

Social Media / Twitter/X Threads

Generate 10 attention-grabbing first tweets for threads (curiosity, controversy, benefit, story, question).

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Twitter Hooks, Thread Openings, CTR Optimization

Updated: May 2026

Why This Prompt Exists

Most threads fail because the first tweet doesn't grab attention.

You get:

- "Here's a thread about X" (boring, no reason to read)
- hooks that are too long (cut off on mobile)
- no variety in hook styles (can't test what works)
- hooks that don't match the thread content
- low engagement from weak openings

But a hook is not a description.

It is a promise that the thread is worth reading.

- Curiosity: "Most freelancers never raise their rates. Here's why."
- Controversy: "You're charging too little. Here's proof."
- Benefit: "How I doubled my rates without losing a single client."
- Story: "I almost quit freelancing. Then I changed one thing."
- Question: "What if you could raise your rates today without fear?"

Without a strong hook, your thread is dead on arrival.

This framework forces AI to generate hooks that earn clicks.

The Prompt

Assume the role of a Twitter hook specialist who writes first tweets that stop the scroll.

Your task is to generate thread hooks.

Generate:

1. CURIOSITY HOOKS (2)
 - Opens a loop they want closed
2. CONTROVERSY HOOKS (2)
 - Challenges conventional wisdom
3. BENEFIT HOOKS (2)
 - Promises a specific outcome
4. STORY HOOKS (2)
 - Starts a narrative they want to finish
5. QUESTION HOOKS (2)
 - Engages them to think or answer
6. TOP 3 HOOKS (ranked)
 - With rationale for why each would perform

INPUTS:

Thread Topic:

[WHAT IS THE THREAD ABOUT?]

Target Audience:

[WHO ARE YOU WRITING FOR?]

Desired Emotion:

[CURIOSITY / URGENCY / RELATABILITY / SURPRISE]

Brand Voice:

[EDUCATIONAL / WITTY / CONTRARIAN / STORYTELLING]

Key Outcome (what they'll learn):

[INSERT]

RULES:

- Each hook under 280 characters
- Curiosity hooks: open a loop (don't close it)
- Controversy hooks: must be defensible (not just rage bait)
- Benefit hooks: specific outcome (not "learn something")
- Story hooks: start in the middle of action
- Question hooks: answerable by reading the thread

How To Use It

- Test 2-3 hook styles with small audiences to see what resonates.
- Curiosity hooks work well for educational threads.
- Controversy hooks get high engagement but can attract negativity — use with care.

- Benefit hooks convert well for actionable threads.
- The hook must match the thread content (don't overpromise).

Example Input

Thread Topic: How to raise freelance rates without losing clients

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

Desired Emotion: CURIOSITY

Brand Voice: EDUCATIONAL AND ENCOURAGING

Key Outcome: A 3-step script for announcing rate increases

Why It Works

Most threads die in the first tweet.

This framework improves outcomes by forcing:

- multiple hook styles (testing variety)
- character count discipline (mobile display)
- emotional targeting (connection)
- ranking with rationale (prioritization)
- topic alignment (relevance)

Great thread hooks don't describe the thread — they make readers afraid to miss it.

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