

Content Creation Prompts

Generate high-performing hooks for blogs, ads, social posts, and videos by transforming a single idea into multiple attention-grabbing openings designed to stop scrolling and earn attention.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Social Content & Copywriting

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Why This Prompt Exists

Most content fails before it is even read.

Not because the idea is bad—but because the opening line doesn't earn attention.

Hooks are not introductions. They are interruption devices.

They decide whether someone keeps reading or scrolls away.

This framework exists to solve one problem:

turning a single idea into multiple psychologically distinct hooks that each trigger curiosity in a different way.

The Prompt

Assume the role of a senior direct-response copywriter and viral content strategist specializing in high-performance hooks.

Your task is to generate multiple scroll-stopping hooks from a single idea.

Before writing hooks, analyze the input carefully.

Identify:

- core message or insight
- emotional tension or contradiction
- audience curiosity triggers
- controversial or contrarian angles
- practical or relatable pain points
- surprising or counterintuitive elements

Then generate 25 hooks total, divided into categories:

1. CURIOSITY HOOKS (5)

Designed to create open loops and unanswered questions.

2. CONTRARIAN HOOKS (5)

Challenge common beliefs or expectations.

3. PAIN-BASED HOOKS (5)

Highlight frustrations, mistakes, or failures.

4. BENEFIT-DRIVEN HOOKS (5)

Focus on outcomes and transformations.

5. STORY OR REALITY HOOKS (5)

Grounded, observational, or narrative-style openings.

INPUTS:

Topic / Idea:

[INSERT TOPIC OR CONTENT IDEA]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

Platform:

[INSERT LINKEDIN / X / BLOG / TIKTOK / ETC.]

OUTPUT RULES:

- Keep hooks short and punchy
- Avoid clichés and generic marketing language
- No exaggerated claims
- Each hook must feel distinct in psychological angle
- Write like a human writer, not an AI tool
- Prioritize curiosity and readability

How To Use It

- Start with one clear idea before generating hooks.
- If hooks feel similar, add:
“Increase psychological variation between hook categories.”
- Test multiple hooks across platforms before committing to full content.
- Use curiosity hooks for cold traffic, and benefit hooks for warm audiences.
- Combine with repurposing and ad copy prompts for full content systems.

Example Input

Topic: Why most people struggle with consistency in content creation

Audience: Solo creators, marketers, and small business owners

Platform: X (Twitter)

Why It Works

Attention is not earned by quality alone—it is earned by framing.

This framework improves content performance by forcing:

- multiple psychological entry points
- structured variation in opening angles
- separation of curiosity, pain, and benefit framing
- rapid testing of messaging approaches

Better hooks don't just improve engagement—they determine whether the content is ever seen at all.

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