

200

HOOKS TO FILL IN



THE INSEASON HOOK BANK

200 Fill-in-the-Blank Hooks

Scroll-stopping first lines for Reels, carousels, stories and pins

Inside this book

Two hundred proven hook formulas sorted by what you want people to feel, plus how to fill the blank so it actually stops the scroll, how to pair hooks with faceless B-roll, and how to test which ones work for you.

01 Before you start

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Before you start

Why the first line does most of the work

Every post gets a split second. In that moment someone decides whether to keep watching, swipe to the next slide or scroll past. The rest of your post can be brilliant, but if the opening doesn't earn the next second, nobody sees it.

If the opening doesn't earn the next second, nobody sees the rest.

That opening is your hook. It isn't a trick or clickbait. A good hook tells the right person, very quickly, "this is for you, and it's worth your time". A bad hook is either vague ("Some thoughts on content") or overpromises and then underdelivers, which teaches people to skip you next time.

This book gives you 200 hook formulas. Each one has a blank. Your job is to fill the blank with something specific to your audience and your topic. The formula gets you started; the specificity is what makes it work.

The three layers of a hook

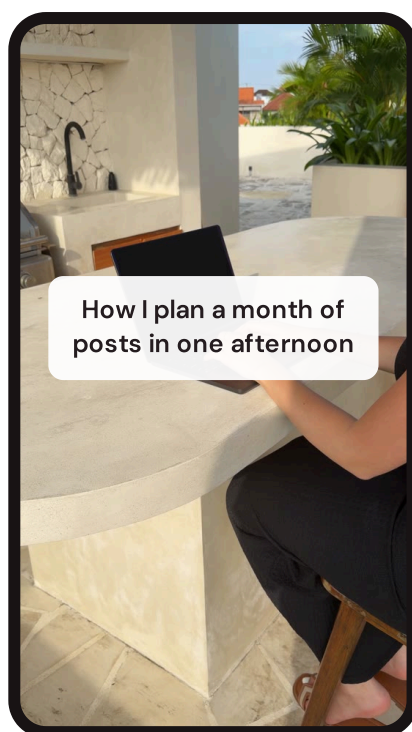
On Instagram, TikTok and Pinterest a hook usually works on three levels at once:

- **The visual hook.** The first frame or image. Movement, a strong contrast, hands doing something, a beautiful detail. Faceless B-roll is very good at this: a slow pour, a page turning, a close-up texture.
- **The text hook.** The words on screen or on the first slide. This is where the formulas in this book go.
- **The caption or spoken hook.** The first line of your caption (before "more") or the first sentence of a voiceover. It can repeat the on-screen hook or add a second reason to stay.

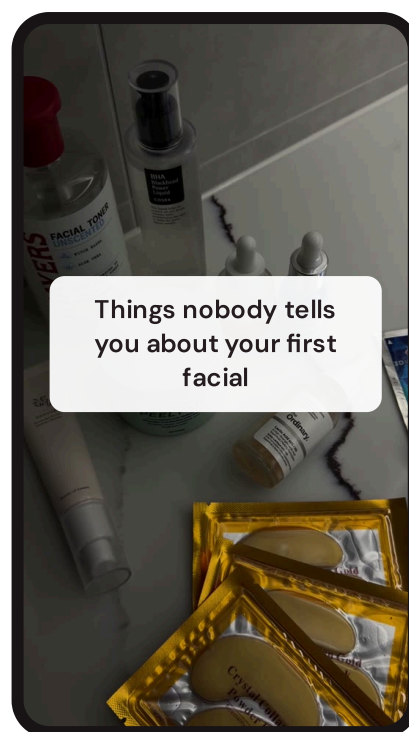
You don't need all three on every post, but the strongest posts line them up: the image, the words and the caption all point at the same idea.



3 things to post when
your café is quiet



How I plan a month of
posts in one afternoon



Things nobody tells
you about your first
facial

Seven rules for hooks that stop the scroll

- 1 **One idea per hook.** If you need "and" in the middle, you probably have two posts.
- 2 **Specific beats clever.** "3 things to post when your café is quiet" beats "Content ideas for you". Name the person, the number, the situation.
- 3 **Keep on-screen text short.** Aim for something that can be read in about two seconds. If it runs past two lines on a phone, cut it.
- 4 **Put it where people can read it.** Keep text away from the top and bottom of a Reel or story, where the app's buttons and captions sit. The middle of the screen, slightly above centre, is safest.
- 5 **Promise only what the post delivers.** If the hook says "5 ideas", give five good ones. Trust is what makes people stop for you next time.
- 6 **Write for the person, not the algorithm.** Use the words your customer would use, not industry terms. Clients say "glowing skin", not "barrier repair protocol".
- 7 **Match the hook to the format.** A carousel hook can promise depth ("the full guide"). A Reel hook should promise something quick ("in 10 seconds"). A pin title should read like a search ("easy summer outfit ideas").

How to fill the blank well

Every formula has a blank like this: _____. What you put there decides whether the hook works.

WEAK FILL	STRONG FILL	WHY IT'S BETTER
The mistake killing your content	The mistake killing your Reels' reach	Names the specific result they care about
5 tips for business	5 tips for getting your first 10 café regulars	Names the person and the outcome
How I plan my posts	How I plan a month of posts in one afternoon	Adds the payoff and the time it takes
Things nobody tells you about skincare	Things nobody tells you about your first facial	Narrows to a moment people recognise

Three questions help you fill any blank:

- **Who exactly is this for?** A new mum, a Pilates instructor, someone opening their first shop.
- **What do they want, in their words?** More bookings, a calmer morning, a feed that looks put together.
- **What's the number, the timeframe or the detail?** "In 10 minutes", "for under \$20", "with one photo".

TRY THIS

Pick one formula and write it five different ways, changing only the blank. Read them out loud. The one that makes you think "oh, that's me" is the one to post.

YOUR TURN

Pick one formula from this book and fill the blank for your own audience. Who is it for, what do they want, and what's the number or detail?

Pairing hooks with faceless B-roll

You don't need to be on camera for a hook to land. A short, calm clip with a strong line of text over it is one of the simplest Reels you can make, and it works across almost every niche. The trick is to pick a clip that sets the mood without competing with the words.

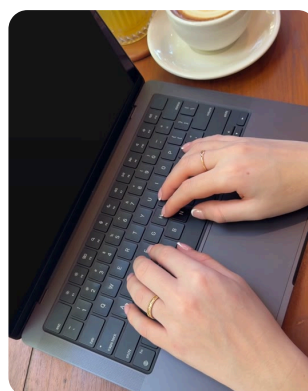
HOOK	STYLE	CLIP THAT SUITS IT	EXAMPLE
Curiosity		Something being revealed: a lid lifting, a page turning, a door opening	"The one change that doubled my bookings" over a notebook being opened
Calm how-to		Slow, repetitive motion: pouring, stirring, folding	"How I plan a week of posts in 20 minutes" over a coffee pour
Relatable		Everyday moments: laptop on a bed, phone on a desk, a messy-but-pretty table	"POV: it's 9pm and you still haven't posted" over a laptop and latte
Aspirational		Light, space and texture: sunlight, linen, a view	"Your sign to slow down this season" over a window and linen
List		Several short cuts, one per item	"4 things I'd tell my first-year-in-business self" with four clips



REVEAL: A DOOR OPENING



CALM HOW-TO: A SLOW POUR



RELATABLE: LAPTOP AND LATTE

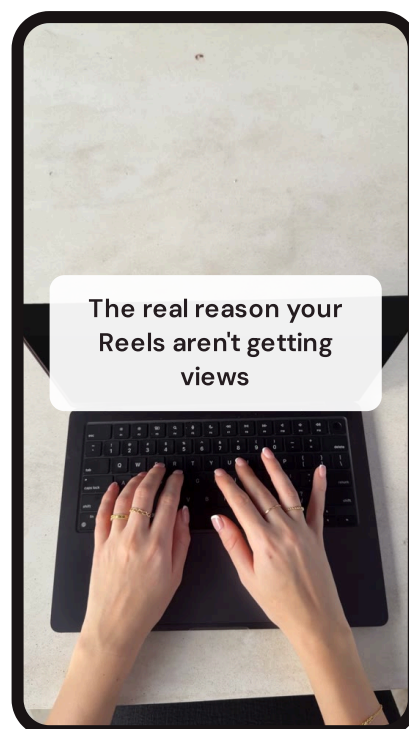
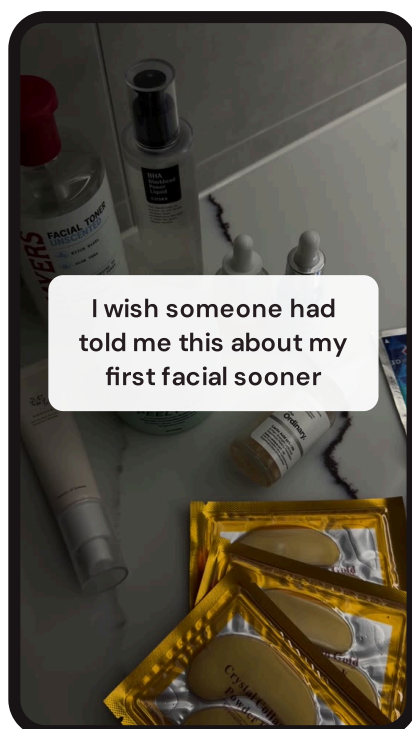
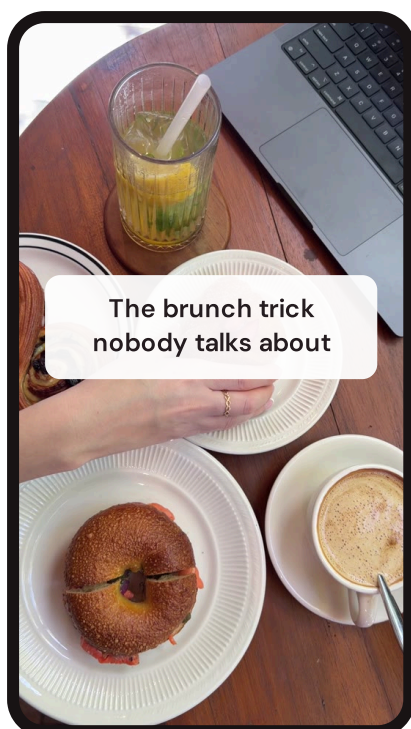


ASPIRATIONAL: LIGHT AND LINEN

Keep the clip between about 5 and 10 seconds for a single line of text, and let it loop. If your text has several lines, give people enough time to read it twice.

The hooks

I. Curiosity and secrets

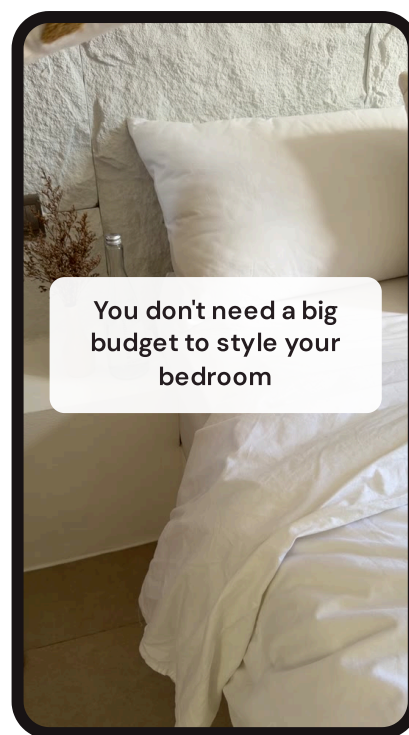
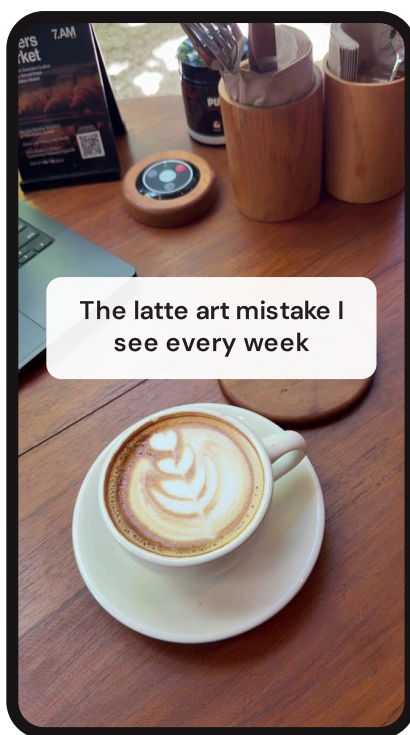
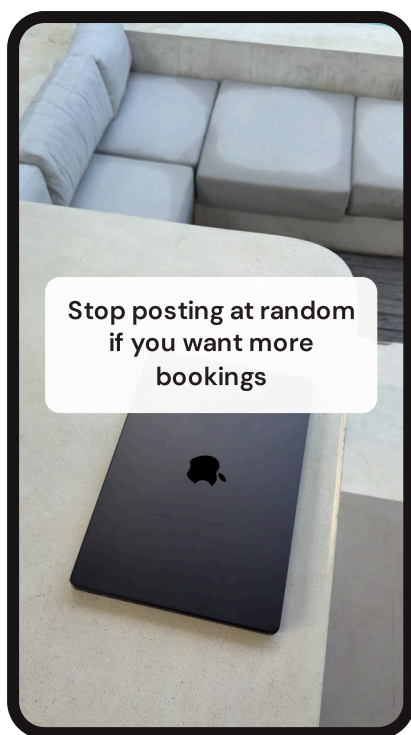


Use these when you have a genuinely useful insight that isn't obvious. They work best for Reels and carousel covers.

- 1 The _____ nobody talks about.
- 2 I wish someone had told me this about _____ sooner.
- 3 The real reason your _____ isn't working.
- 4 This changed the way I _____.
- 5 What _____ won't tell you (but I will).
- 6 The quiet habit behind every _____ I admire.

- 7 I tried _____ for 30 days. Here's what happened.
-
- 8 One small change to your _____ that makes a big difference.
-
- 9 You're probably doing _____ the hard way.
-
- 10 The _____ I can't stop recommending.
-
- 11 The question I get asked most about _____.
-
- 12 Here's what _____ actually looks like behind the scenes.
-
- 13 Save this before you _____.
-
- 14 The simplest _____ trick I know.
-
- 15 If your _____ feels harder than it should, read this.
-
- 16 Why I stopped _____ (and what I do instead).
-
- 17 The difference between a good _____ and a great one.
-
- 18 Most people skip this step when they _____.
-
- 19 Steal my _____ (it takes ten minutes).
-
- 20 This is how _____ really works.
-

2. Mistakes and myths



People stop for things they might be getting wrong. Keep the tone kind: you're helping, not scolding.

21 Stop _____ if you want _____.

22 The _____ mistake I see every week.

23 3 _____ mistakes that are costing you _____.

24 You don't need _____ to _____.

25 _____ is a myth. Here's what actually works.

26 If you're _____, you're making this harder than it needs to be.

27 I made this _____ mistake for years.

28 Don't _____ until you've read this.

29 The _____ advice I'd ignore.

30 Why _____ isn't the problem.

31 5 signs your _____ needs a refresh.

32 Unpopular truth: _____ doesn't matter as much as _____.

33 The most common question about _____, answered honestly.

34 You're not bad at _____. You're missing this one step.

35 What I'd never do again with my _____.

36 Before you spend money on _____, check this.

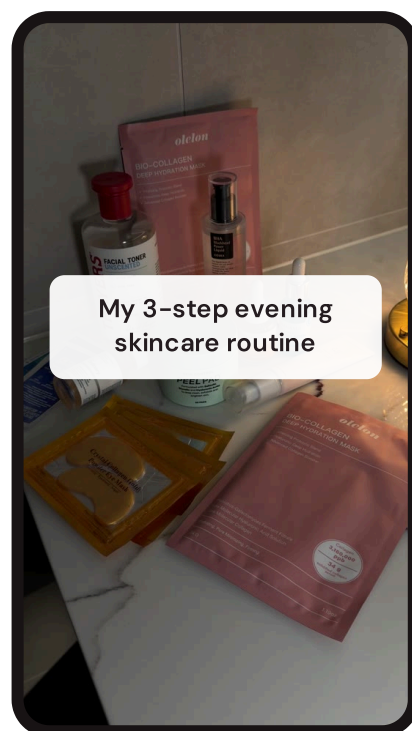
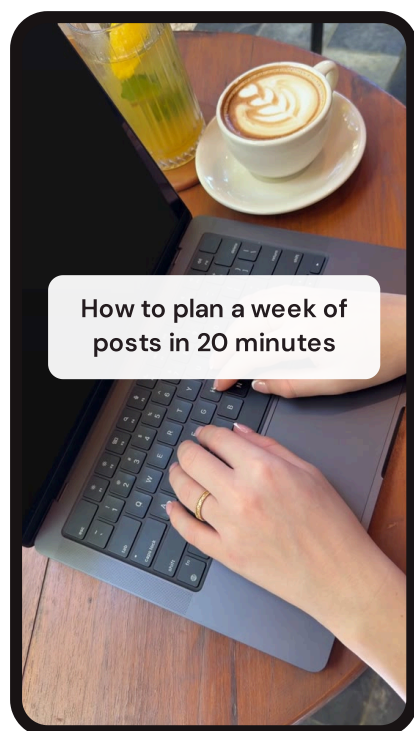
37 The reason your _____ looks _____ (it's not what you think).

38 _____ doesn't have to mean _____.

39 Busting the 3 biggest _____ myths.

40 "I'm not _____ enough to _____." Let's talk about that.

3. How-to and quick wins



The most saved posts are often the most practical. Promise a clear result and keep the steps tight.

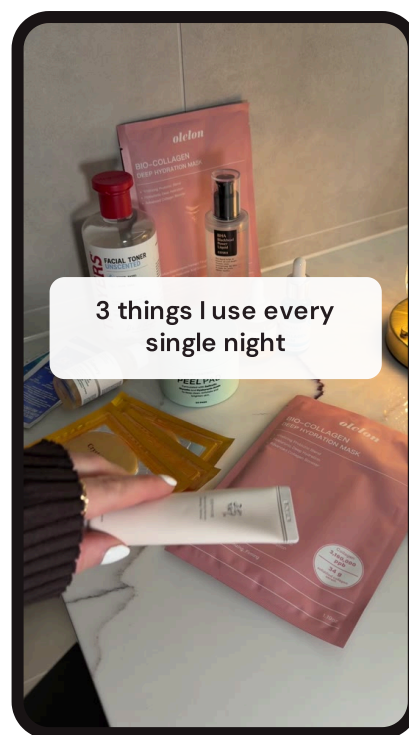
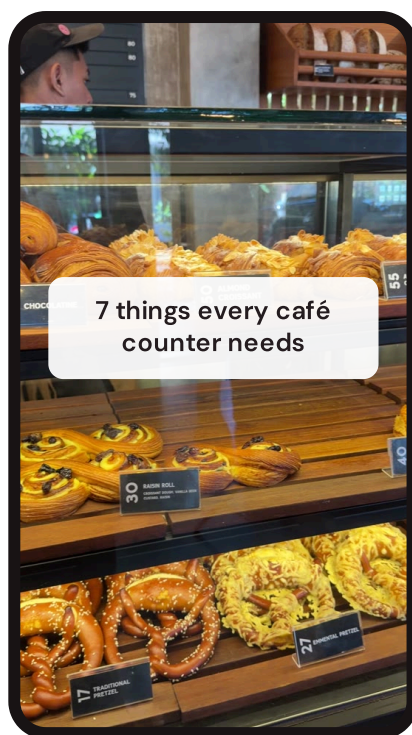
41 How to _____ in _____ minutes.

42 How to _____ without _____.

43 The easiest way to _____ (even if you're a beginner).

- 44 My 3-step process for _____.
-
- 45 How I _____ every single week.
-
- 46 A beginner's guide to _____.
-
- 47 How to make _____ look _____.
-
- 48 Do this before you _____.
-
- 49 The _____ checklist I use every time.
-
- 50 How to turn one _____ into five _____.
-
- 51 How to _____ when you have no time.
-
- 52 The exact _____ I use for _____.
-
- 53 _____ in 3 steps.
-
- 54 How to plan a month of _____ in one afternoon.
-
- 55 Try this next time you _____.
-
- 56 Here's how to get more _____ from the _____ you already have.
-
- 57 How to choose the right _____ for _____.
-
- 58 A 5-minute _____ for busy _____.
-
- 59 What to do when your _____ _____.
-
- 60 How to _____ like a _____ (without the price tag).
-

4. Lists and roundups



Numbers set a clear expectation. Odd numbers and small numbers tend to feel easier to commit to.

61 5 _____ ideas for when you're out of ideas.

62 7 _____ every _____ needs.

63 3 _____ I use every day.

64 10 _____ to try this _____.

65 My top 5 _____ for _____.

66 4 _____ that instantly make your _____ look better.

67 Everything I _____ in a week.

68 6 ways to use one _____.

69 _____ ideas for every day of the week.

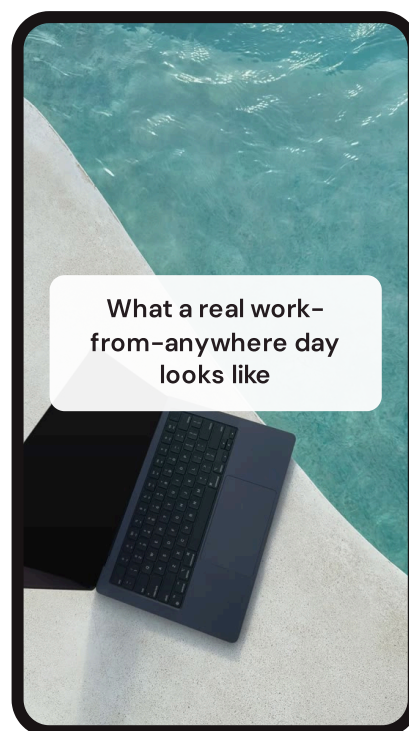
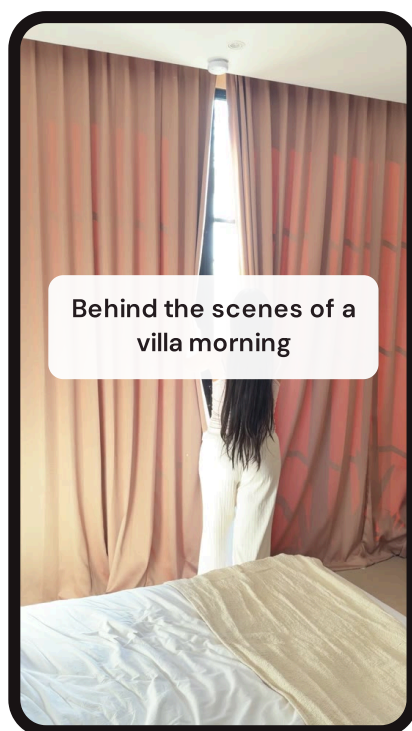
70 3 _____ I'd buy again (and 1 I wouldn't).

71 The only 5 _____ you need for _____.

72 9 _____ ideas you can make with your phone.

- 73 5 free tools for _____.
- 74 _____: a cheat sheet.
- 75 8 _____ to post this _____.
- 76 Small _____ that make a big difference.
- 77 My _____ essentials, ranked.
- 78 3 _____ to stop doing and 3 to start.
- 79 Everything you need to know about _____, on one page.
- 80 5 _____ I'm loving right now.

5. Story and behind the scenes

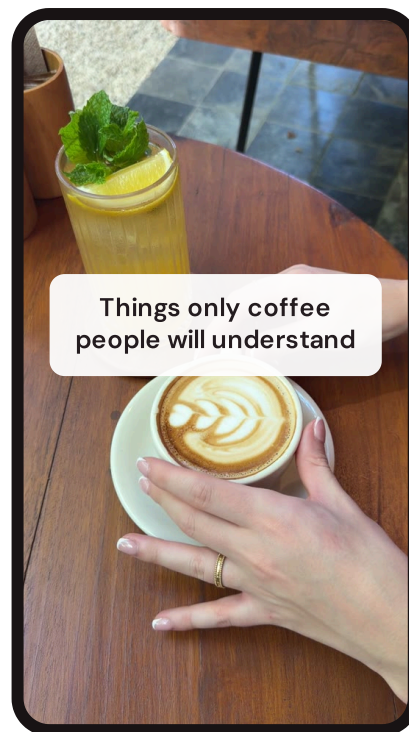
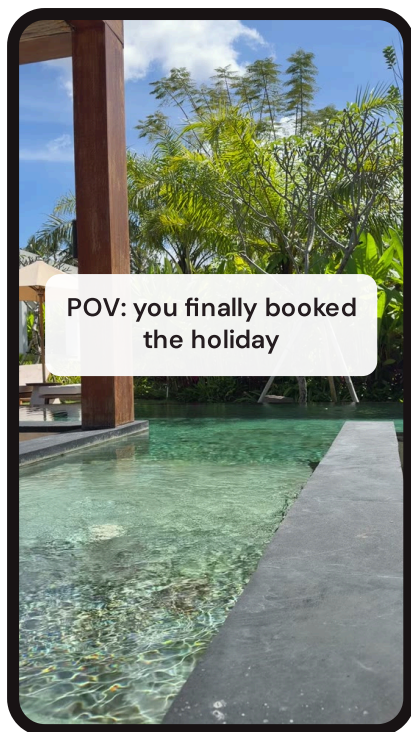


People follow people, even on faceless accounts. These hooks invite someone into your world without needing your face.

- 81 A day in the life of a _____.
- 82 What a real _____ looks like (not the highlight reel).
- 83 How _____ started (the honest version).

- 84 Behind the scenes of _____.
-
- 85 Things I've learned in _____ years of _____.
-
- 86 The day I almost _____.
-
- 87 What I wish I knew before I started _____.
-
- 88 Come with me to _____.
-
- 89 Making _____ from start to finish.
-
- 90 A slow _____ morning, start to finish.
-
- 91 The story behind our _____.
-
- 92 This is what _____ looks like before anyone's awake.
-
- 93 What happens after you _____.
-
- 94 Packing _____ with me.
-
- 95 The first _____ I ever _____.
-
- 96 A letter to anyone starting _____.
-
- 97 Year one of _____ in 30 seconds.
-
- 98 The _____ that changed everything for us.
-
- 99 Why we _____ the way we do.
-
- 100 A quiet moment from _____.
-

6. Relatable and "POV"



These work because people see themselves in them and send them to friends. Sends are one of the strongest signals a post can get.

101 POV: you finally _____.

102 POV: it's _____ and you still haven't _____.

103 Tell me you're a _____ without telling me you're a _____.

104 Things only _____ will understand.

105 Me pretending I'm not _____.

106 When someone asks if you _____.

107 The _____ starter pack.

108 If you know, you know: _____ edition.

109 Every _____ has done this at least once.

110 Signs you're a _____.

111 Me, explaining _____ to my family.

112 The _____ to-do list vs what actually happened.

113 Send this to the friend who _____.

114 When the _____ finally _____.

115 My _____ at 9am vs my _____ at 9pm.

116 Is it just me, or _____?

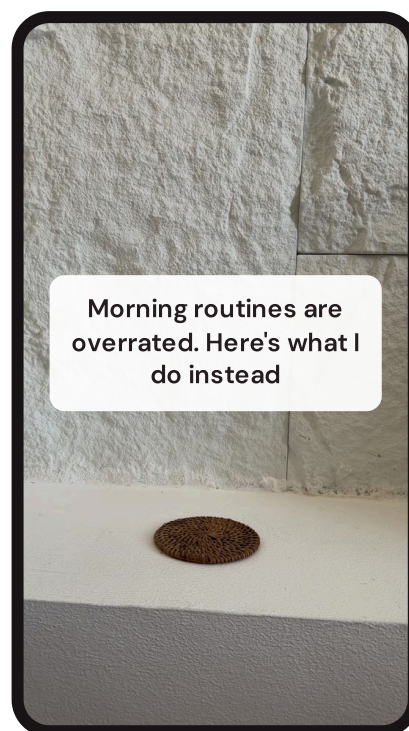
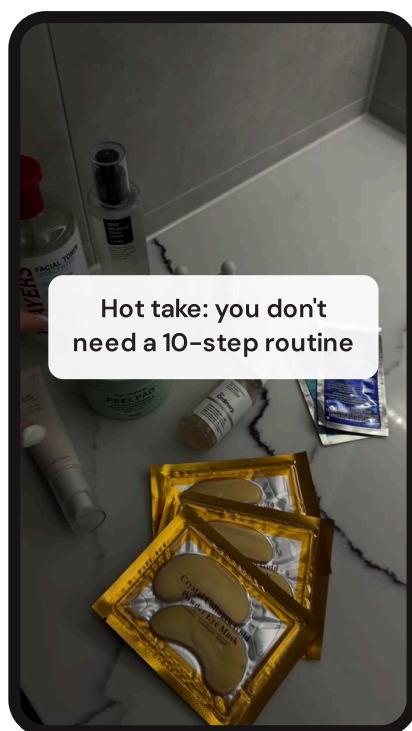
117 _____ but make it _____.

118 You're not alone if _____.

119 Raise your hand if _____.

120 That feeling when _____.

7. Opinion and hot takes



A clear point of view earns comments and follows. Make sure you can back it up in the post.

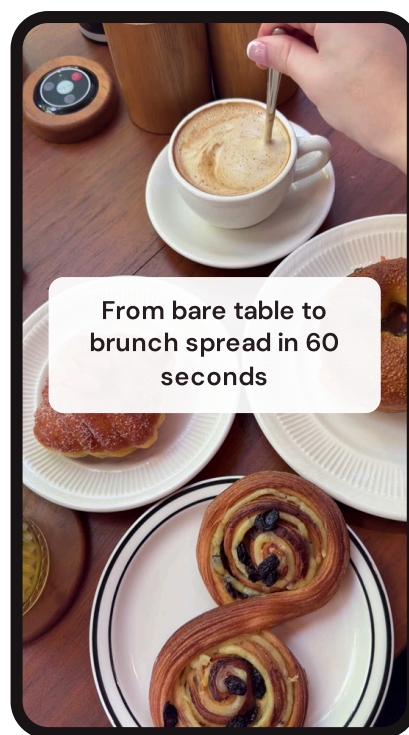
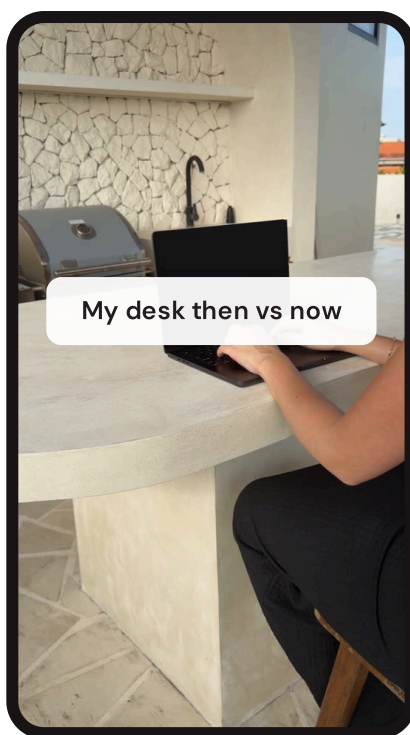
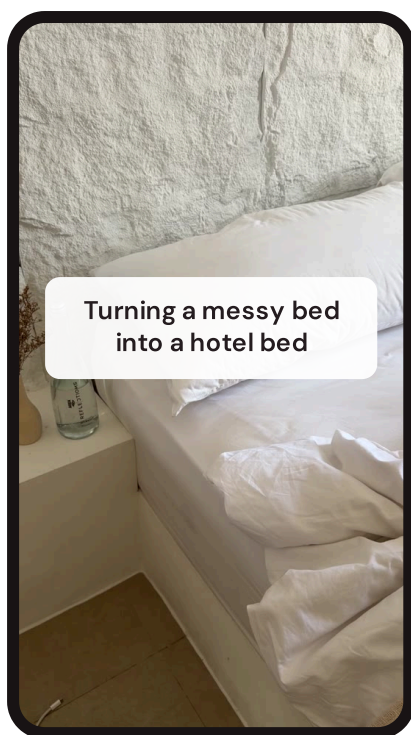
121 Unpopular opinion: _____.

122 I don't care what anyone says, _____.

123 _____ is overrated. Here's what I do instead.

- 124 Hot take: you don't need _____.
-
- 125 I'll say it: _____.
-
- 126 Why I'll never _____.
-
- 127 _____ vs _____: which one is actually worth it?
-
- 128 The _____ trend I'm not following.
-
- 129 Controversial, but _____.
-
- 130 It's time we stopped _____.
-
- 131 Here's why I think _____ is wrong.
-
- 132 Everyone says _____. I disagree.
-
- 133 The one _____ rule I always break.
-
- 134 _____ is the most underrated _____.
-
- 135 I changed my mind about _____.
-
- 136 What _____ gets wrong about _____.
-
- 137 You can _____ or you can _____. Not both.
-
- 138 Let's be honest about _____.
-
- 139 If I could only keep one _____, it'd be _____.
-
- 140 The real cost of _____.
-

8. Before and after



Transformation is satisfying to watch. Show the change clearly and say how it happened.

141 Before and after _____.

142 My _____ then vs now.

143 Turning _____ into _____.

144 From _____ to _____ in _____.

145 Watch this _____ come together.

146 What _____ did for my _____.

147 The same _____, styled 3 ways.

148 A _____ makeover, start to finish.

149 How we went from _____ to _____.

150 Fixing a _____ in real time.

151 _____ in one week vs one year.

152 What a difference _____ makes.

153 I gave my _____ a refresh. Here's how.

154 Restyling my _____ with only _____.

155 Week 1 vs week 4 of _____.

156 This is what _____ looked like before _____.

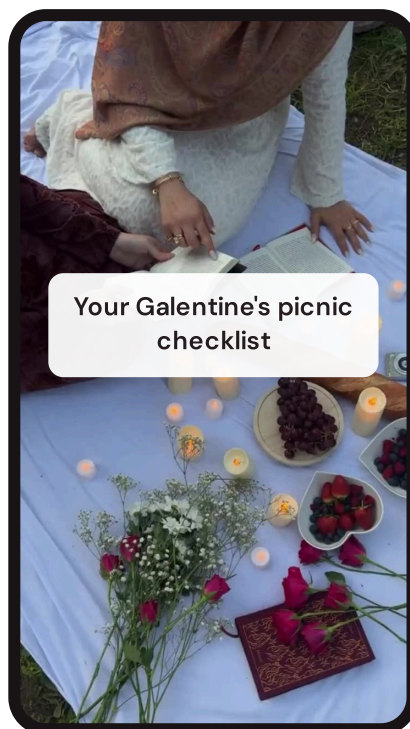
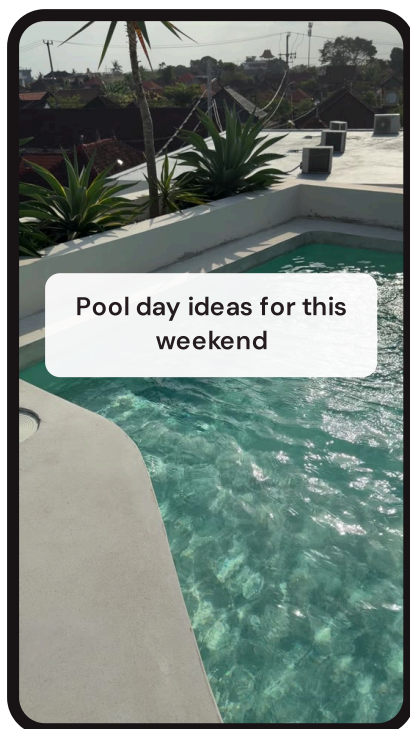
157 Same _____, different _____.

158 A _____ glow-up, step by step.

159 Taking _____ from plain to _____.

160 The edit that changed this _____.

9. Seasonal and timely



Timely hooks ride on what people are already thinking about. Plan them a few weeks ahead so they're ready when the moment arrives.

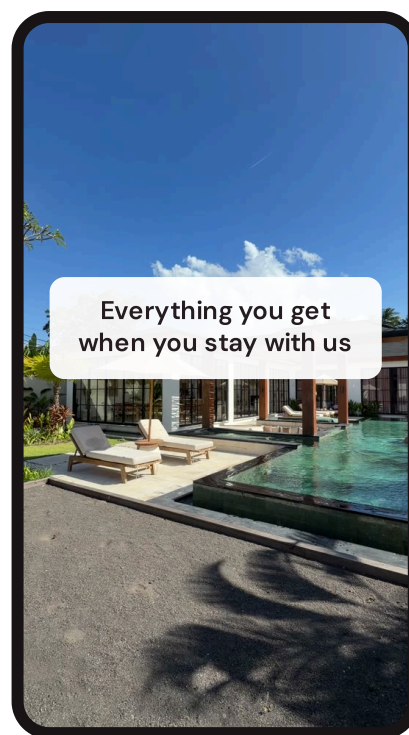
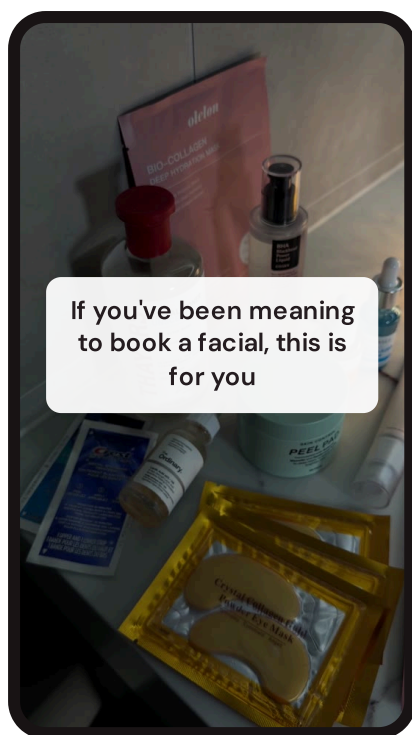
161 _____ ideas for this _____.

162 Your _____ checklist for _____.

163 How to _____ before _____.

- 164 A slow _____ for the season.
-
- 165 _____ gift ideas for _____.
-
- 166 Getting _____ ready for _____.
-
- 167 What to post this _____ (when you've got nothing planned).
-
- 168 The _____ reset I do every _____.
-
- 169 _____ things to do this _____.
-
- 170 Your sign to _____ this season.
-
- 171 How to make the most of _____.
-
- 172 A _____ guide for _____ season.
-
- 173 Last-minute _____ for _____.
-
- 174 My _____ plan for the month ahead.
-
- 175 _____ countdown: _____ days to go.
-
- 176 The _____ edit for _____.
-
- 177 How I'm _____ this _____.
-
- 178 Easy _____ for _____ weekends.
-
- 179 _____ season is here. Here's what I'm doing.
-
- 180 _____ things I'm looking forward to this _____.
-

10. Selling without sounding salesy



When you have something to offer, lead with the problem it solves, not the product. These hooks make an offer feel like help.

181 If you've been meaning to _____, this is for you.

182 The easiest way to get _____ (without _____).

183 We made _____ because _____.

184 Everything you get when you _____.

185 Who _____ is for (and who it isn't).

186 What happens when you _____ with us.

187 A closer look at _____.

188 The _____ our customers keep coming back for.

189 3 reasons to _____ before _____.

190 Here's what's inside _____.

191 This is your reminder that _____ ends _____.

192 Doors are open for _____.

193 Not sure if _____ is right for you? Read this.

194 How _____ fits into a _____ week.

195 The _____ we'd recommend to a friend.

196 You asked, we made it: _____.

197 Small _____, big _____.

198 Why _____ costs what it does.

199 One _____, so many ways to use it.

200 If you only _____ one thing this _____, make it _____.

03

Making them work

Filled examples by niche

Here's how the same formulas look once the blank is filled for different businesses. Use these as a guide to how specific you can be.

Cafés and food

- The real reason your **weekday mornings are quiet** isn't working. (Formula 3)
- **5 things to post when the café is empty at 3pm.** (Formula 61)
- POV: **it's opening time and the oat milk delivery didn't come.** (Formula 102)
- **Our cinnamon scrolls**, from start to finish. (Formula 89)
- **Autumn menu** ideas for this **long weekend.** (Formula 161)

Personal trainers and Pilates studios

- You don't need **an hour** to **feel stronger.** (Formula 24)
- A 5-minute **mobility routine** for busy **mums.** (Formula 58)
- Things only **Pilates instructors** will understand. (Formula 104)
- Week 1 vs week 4 of **reformer classes.** (Formula 155)

- Who **our beginner course** is for (and who it isn't). (Formula 185)

Beauty, skin and hair

- The **skincare** step most people skip. (Formula 18)
- Before you spend money on **a new serum**, check this. (Formula 36)
- The same **blush**, styled 3 ways. (Formula 147)
- What to do when your **lashes start to drop after two weeks**. (Formula 59)
- Your **party season** checklist for **glowing skin**. (Formula 162)

Coaches and service businesses

- I wish someone had told me this about **pricing my first package** sooner. (Formula 2)
- The **discovery call** checklist I use every time. (Formula 49)
- I changed my mind about **posting every day**. (Formula 135)
- What happens when you **book a strategy session** with us. (Formula 186)
- Not sure if **coaching** is right for you? Read this. (Formula 193)

Product brands and makers

- Making **a soy candle** from start to finish. (Formula 89)
- 6 ways to use one **linen napkin**. (Formula 68)
- Why **our hand-poured candles** cost what they do. (Formula 198)
- You asked, we made it: **the travel-size tin**. (Formula 196)
- **Christmas** gift ideas for **the friend who has everything**. (Formula 165)

Turning a hook into a whole post

A hook opens a loop. The rest of the post closes it. A simple structure that works for almost any format:

- 1 **Hook.** The formula, filled in.
- 2 **Context.** One line on why this matters ("Most people do X, which means Y").
- 3 **The value.** The tips, steps, story or before-and-after.
- 4 **The takeaway.** One sentence they can remember.
- 5 **The next step.** Save it, send it to someone, comment a word, or visit the link in bio.

For a carousel, that's roughly: slide 1 hook, slide 2 context, slides 3 to 8 value, the second-to-last slide the takeaway and the last slide the next step. For a Reel with on-screen text: the hook for the first two to three seconds, then the value, then the next step in the caption.

Writing caption first lines

Your caption's first line shows above the "more" button, so treat it as a second hook. Three patterns that work:

- **Repeat and extend.** On screen: "The _____ nobody talks about." Caption: "Nobody talks about _____ because _____. Here's what I've learned."
- **Answer the question.** On screen: "Why your _____ isn't working." Caption: "Short answer: _____. Long answer below."
- **Make it personal.** On screen: "A day in the life of a _____." Caption: "I nearly didn't post this, but _____."

Hooks for Pinterest

Pinterest is a search engine, so your hook doubles as a search phrase. Lead with the words people type, then add the promise:

- **Easy _____ ideas** for _____ (for example, "Easy summer brunch ideas for a crowd").
- **How to _____** in _____ steps.
- _____ **aesthetic:** _____ ideas to save.
- **The best _____** for _____ (a guide).
- _____ **checklist** (free printable).

Keep the most important words at the start of the pin title and put the text overlay in large type that's readable on a phone.

How to test your hooks

You won't know which hooks work for your audience until you try them. A simple way to learn quickly:

- 1 **Keep a hook log.** Each time you post, note the hook, the format and the result after a few days.
- 2 **Change one thing at a time.** Post the same clip with two different hooks a week apart, or use Instagram's trial Reels feature (where it's available on your account) to show a version to non-followers first.
- 3 **Look at the right numbers.** For Reels, look at how long people watch and how many share it. For carousels, look at saves and how many people swipe past the first slide. For pins, look at saves and outbound clicks.
- 4 **Reuse your winners.** When a hook works, write five more versions of it for other topics. A formula that works for your audience once usually works again.

THE 3-POST RULE

Don't judge a formula on one post. Give each hook style at least three tries with different topics before you decide whether it works for you.

Your hook log

Copy this table into your notes app or print this page.

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INSEASON STUDIO

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