BUILD IT WITH ME · FREE SWIPE FILE

30 REEL *Hooks*

Copy-and-paste opening lines for your next Reels, sorted by goal. Fill in the [brackets] and make them yours.

by Claudia Gonzalez



the first line decides if they keep watching

How to use these *hooks*

Your hook is the first line people hear or read. Put it on screen in big text in the first second, then deliver on the promise.

1. Pick a goal

Grow, connect or teach? Choose a hook from that category.

2. Make it yours

Fill in the brackets with your real story, numbers and words.

3. Keep the promise

Whatever the hook promises, the video has to deliver.

CURIOSITY

01 Nobody told me this before I started my business...

02 I tried [tool/strategy] for 7 days. Here's what actually happened.

03 The [thing] that changed how I [result]

04 I almost didn't post this, but...

05 This took me [time] to figure out. You can have it in 30 seconds.

06 Here's what [number] days of [habit] looks like

RELATABLE

07 If you have the ideas but never the time, this is for you.

08 POV: you finally start the thing you've been talking about for years

09 Me pretending I know what I'm doing on Day [#] of building a business

10 Tell me you're a mom building a business without telling me...

11 When you open Canva at 10pm with big plans and zero energy

12 Things I didn't expect when I started posting online

TEACH

13 3 free tools I use every single week to run my business

14 How to [result] even if you [common obstacle]

15 Save this before you [launch / post / start]

16 Steal my exact [template / process / checklist]

17 Do this before you post your next Reel

18 The easiest way to [task] (no experience needed)

BUILDING IN PUBLIC

19 Day [#] of building a business from scratch. Here are the real numbers.

20 What I'd do differently if I started over today

21 I set a goal to [goal] in 180 days. Here's my plan.

22 This flopped. Here's what I learned.

23 My first [sale / subscriber / brand deal] happened like this

24 Here's everything I did this week to grow my business

MYTH-BUSTING

25 You don't need 10,000 followers to [result]

26 Stop waiting for the perfect plan. Do this instead.

27 Unpopular opinion: you don't need a logo yet

28 The biggest lie about starting a business online

29 You're not behind. You just haven't started yet.

30 Posting every day isn't the secret. This is.

PRO TIP

Save the hooks that work for you. When a Reel does well, reuse the same hook structure with a new topic.