

STOP SCROLLING, START SELLING

50 READY-TO-CUSTOMIZE SOCIAL MEDIA HOOKS

Openings that earn relevant attention—without exaggerated claims.

BONUS RESOURCE 1 | JOSEPH ANENE

A practical companion to *Stop Scrolling, Start Selling: From Posts to Profits*.

Use these pages as working tools. Adapt examples to your real offer, audience, evidence, and business capacity.

HOW TO USE THIS RESOURCE

Choose a hook style that fits your post goal. Replace bracketed phrases with specific, truthful details. Make sure the body delivers the expectation created by the opening. A hook is a promise about what follows—not a trick to attract everyone.

Problem-focused hooks

1. Struggling with [specific problem]? Start with this.
2. Posting about [topic] but not getting the response you hoped for?
3. If [task] feels harder than it should, check this first.
4. Still dealing with [frustration]? Here is one thing to try.
5. Does [common situation] keep getting in your way?
6. One reason [desired result] may feel out of reach is [relevant issue].
7. If you keep running into [problem], this may help.
8. Before you spend more time on [task], review this.
9. Are you making [process] more complicated than it needs to be?
10. Here is a simple place to start if you want to improve [outcome].

Curiosity hooks

1. What if the simplest fix for [problem] is to change this one step?
2. Here is the part of [topic] people often overlook.
3. A small change to [process] can make it easier to manage.
4. Before you choose [option], consider this question.
5. One detail worth checking before you [action].
6. Here is why I approach [task] differently.
7. What I would check first when working on [problem].
8. This is a useful way to think about [topic].
9. The question I would ask before investing in [solution].
10. Want to see how [process] works? Here is a simple example.

Mistake-focused hooks

1. One common mistake when trying to [desired result].
2. Check this before you publish your next [content type].
3. Are you explaining [offer] in a way customers can understand?
4. Avoid this simple mistake when choosing [product/service].
5. One detail people can miss when planning [task].
6. If your [process] is not working well, review this step.
7. Do not overlook this when comparing [options].
8. A common reason [message] can be hard to follow.
9. Before you repeat [habit], ask yourself this.
10. Here is a mistake to watch for when starting [activity].

Desired-result hooks

1. Want to make [task] simpler? Try this starting point.
2. Here is a practical first step toward [desired outcome].
3. Looking for a clearer way to [task]? Start here.
4. Make your next [process] easier with this checklist.
5. Trying to save time on [task]? Review these steps.
6. Here is one way to make [offer/process] easier to understand.
7. Want to feel more prepared for [situation]? Use this prompt.
8. Build a simple routine for [goal] with this approach.
9. Here is a quick way to compare [options] more clearly.
10. Ready to improve [specific outcome]? Start by checking this.

Contrarian / assumption-checking hooks

1. More [activity] does not automatically mean better [result].
2. You may not need more [resource]; you may need a clearer [plan/message].
3. The most expensive option is not always the best fit.
4. Being busy with [task] is not the same as making progress.
5. A longer explanation is not always a clearer one.
6. Not every trend is right for your business or audience.
7. Attention is useful—but attention alone is not a sale.
8. A discount cannot fix an offer people do not understand.
9. Consistency helps, but repeating a weak message will not improve it by itself.
10. Before you copy what works for another business, check whether it fits yours.

MAKE IT YOURS

My audience: _____

The problem or goal they care about: _____

My offer/topic: _____

Three hooks I will test:

1. _____

2. _____

3. _____

Quality check: relevant, clear, connected to the topic, honest, and deliverable.