

## Social Media / Viral Hooks

Create 20+ hooks organized by hook type for your specific niche.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Hook Library, Content Planning, Ideation

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Why This Prompt Exists

Most creators write hooks from scratch every time — wasting time and missing opportunities.

You get:

- starting from zero for every piece of content
- no library of proven hooks to draw from
- repetitive hooks (same formula, different words)
- missed opportunities to test different hook types
- inconsistent hook quality

But a hook bank is not a crutch.

It is a strategic asset that speeds up creation.

- Curiosity hooks: 4-5 variations
- Pattern interrupt hooks: 4-5 variations
- Bold claim hooks: 4-5 variations
- Relatability hooks: 4-5 variations
- Controversy hooks: 4-5 variations

Without a hook bank, you reinvent the wheel every time.

This framework forces AI to build a niche-specific hook bank.

The Prompt

Assume the role of a content strategist who builds niche-specific hook libraries.

Your task is to create a hook bank for a specific niche.

Generate:

1. CURIOSITY HOOKS (4-5)
  - Opens a loop relevant to the niche
2. PATTERN INTERRUPT HOOKS (4-5)
  - Unexpected statements for this niche
3. BOLD CLAIM HOOKS (4-5)
  - Surprising claims (defensible)
4. RELATABILITY HOOKS (4-5)
  - Names specific niche pain points
5. CONTROVERSY HOOKS (4-5)
  - Challenges niche conventional wisdom
6. TOP 10 HOOKS (ranked for this niche)

INPUTS:

Your Niche:

[INSERT]

Target Audience Pain Points (3-5):

[LIST]

Common Beliefs in Your Niche (2-3):

[LIST]

Desired Hook Length:

[SHORT (under 10 words) / MEDIUM (10-15) / ANY]

Platforms You Use:

[TIKTOK / INSTAGRAM / YOUTUBE / TWITTER/X]

RULES:

- Each hook must be specific to the niche (not generic)
- Curiosity hooks: open loops the niche cares about
- Pattern interrupt: break expectations for this niche
- Bold claim: surprising but defensible
- Relatability: name specific pain points
- Controversy: challenge common beliefs (respectfully)
- Save the bank for future reference
- Update quarterly as the niche evolves

How To Use It

- Build a hook bank for your niche — then use it for every piece of content.
- Test different hook types to see what your audience responds to.
- Update your hook bank quarterly as your niche evolves.

- Share the bank with your team for consistent quality.
- Don't use the same hook twice — rotate through the bank.

Example Input

**Your Niche:** Freelance productivity and business growth

**Target Audience Pain Points:** "Not enough hours in the day," "Too much admin work," "Inconsistent income," "Imposter syndrome"

**Common Beliefs in Your Niche:** "You need to work more hours to make more money," "You should start with low rates," "Networking is the only way to get clients"

**Desired Hook Length:** SHORT (under 10 words)

**Platforms You Use:** TIKTOK + INSTAGRAM

Why It Works

Most creators start from zero every time.

This framework improves outcomes by forcing:

- niche-specific hooks (relevance)
- organized by type (testability)
- quantity (20+ options)
- ranking (prioritization)
- reusability (efficiency)

Great hook banks don't replace creativity — they give you a starting point so you can focus on what matters.

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