is talking about this (solution to problem) strategy.

Nobody is talking about this **TikTok Ads Strategy?!**

If you run a (business/niche) you're gonna enjoy this video and you will not see it coming.

If you run a **local restaurant**, you're gonna enjoy this video and you will not see it coming.

This is a trick used by (authority figure/brand) to explain (problem) simply.

This is a trick used by **Amazon** to explain **how their shipping warehouses work**, simply.

Ok I want to share a (tool/website/app) that you absolutely need for (industry/niche).

Ok I want to share a website that you absolutely need if you're a **high school student**.

(Number) more (business/niche) I learned working (high authority company).

3 more **marketing hacks** I learned working at **Vayner Media**.

You're (action) your (niche) wrong. I'll teach you the proper way.

You're **creating** your **Instagram Ads** wrong. I'll teach you the proper way.

The (business/niche/product) industry does not want you to know this. So if I go missing a after this.... now you know.

The **Chiropractor** industry does not want you to know this. So if I go missing after this... now you know.

You absolutely need this free tool for (common problem).

You absolutely need this free tool for **painting your house for a lot less**.

Here's how to stop avoiding the things you need to do in your (subject/topic) life.

Here's how to stop avoiding the things you need to do in your **professional** life.

Here's another secret (high authority nickname/slang title) don't want you to know about...

Here's another secret **nerds** don't want you to know about...



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

There's a hack to learning (subject/topic), that's so under appreciated, it almost makes me mad.

There's a hack to learning **marketing**, that's so under appreciated, it almost makes me mad.

Trust me when I tell you... this brand new (website/tool/app), that's totally free, is gonna be a game changer for you!

Trust me when I tell you... this brand new **app**, that's totally free, is gonna be a game changer for you!

Top 5 (apps/tools/website) I use to run my (niche/job title).

Top 5 apps I use to run my **LA Marketing Agency**.

Here's a cool (social media platform/website) hack that you need to know!

Here's a cool **Pinterest** hack that you need to know!

(Job/industry/niche/professional title) STOP SCROLLING! If you want to set yourself up for the long run, listen up!

Lawyers STOP SCROLLING! If you want to set yourself up for the long run, listen up!

If I was restarting my career in (niche/demographic/business type) this is exactly what I would do!

If I was restarting my career in **Marketing**, this is exactly what I would do!

Tough pill from a (high authority/professional title)...

Tough pill from a **licensed therapist**....

What is 1 site (subject/topic of high desire) people don't want you to know about, part (high number).

What is 1 site **rich** people don't want you to know about, part **12**.

How to sound more (ideal outcome/desire) on (niche specific action), that I wish I knew earlier.

How to sound more **high status on sales calls**, that I wish I knew earlier.

Here's a website that feels illegal to know about, part (high number).

Here's a website that feels illegal to know about, part **23**.

Here's something most TikTok (title) gurus fail to talk about when it comes to (something often talked about in your industry but you think is wrong).

Here's something most TikTok **marketing** gurus fail to talk about when it comes to **starting an e-commerce brand**.

Here's how you can steal (recognizable name/brand/celeb/public figure) (subject) technique and use it for yourself!

Here's how you can steal **Elon Musk's Twitter** technique and use it for yourself!



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

If you give me (short time frame) I'll show you a (resource/app/website) that will change your business.

If you give me **30 seconds** I'll show you a **free app** that will change your business.

If you're a (professional title) looking to (desired outcome) you **HAVE** to do these 2 things in 2023.

If you're a **videographer** looking to **book more clients** you **HAVE** to do these 2 things in 2023.

(Your niche) secret that you **NEED** to know...

Marketing secret that you **NEED** to know...

If you have a (your nice) business you **NEED** to see this!

If you have a **marketing** business you **NEED** to see this!

3 tough pills from a (job title/authority). Hang in there and listen to all of them because once you get these down, it's gonna make your life a lot easier.

3 tough pills from a **Lawyer**. Hang in there and listen to all of them because once you get these down, it's gonna make your life a lot easier.

Here's a hack that I used to make my first (something related to your business) for my business, before I had no money to buy one.

Here's a hack that I used to make my first **logo** for my business, before I had no money to buy one.

Hey (industry title) and (niche title) here's the #1 thing I see you doing wrong!

Hey **small business owners** and **stay at home moms**. Here's the #1 thing I see you doing wrong!

Here's a website that helps you (action) (pain point).

Here's a website that helps you **build an app, without knowing how to code**.

Here's another website for (niche/industry/topic) that you should bookmark!

Here's another website for **Instagram** that you should bookmark!

Stop using (common website/tool/app/platform/resource) use these (new site/tool/app/platform/resource) instead!

Stop using **Canva** use this **tool** instead!

This is how you actually (pain point they're suffering through) from a (high authority/job title related to the pain point) perspective.

This is how you actually **stop your car from overheating** from a **mechanical engineers** perspective.

I'm gonna show you how to get unstuck in (pain point they're suffering through) in just 1 video! Listen up, cause this one is crazy!

I'm gonna show you how to get unstuck in **getting more customer leads** in just 1 video! Listen up, cause this one is crazy!



100+ BUSINESS HOOKS

INTRO HOOKS

EXAMPLE

Here's the easiest way to create (something that they want but are hesitant on) for (platform/website/place they're building on).

Here's the easiest way to create a **logo** for your **website**.

This is one of the easiest strategies when it comes to (social platform/website/app/resource) that **NOBODY** talks about!

This is one of the easiest strategies when it comes to **growing on Instagram**, that **NOBODY** talks about

Here's what you can expect when working with an actual (your niche/industry/job title) professional like myself...

Here's what you can expect when working with an actual **Web Design** professional like myself...

Why isn't anyone talking about this (business/niche) hack?

Why isn't anyone talking about this **homebuying** hack?

Put this 1 (thing) in your (business/niche/strategy) if you don't want (negative outcome they want to avoid).

Put this 1 **headline** in your **website** if you don't want **people to bounce from your homepage**.

This lifehack is going to save you a lot of time. (1 liner that's polarizing to a commonly held belief related to the niche.)

This lifehack is going to save you a lot of time. **You don't need a large down payment to purchase a home.**

Here's a crazy (tool/website/app) hack you're not gonna believe is possible.

Here's a crazy **Canva** hack you're not gonna believe is possible.

(Customer/Niche) you won't believe this

Small business owners, you won't believe this!

Hey do you know about these secret (niche related subject or topic) hacks?

Hey do you know about these secret **investment property** hacks?

I bought this (website/tool/app) so you don't have to. Let me show you the pros and cons.

I bought this **online accounting portal** so you don't have to. Let me show you the pros and cons.

There's 1 thing you need to do before you (common practice they're doing that most people know about that's actually a mistake).

There's 1 thing you need to do before you start **looking at homes online**.

This is probably my best tip, and it's exactly how I get (solution to problem). I can't believe I'm gonna share this... It's all in how I (solution to problem).

This is probably my best tip, and it's exactly how I get **hundreds of leads online**. I can't believe I'm gonna share this... It's all in how I **make my YouTube videos!**

