# 30 Viral Hook Formulas for Short-Form Video

## Why hooks decide everything

• Viewers decide in under 2 seconds — the hook is the video

• Steal the structure, never the content — originality keeps accounts safe

• Test 5 hooks per idea; keep the top 2 by completion rate

## Curiosity hooks (1-10)

• "Nobody talks about this [niche] trick…"

• "I tested [X] for 30 days — here's what happened"

• "Stop doing [common mistake] if you want [result]"

• "This [tool] replaced 3 apps on my phone"

• "POV: you finally find [solution] that actually works"

• "The [niche] industry doesn't want you to know this"

• "I was today years old when I learned [X]"

• "3 signs you need [product] (number 2 surprised me)"

• "What I wish I knew before buying [X]"

• "This 10-second trick changed my [workflow]"

## Proof & story hooks (11-20)

• "From 0 to [result] in [timeframe] — full breakdown"

• "I asked 100 [audience] about [X] — answers shocked me"

• "My [X] vs. the $500 version — honest comparison"

• "Day 1 of [challenge] as a [beginner]"

• "Rating viral [niche] hacks until one works"

• "How I made my first $[X] with [method]"

• "Unpopular opinion: [niche hot take]"

• "Replying to comments: is [X] a scam?"

• "I bought the cheapest [X] so you don't have to"

• "What $[price] actually gets you in [niche]"

## CTA hooks (21-30)

• "Save this before it gets taken down"

• "Follow for part 2 — it gets better"

- "Comment ‘GUIDE’ and I’ll send the full list"
- "Link in bio if you want the same setup"
- "Share this with someone who needs [result]"
- "Which one would you pick: 1, 2, or 3?"
- "Duet this with your attempt"
- "Full tutorial is on my YouTube — link in bio"
- "I reply to every comment — ask me anything"
- "New here? Start with my pinned video"

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