BookTok Story Hook Swipe File

10 ready-to-fill hook templates for storytime carousels — each built around the hook → tension → twist shape. Pick one, fill in the brackets, and use it as the first slide of your next carousel.

1. The secret line

“Nobody knew this one sentence in my book — until today.”
Best for: novels and memoirs with one line that hits hard. Keep the hook to one or two lines, so it fits on a single slide.

2. The worst week

“The worst week of my life started with a sentence on page 47.”
Best for: thrillers and drama with a strong turning point. Keep the hook to one or two lines, so it fits on a single slide.

3. The thing I never said

“I never told anyone what my character did that night.”
Best for: romance and family stories with a hidden truth. Keep the hook to one or two lines, so it fits on a single slide.

4. The advice that failed

“I followed every writing rule. My book still sat there.”
Best for: self-help and non-fiction with a bold claim. Keep the hook to one or two lines, so it fits on a single slide.

5. The overheard line

“My daughter overheard one line — and asked for the whole book.”
Best for: children's books and family stories. Keep the hook to one or two lines, so it fits on a single slide.

6. The regret

“One sentence I wrote still keeps me up at night.”
Best for: memoirs and emotional fiction. Keep the hook to one or two lines, so it fits on a single slide.

7. The question

“What would you do if one page changed how you see your mother?”
Best for: literary fiction and book-club reads. Keep the hook to one or two lines, so it fits on a single slide.

8. The small moment

“It took one small moment on page 12 to change everything.”
Best for: quiet novels and short stories. Keep the hook to one or two lines, so it fits on a single slide.

9. The rule I broke

“Every writing teacher told me never to write this line.”

Best for: bold non-fiction and craft books. Keep the hook to one or two lines, so it fits on a single slide.

10. The ending first

“My book ends with a line nobody expects. It starts here.”
Best for: mysteries and thrillers with a twist. Keep the hook to one or two lines, so it fits on a single slide.

How to use this file: use one hook per carousel. Change the bracketed words to fit your book, then write the story slides after it. Never reuse the same hook twice in a row — your followers will notice.