

## Social Media / Viral Hooks

Generate hooks using proven viral formulas (curiosity gap, pattern interrupt, bold claim, relatability, controversy).

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Hook Generation, Viral Content, Scroll-Stopping

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Why This Prompt Exists

Most content fails because the hook is boring or generic.

You get:

- “Here’s what I learned about X” (no one cares)
- “In this video, I’m going to show you...” (too slow)
- hooks that don’t create curiosity or emotion
- no understanding of proven hook formulas
- low retention and engagement from weak openings

But viral hooks are not random.

They follow proven psychological formulas.

- Curiosity gap: “Most freelancers never raise their rates. Here’s why.”
- Pattern interrupt: “Stop doing this if you want to make more money.”
- Bold claim: “I raised my rates 300% in one year. Here’s how.”
- Relatability: “You’re working too hard and earning too little.”
- Controversy: “You should never use a timesheet. Here’s why.”

Without proven formulas, your hooks are guesswork.

This framework forces AI to generate hooks using formulas that work.

The Prompt

Assume the role of a viral hook strategist who uses proven psychological formulas.

Your task is to generate hooks using viral formulas.

Generate:

1. CURIOSITY GAP HOOKS (2)
  - Opens a loop they want closed
2. PATTERN INTERRUPT HOOKS (2)
  - Breaks their scrolling trance
3. BOLD CLAIM HOOKS (2)
  - Surprising, impressive, or provocative
4. RELATABILITY HOOKS (2)
  - Names a pain or frustration they know
5. CONTROVERSY HOOKS (2)
  - Challenges conventional wisdom
6. TOP 3 HOOKS (ranked)
  - With rationale for each

## INPUTS:

Topic:

[WHAT ARE YOU CREATING CONTENT ABOUT?]

Target Audience:

[WHO ARE THEY?]

Desired Emotion:

[CURIOSITY / SURPRISE / RELIEF / VALIDATION / URGENCY]

Platform:

[TIKTOK / INSTAGRAM REELS / YOUTUBE SHORTS / TWITTER/X]

Brand Voice:

[EDUCATIONAL / ENTERTAINING / BOLD / RELATABLE]

## RULES:

- Curiosity gap: open loop, don't close it
- Pattern interrupt: unexpected statement or visual
- Bold claim: must be defensible (not fake)
- Relatability: name a specific pain point
- Controversy: challenge common belief (respectfully)
- Keep hooks under 15 words for video
- Test multiple formulas to see what resonates

## How To Use It

- Curiosity gap: open a loop they want closed — don't close it in the hook.
- Pattern interrupt: unexpected statement or visual that breaks scrolling trance.

- Bold claim: must be defensible — not fake or exaggerated.
- Relatability: name a specific pain point your audience has.
- Controversy: challenge a common belief (respectfully).
- Keep hooks under 15 words for video content.
- Test different formulas to see what resonates with your audience.

Example Input

**Topic:** How to raise freelance rates without losing clients

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

**Desired Emotion:** CURIOSITY + RELIEF

**Platform:** TIKTOK

**Brand Voice:** EDUCATIONAL

Why It Works

Most hooks are guesswork.

This framework improves outcomes by forcing:

- curiosity gap (attention)
- pattern interrupt (stop scroll)
- bold claim (intrigue)
- relatability (connection)
- controversy (engagement)

Great viral hooks don't introduce — they interrupt and promise.

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