



FREE DOWNLOAD

200 Free **Viral Hooks** for Instagram Reels

Copy-paste opening lines in 8 categories. Steal them, swap in your topic, and post. Your video gets three seconds - make them count.

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Win the first 3 seconds.

How to use these hooks

A hook is the opening line - spoken, captioned, or both - that makes scrolling feel like a worse option than watching. These 200 are organized into 8 categories so you can grab the right type of opener for any video in seconds.

The 30-second method

- Pick one hook that fits your video's topic. Don't overthink it - relevance beats cleverness.
- Say it or caption it in the first second. Never build up to your hook; open with it.
- Deliver on the promise. A great hook with a weak video teaches people to skip you next time.

Pro tips

- Swap anything in [brackets] for your topic, niche, or pain point before you film.
- Keep the spoken hook under 10 words when you can. Short openers hit harder.
- Rotate categories weekly. If every video opens with a question, your audience goes numb to questions.
- Track which hook types get the best average watch time, then double down on the winners.
- Pair strong hooks with retention editing - most viewers are lost at second four, not second one. (That's exactly what our Reels Editing Playbook fixes.)

These 200 hooks are free forever. When you are ready for 600+ hooks, niche packs, the psychology notes behind every category, and a searchable Notion database, check the last page.

Curiosity Gap Hooks

Make the brain need the answer.

1. Nobody talks about this side of [topic]...
2. This changed everything I thought I knew about [X].
3. I wasn't going to share this, but here we go.
4. The last 10 seconds of this will surprise you.
5. Stop scrolling if you've ever struggled with [pain point].
6. There's a reason this works every single time.
7. I tested this for 30 days. The result wasn't what I expected.
8. Watch what happens when you try [X] for one week.
9. This tiny detail is why your [X] isn't working.
10. I almost deleted this video.
11. The thing that finally fixed my [problem] wasn't what I thought it'd be.
12. You've been doing [X] backwards.
13. One sentence changed how I make content forever.
14. Stay till the end — the best part isn't what you think.
15. I wish someone had told me this two years ago.
16. The difference between [X] and [Y] is smaller than you think.
17. Here's what actually happens when you [unexpected action].
18. This is the part everyone skips — and it costs them everything.
19. I finally figured out why this keeps happening to you.
20. The secret nobody in [industry] wants to admit out loud.
21. I opened my analytics and found something weird.
22. This works so well it almost feels unfair.
23. You're 30 seconds away from fixing your [X].
24. What I'm about to show you took me three years to learn.
25. Keep watching. You'll see why in a second.

Mistakes & Warning Hooks

People will stop to avoid pain faster than to gain pleasure.

1. Stop doing [X] — it's quietly killing your growth.
2. The biggest mistake I see [audience] make, every day.
3. I wasted six months on [X]. Don't be me.
4. This is why your videos get no views.
5. You're not shadowbanned — you're doing this instead.
6. Never open your video with [common opener].
7. The mistake that cost me [consequence].
8. If you're still [old habit], we need to talk.
9. This popular "tip" is ruining your account.
10. Your hook is the problem. Here's the proof.
11. 90% of [audience] get this part wrong.
12. The number one reason your reels flop — and it's not the algorithm.
13. Don't buy [X] until you've seen this.
14. Your posting schedule might be the real problem.
15. Stop copying big creators. Here's why it backfires.
16. The caption mistake that's tanking your reach.
17. If your first three seconds look like this, reshoot immediately.
18. This editing habit makes people scroll right past you.
19. Don't pick a niche until you've heard this.
20. The "viral sound" trap most creators fall into.
21. You're overthinking [X] — and that's the whole problem.
22. This is what a dying account looks like from the inside.
23. One small change, triple the views. Here's which one.
24. If your [X] isn't growing, check this first.
25. The advice that sounds smart but keeps you stuck.

How-To & Tutorial Hooks

Promise a transformation, deliver the steps.

1. How to [result] without [common sacrifice].
2. The exact [X] I use to [result] every single day.
3. Here's how I [achieve result] in under [timeframe].
4. A five-minute trick to [benefit].
5. The only [X] tutorial you'll need this year.
6. How I went from [A] to [B] with one change.
7. Do this before you post your next [X].
8. The fastest way to [result] as a complete beginner.
9. How to fix [common problem] in a single edit.
10. Steal my [X] workflow.
11. The [X] method I wish I'd known on day one.
12. How to make [X] look expensive on a zero budget.
13. Try this the next time you [activity].
14. A beginner's guide to [X] that actually makes sense.
15. How to [result] even if you're starting from absolute zero.
16. The three-step process behind every [result] I get.
17. Here's the [X] formula I use on every single post.
18. How to turn one idea into seven posts.
19. The editing shortcut that saves me two hours a week.
20. How I plan a month of content in one afternoon.
21. Do [X] like this — not like that.
22. The right way to [common task], finally explained properly.
23. How to get [result] without ever showing your face.
24. This is how professionals actually [X].
25. A complete [X] walkthrough in sixty seconds.

Transformation & Results Hooks

Before-and-after is the oldest story engine there is.

1. Thirty days ago I couldn't [X]. Watch this.
2. From [bad state] to [good state] — here's the real timeline.
3. I did [X] every day for a month. The result shocked me.
4. What [time period] of [habit] did to my [metric].
5. Before: [A]. After: [B]. Here's what actually changed.
6. I rebuilt my [X] from scratch. This is day one.
7. Nobody believed this would work. Then it did.
8. The moment everything finally clicked for me.
9. I posted the same video twice. One flopped, one exploded. Here's why.
10. My account ninety days ago versus today.
11. This is what consistency actually looks like.
12. I stopped [old habit] and my [metric] doubled.
13. The glow-up your [X] has been waiting for.
14. From zero to [result]: the unglamorous version.
15. I tracked everything for sixty days. Here's the data.
16. What changed the week I finally [action].
17. The edit that took this video from 200 views to 200K.
18. Same idea, two edits. Guess which one won.
19. I gave up on [X] — then this happened.
20. Proof that small actions compound.
21. My first video versus my fiftieth. Let's compare honestly.
22. The week I quit [X] changed my content forever.
23. Here's the real before-and-after nobody posts.
24. I almost quit. I'm glad I filmed this instead.
25. Watch a flopped post become my best performer.

Hot Take & Contrarian Hooks

Polarity stops thumbs. Keep it honest, not cruel.

1. Unpopular opinion: [belief] is wildly overrated.
2. I'm going to say what everyone's thinking about [X].
3. [Popular advice] is terrible advice. Here's why.
4. Hot take: your [X] matters less than your [Y].
5. Everyone is lying to you about [topic].
6. I disagree with every guru on this one point.
7. [X] is dead. [Y] is what works now.
8. The [industry] doesn't want you to know this.
9. Controversial: I'd rather [X] than [Y], every time.
10. Stop taking advice from people who [credential flex].
11. Your follower count is a vanity metric. Fight me.
12. [Popular tool] is a waste of money for beginners.
13. "Post every day" is burning you out for nothing.
14. I'd delete [popular tactic] from my strategy tomorrow.
15. Nobody wants your [X]. They want [Y].
16. If your coach can't show you this, walk away.
17. [Trend] is already over. Here's what's actually next.
18. I'd rather have a hundred true fans than a hundred thousand followers.
19. The algorithm doesn't hate you. Your content bores it.
20. Stop buying courses. Start doing this instead.
21. Your niche isn't too saturated. Your angle is.
22. Engagement pods are cheating yourself, not the system.
23. I'd bet my account on this prediction about [X].
24. The best growth hack is the one nobody can sell you.
25. [X] worked in 2023. It's a trap in 2026.

Story & Confession Hooks

Stories hold attention longer than tips.

1. Let me tell you about the worst [X] of my life.
2. I made my first sale from a fifteen-second video. Full story:
3. The DM that changed everything for me.
4. I was about to quit when this happened.
5. Nobody knows this about my first year.
6. What my first ten videos taught me the hard way.
7. I posted this at 2am. It changed my life.
8. The comment that broke me — and then rebuilt me.
9. I lost everything and started over. This is day one.
10. A stranger's advice fixed my content overnight.
11. The video I was terrified to post — and what happened next.
12. I cried editing this. Not even kidding.
13. The night I decided to take this seriously.
14. Someone copied my video. Here's exactly what I did.
15. I said no to [opportunity]. Best decision I ever made.
16. The 3am idea that became my most-viewed post.
17. What I'd tell myself on day one, honestly.
18. The project that humbled me completely.
19. I turned down [X] to do [Y]. Zero regrets.
20. My analytics told me a story I didn't expect.
21. I filmed this forty-seven times. This is take forty-seven.
22. The truth about my so-called "overnight success."
23. The follower who taught me my biggest lesson.
24. Everything I believed about [X] was wrong. Here's the story.
25. I kept this failure quiet for a year. Not anymore.

List & Number Hooks

Numbers promise structure — the brain loves a countable payoff.

1. Five [X] mistakes you're probably making right now.
2. Seven tools I genuinely can't live without.
3. Three things I'd do differently if I started over.
4. Ten [X] ideas you can steal today.
5. The only five [X] you need as a beginner.
6. Four signs your [X] is actually working.
7. Six free apps that beat the paid ones.
8. Five edits that instantly look more professional.
9. Eight captions that get saved, not just liked.
10. Ranked: my top five [X], worst to best.
11. Three red flags in any [X] advice.
12. Seven things I quit doing that grew my account.
13. Five hooks I personally use on repeat.
14. Four questions to ask before you post anything.
15. Nine out of ten creators skip step three.
16. Three formats, thirty days, zero burnout.
17. Five analytics numbers that actually matter.
18. Two minutes, two apps, one finished video.
19. Six hooks for [niche] that work every single time.
20. Three ways to repurpose one video into ten.
21. Five things my best-performing post had in common.
22. Four free ways to find endless content ideas.
23. Seven words that make people stop scrolling.
24. Three free upgrades that level up your videos today.
25. The five-second test every hook should pass.

Question & Challenge Hooks

Questions demand a mental answer — that's engagement before the video even starts.

1. Why does nobody talk about [X]?
2. What would you do with [result]?
3. Are you making this [X] mistake too?
4. Which would you pick: [A] or [B]?
5. What if I told you [surprising claim]?
6. How long did it take you to learn [X]?
7. Be honest — does your [X] do this?
8. What's the one [X] you couldn't live without?
9. Want a part two?
10. Can you spot the mistake in this video?
11. What do you think happens next?
12. Is [X] still worth it?
13. How do you [X] without [Y]?
14. What's actually stopping you from starting?
15. Agree or disagree: [statement]?
16. What's your biggest [X] struggle right now?
17. Would you pay for [X]? Be honest.
18. Guess how long this took to edit.
19. What should I post next — A, B, or C?
20. Are you team [X] or team [Y]?
21. What's the best advice you've ever gotten about [X]?
22. If you restarted your account today, what would you change?
23. Rate this hook one to ten.
24. What did I miss?
25. Which of these 200 are you stealing first?

WANT 3X MORE?

The **Viral Hooks** Vault

- 600+ copy-paste hooks across 10 categories - curiosity, mistakes, how-tos, transformations, hot takes, stories, lists, questions, pattern interrupts, and closers.
- Psychology notes on every category, so you learn to write your own hooks instead of depending on the vault forever.
- Niche packs for small business owners, coaches, realtors, fitness creators, and faceless accounts.
- A searchable Notion database - filter 600+ hooks by category, niche, and tone in seconds.
- The printable PDF vault plus the 3-Second Rule primer. Free lifetime updates.

From \$9 - Personal, Creator, and Agency tiers.

Get the Vault at growexa.shop

Prefer the complete system? The Creator Growth Stack bundles the Vault with the editing playbook, the 30-day calendar, and the faceless starter kit - save \$19 at growexa.shop.