50 Viral YouTube Hook Formulas for Long-Form Videos

How to use this

• Pick one formula per video. Fill the bracket with your niche topic.

• Say the hook in the first 5 seconds — before any intro or logo.

• Match the hook to the title so viewers get what they clicked for.

Curiosity hooks (1-10)

• The mistake almost everyone makes with [topic] (and the fix)

• I analyzed 100 viral [niche] videos. Here is the pattern.

• Nobody talks about this [topic] shortcut.

• Stop doing [common practice]. Do this instead.

• The 3-second rule that decides if your video gets watched

• What [top creator] does in the first 10 seconds

• This [topic] myth is costing you views

• I tested [method] for 30 days. The result surprised me.

• The title formula behind 10M-view [niche] videos

• Why your [topic] videos stall at 200 views

More hook formulas (11-50)

• The uncomfortable truth about [topic]

• Do [topic] wrong for a week — here is what happens

• [Number] [topic] lessons I learned the hard way

• Why [experts] are wrong about [topic]

• The [topic] framework I wish I knew sooner

• Watch this before your next [topic] video

• From 0 to [result] with [method]: full breakdown

• The hidden cost of ignoring [topic]

• [Topic] in 2026: what actually works now

• I asked 50 creators about [topic]. Consensus:

• The 80/20 of [topic] — ignore the rest

• This one tweak doubled my [metric]

- [Topic] for beginners: the only guide you need
- Advanced [topic]: what the gurus skip
- The [topic] experiment nobody expected to work
- Ranking [methods] from worst to best
- What happens 30 days after you start [topic]
- The [topic] checklist I use every time
- [Number] signs your [topic] strategy is broken
- Fix your [topic] with this 10-minute audit
- The psychology behind viral [niche] titles
- Steal this [creator] scripting template
- Why consistency beats talent in [niche]
- [Topic] myths a beginner must unlearn
- The data-backed way to grow in [niche]
- One [topic] change, 10x the watch time
- Behind the scenes of a [result] video
- The [topic] tool stack I actually pay for
- [Topic] Q&A;: your most asked questions
- Live walkthrough: [topic] start to finish
- The [topic] mistake I see daily
- How [niche] changed in the last 12 months
- The contrarian take on [topic]
- What I would do differently starting [topic] today
- The [topic] sprint: 7 videos in 7 days
- [Number]-minute [topic] masterclass
- Deconstructing a viral [niche] video
- The retention graph never lies: [topic] edition
- From idea to published: my [topic] workflow
- The final [topic] video you will ever need

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