

Social Media / Viral Hooks

Generate 3-5 hook variations for the same content to test performance.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: A/B Testing, Hook Optimization, Performance Testing

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Why This Prompt Exists

Most creators test one hook — or none at all — and miss the best performer.

You get:

- one hook, one chance (no optimization)
- no data on what works for your audience
- same hook type every time (no variety)
- missed opportunities to improve CTR
- slow improvement from lack of testing

But A/B testing is not optional.

It is how you learn what your audience responds to.

- Variant A: curiosity hook
- Variant B: bold claim hook
- Variant C: relatability hook
- Variant D: question hook
- Variant E: pattern interrupt

Without A/B testing, you don't know what works.

This framework forces AI to generate testable hook variations.

The Prompt

Assume the role of a hook testing specialist who creates A/B test variations.

Your task is to generate hook variations for A/B testing.

Generate:

1. VARIANT A – CURIOSITY HOOK
 - Opens a loop
2. VARIANT B – BOLD CLAIM HOOK
 - Surprising or impressive
3. VARIANT C – RELATABILITY HOOK
 - Names a specific pain point
4. VARIANT D – QUESTION HOOK
 - Engages the viewer
5. VARIANT E – PATTERN INTERRUPT (optional)
 - Unexpected statement

PLUS:

- TESTING RECOMMENDATIONS
 - Which 2-3 hooks to test first
 - Sample size needed
 - Test duration

- WINNING CRITERIA
 - What metric determines the winner (CTR, retention, views)
- HOW TO MEASURE
 - Platform-specific testing methods

INPUTS:

Content Topic:

[WHAT IS THE VIDEO OR POST ABOUT?]

Target Audience:

[WHO ARE THEY?]

Platform:

[TIKTOK / INSTAGRAM / YOUTUBE / TWITTER/X]

Goal:

[CLICKS / VIEWS / RETENTION / COMMENTS]

Brand Voice:

[EDUCATIONAL / ENTERTAINING / BOLD / RELATABLE]

RULES:

- Each variant must be a different hook type
- Keep all other variables the same (content, thumbnail, time)
- Test 2-3 variants at a time (statistical significance)
- Test duration: until you have enough data (not time-based)
- Winning criteria: clear metric (not "feels better")

- Document winners for future use

How To Use It

- Each variant must be a different hook type (curiosity, bold claim, relatability, question).
- Keep all other variables the same — content, thumbnail, posting time.
- Test 2-3 variants at a time — more than that and you won't reach statistical significance.
- Test duration: until you have enough data, not a set number of days.
- Winning criteria: clear metric — CTR, retention, or views.
- Document winners in your hook bank for future use.

Example Input

Content Topic: How to raise freelance rates without losing clients

Target Audience: Freelancers earning \$30-80/hour

Platform: TIKTOK

Goal: RETENTION (viewers watching past 3 seconds)

Brand Voice: EDUCATIONAL

Why It Works

Most creators don't test hooks.

This framework improves outcomes by forcing:

- multiple hook types (variety)
- testing recommendations (methodology)
- winning criteria (clarity)

- measurement guidance (execution)
- documentation (learning)

Great hook testing doesn't guess — it measures, learns, and improves.

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