

FREE TOOL

# 15 Hooks That Stop the Scroll

With psychology breakdowns, real engagement data, and platform-specific tips.

Templates ranked by performance, mapped to platforms, and paired with the CTAs that actually convert. Steal them, swap in your details, post.

# How Hooks Work

*A hook does not sell. It earns the next 3 seconds of attention.*

## The Curiosity Gap

Your brain cannot tolerate an open loop. When a hook creates a gap between what you know and what you want to know, your brain DEMANDS closure. That is why 'Here is what nobody tells you' works. It opens a loop that can only be closed by reading.

## Pattern Interrupt

Your thumb scrolls past 300 to 500 posts per day. It stops when something breaks the pattern. Contrarian hooks ('Stop doing X') work because they contradict what the reader expects to hear. The brain flags contradictions as important.

## Authority Signal

Hooks that reference experience ('I spent 7 years', 'After 50+ brands') trigger a credibility shortcut. The reader's brain decides this person has done the work, so the information is probably worth my time.

# Curiosity

Open a loop the brain cannot ignore.

1

CURIOSITY

I spent **[time]** studying **[topic]**. Here is what nobody tells you.

*"I spent 7 years studying creator brands. Here is what nobody tells you."*

**Why:** Curiosity gap plus authority signal. Double trigger.

**Best on:** IG Reels, TikTok

**Pair with:** Comment PLAYBOOK

**Performance:** High save rate

2

CURIOSITY

Everyone is talking about **[X]**. Nobody is talking about **[Y]**.

*"Everyone is talking about AI. Nobody is talking about how to prompt it properly."*

**Why:** Two loops at once. What IS everyone saying? What is being missed?

**Best on:** LinkedIn, Twitter/X

**Pair with:** Direct link CTA

**Performance:** High share rate

3

CURIOSITY

The **[industry]** industry does not want you to know this about **[topic]**.

*"The agency industry does not want you to know this about their pricing."*

**Why:** Conspiracy trigger. The brain treats hidden information as high value.

**Best on:** TikTok, IG Reels

**Pair with:** Link in bio

**Performance:** High comment rate

4

CURIOSITY

I just discovered why **[thing]** is not working for you.

*"I just discovered why your content is not converting."*

**Why:** Personal and specific. 'For you' makes it feel targeted.

**Best on:** IG Reels, TikTok

**Pair with:** Comment PLAYBOOK

**Performance:** High watch-through

5

CURIOSITY

**[number]** things I wish I knew before I **[milestone]**.

*"5 things I wish I knew before I started a marketing agency."*

**Why:** Combines regret (emotional) with numbered list (structured). Brain loves both.

**Best on:** Carousel, LinkedIn

**Pair with:** Save this for later

**Performance:** Highest save rate

# Contrarian

Pattern interrupts. Tell them to stop something they are doing.

6

CONTRARIAN

Stop doing **[behaviour]**. It is killing your **[outcome]**.

*"Stop copying your competitors. It is killing your positioning."*

**Why:** Pattern interrupt. Tells them to stop something they are actively doing. Creates tension.

**Best on:** IG static, LinkedIn

**Pair with:** Carousel of what to do instead

**Performance:** High comment rate

7

CONTRARIAN

**[X]** is not the problem. **[Y]** is.

*"Your content is not the problem. Your ICP is."*

**Why:** Reframes the problem. Makes them feel seen, then redirects.

**Best on:** IG Reels, TikTok

**Pair with:** Comment PLAYBOOK

**Performance:** High share rate

8

CONTRARIAN

I **[role]** for a living. And I am telling you **[belief]** is wrong.

*"I run a marketing agency. And I am telling you most brands do not need one."*

**Why:** Authority plus contradiction. The insider revealing the truth about their own industry.

**Best on:** LinkedIn, TikTok

**Pair with:** Direct link to free tool

**Performance:** Highest engagement

Contrarian hooks have the highest comment-to-impression ratio of any format. People defend their behaviour in the comments. The algorithm reads that as engagement and pushes the post further.

# Data

Specific numbers create credibility. Vague claims do not.

9

DATA

**[brand]** grew from **[start]** to **[end]** in **[time]**. Here is exactly how.

"Gymshark grew from £0 to £1B in 10 years. Here is exactly how."

**Why:** Specific numbers create credibility. 'Exactly how' promises a roadmap.

**Best on:** Carousel, YouTube

**Pair with:** Comment PLAYBOOK

**Performance:** High save rate

10

DATA

**[%]** % of brands fail at **[task]** because of one thing.

"90% of brands fail at content because of one thing."

**Why:** Statistic plus singularity ('one thing' focuses attention). Easy to process.

**Best on:** IG Reels, TikTok

**Pair with:** Watch to the end

**Performance:** High watch-through

11

DATA

I analysed **[number]** brands. They all make the same **[count]** mistakes.

"I analysed 50+ brands. They all make the same 5 mistakes."

**Why:** Research authority plus numbered mistakes (brain anticipates the list).

**Best on:** Carousel, IG Reels

**Pair with:** Save and audit your brand

**Performance:** Highest save-to-impression

Round numbers feel made up. Specific numbers (50+, 90%, £1B) feel real. Always specify. 'A few' is forgettable. '47' is sticky.

# Story and Question

Underdogs and provocations. Both pull the reader inside the post.

12

STORY

**[person] was [age] . No [X] . No [Y] . Here is what they did.**

"Ben Francis was 19. No funding. No connections. Here is what he did."

**Why:** Underdog setup. Brain is wired for stories. Three negatives create tension.

**Best on:** Carousel, YouTube

**Pair with:** Comment PLAYBOOK

**Performance:** High share rate

13

STORY

**A brand I worked with went from [A] to [B] by changing one thing.**

"A brand I worked with went from £5K to £30K/month by changing one thing."

**Why:** Transformation plus simplicity. Reader thinks 'maybe I just need to change one thing too'.

**Best on:** IG Reels, LinkedIn

**Pair with:** DM me STRATEGY

**Performance:** High DM rate

14

QUESTION

**What would happen if you [bold action] ?**

"What would happen if you fired your agency tomorrow?"

**Why:** Forces the reader to mentally simulate the scenario. Engagement through imagination.

**Best on:** LinkedIn, IG static

**Pair with:** Here is what I would do  
instead

**Performance:** High comment rate

15

QUESTION

**How many [asset] are you losing because of [problem] ?**

"How many customers are you losing because of a broken funnel?"

**Why:** Loss aversion. The brain feels losses 2x more than gains (Kahneman). Triggers fear of losing something they did not know they were losing.

**Best on:** IG Reels, TikTok

**Pair with:** Audit your funnel free

**Performance:** High click-through

# How to Use These Hooks

Three steps. Same order every time.



## Start with your ICP

Pick a pain point from your ICP worksheet. The hook must speak to THEIR frustration, not your offer. If you do not know the pain, no hook will save the post.



## Match the hook to the platform

Curiosity hooks perform best on Reels and TikTok. Contrarian hooks dominate LinkedIn. Data hooks crush on carousels. Same hook, wrong platform, wasted post.



## End with a capture CTA

Every post must drive somewhere. Comment PLAYBOOK, link in bio, save for later. No dead-end posts. The hook earns attention. The CTA captures it.

These 15 hooks are a starting point. The Growth Playbook has all 30 hooks PLUS the content system that maps each hook to a content pillar, a platform, and a funnel stage. It is the difference between random posts that get views and a system that drives revenue. **£27 at [grwthmode.com](https://grwthmode.com)**

# GRWTH MODE

Two ways to take this further.

PLAYBOOK

## The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines.  
14 templates. The complete system.

**£27**

CUSTOM

## Custom Growth Blueprint

Complete growth strategy built for your brand. ICP, positioning, content, funnels, emails, ads.

**£395**

GRWTHMODE.COM