

100 Viral Video Hooks & Formats That Stop the Scroll

Proven attention patterns you can adapt to almost any business, product, service, or niche

There is no magic phrase that guarantees a viral video.

But there **are repeatable patterns** that consistently help videos earn attention: curiosity, surprise, conflict, strong opinions, useful information, relatable problems, transformation, storytelling, and open loops.

The first few seconds matter. If viewers don't immediately have a reason to keep watching, they'll scroll.

This guide gives you 100 hooks and video formats designed to help you create videos that **capture attention, engage viewers, and give them a reason to keep watching.**

1. Curiosity Hooks

Curiosity creates a gap between what the viewer knows and what they want to know.

1. "Nobody Tells You This"

Hook:

"Nobody tells you this about [topic]."

Formula:

Nobody tells you + unexpected information.

Example:

"Nobody tells you how much time social media actually takes to manage."

Format:

Start with the statement, then reveal the overlooked information.

2. "Here's What I Discovered"

Hook:

"Here's what I discovered after [experience]."

Formula:

Here's what I discovered after + specific experience.

Example:

"Here's what I discovered after creating 100 short-form videos."

Format:

Share one surprising lesson from your experience.

3. "You Won't Believe Why"

Hook:

"You won't believe why [something happened]."

Formula:

Unexpected result + unexplained reason.

Example:

"You won't believe why this ugly video got more views than our polished one."

Format:

Show the result first, then explain why.

4. "The Part Nobody Talks About"

Hook:

"The part nobody talks about when it comes to [topic]."

Example:

"The part nobody talks about when starting a business."

Format:

Expose an overlooked difficulty, cost, mistake, or opportunity.

5. "I Didn't Expect This"

Hook:

"I didn't expect this to happen."

Format:

Show something surprising immediately.

Example:

"I didn't expect this 15-second video to outperform everything else we posted."

6. "Wait Until You See..."

Hook:

"Wait until you see what happens when..."

Format:

Create anticipation before showing the payoff.

Example:

"Wait until you see what happens when we change this one thing on the website."

7. "There's a Reason..."

Hook:

"There's a reason [people/businesses/products] do this."

Example:

"There's a reason restaurants put certain items at the top of the menu."

Format:

Explain the psychology, strategy, or reasoning behind something familiar.

8. "Most People Don't Know"

Hook:

"Most people don't know this about [topic]."

Example:

"Most business owners don't know this about Google reviews."

Format:

Reveal a useful fact or overlooked strategy.

9. "Look Closely"

Hook:

"Look closely. Do you see what's wrong?"

Format:

Show a visual and challenge viewers to identify the problem.

Example:

"Look closely at this website. Can you spot the biggest problem?"

10. "There's More to This"

Hook:

"This looks simple, but there's actually more going on here."

Format:

Show something ordinary, then explain the hidden strategy behind it.

Problem & Pain-Point Hooks

People pay attention when you describe a problem they recognize.

11. "If You're Struggling With..."

Hook:

"If you're struggling with [problem], watch this."

Example:

"If you're struggling to get customers from social media, watch this."

Format:

Identify the pain point and immediately provide a solution.

12. "Tired of..."

Hook:

"Tired of [frustrating problem]?"

Example:

"Tired of spending hours creating social media posts nobody sees?"

Format:

Problem → solution.

13. "Stop Wasting Time On..."

Hook:

"Stop wasting time on [activity]."

Example:

"Stop wasting time making social media posts that don't have a purpose."

Format:

Explain what to stop doing and what to do instead.

14. "If This Is Happening..."

Hook:

"If this is happening to your business, you have a marketing problem."

Format:

List one or more warning signs.

15. "Why Isn't This Working?"

Hook:

"Wondering why [strategy] isn't working?"

Example:

"Wondering why your social media posts aren't generating customers?"

Format:

Identify the hidden reason.

16. "You're Not Getting Results Because..."

Hook:

"You're not getting results because you're focusing on the wrong thing."

Format:

Reveal the common misconception and replace it with the correct priority.

17. "The Real Problem Is..."

Hook:

"The real problem isn't [obvious problem]. It's [actual problem]."

Example:

"The real problem isn't that you need more social media posts. It's that your posts aren't giving people a reason to care."

Format:

Misdiagnosis → real problem → solution.

18. "Before You Spend Money On..."

Hook:

"Before you spend money on [product/service], watch this."

Format:

Give consumers a checklist or warning.

19. "Don't Make This Mistake"

Hook:

"Don't make this mistake with [topic]."

Format:

Show the mistake first, then demonstrate the better approach.

20. "If I Were Starting Over"

Hook:

"If I were starting [business/project] over today, I'd do this first."

Format:

Give your first three actions.

Mistake Hooks

Mistakes work because viewers naturally want to know whether they're making one.

21. "You're Doing This Wrong"

Hook:

"You're probably doing [thing] wrong."

Example:

"You're probably using social media wrong."

Format:

Show the common behavior, explain why it fails, and demonstrate the alternative.

22. "The Biggest Mistake"

Hook:

"The biggest mistake I see people make with [topic]."

Format:

Identify one mistake and provide the fix.

23. "Three Mistakes"

Hook:

"Here are three mistakes that are costing you [result]."

Format:

Mistake #1 → #2 → #3 → solution.

24. "Never Do This"

Hook:

"Never do this when [situation]."

Example:

"Never launch a website before checking these five things."

25. "I Made This Mistake"

Hook:

"I made this mistake so you don't have to."

Format:

Tell the story, explain the consequence, then give the lesson.

26. "This Is Why You're Failing"

Hook:

"This might be why you're failing at [goal]."

Format:

Identify one overlooked behavior.

27. "Don't Copy This"

Hook:

"Don't copy what this business is doing."

Format:

Show an example and explain what is wrong with it.

28. "You're Fixing the Wrong Thing"

Hook:

"You're trying to fix the wrong problem."

Format:

Explain why the obvious solution isn't addressing the underlying issue.

29. "Before You Post..."

Hook:

"Before you post another video, check these three things."

Format:

Quick checklist.

30. "Delete This"

Hook:

"If you have this on your website/social media, remove it."

Format:

Show the element and explain why it hurts performance.

Contrarian Hooks

A strong opinion creates tension and encourages viewers to keep watching.

31. "Stop Doing This"

Hook:

"Stop doing [popular practice]."

Example:

"Stop posting just because you think something looks cool."

Format:

Strong statement → explanation → better strategy.

32. "Likes Don't Matter"

Hook:

"Likes aren't the metric you should be worried about."

Format:

Challenge a commonly accepted metric and explain what matters instead.

33. "Unpopular Opinion"

Hook:

"Unpopular opinion: [opinion]."

Format:

State your position, defend it with evidence or experience.

34. "I'm Going to Say It"

Hook:

"I'm going to say what nobody wants to hear."

Format:

Deliver a blunt but useful truth.

35. "You Don't Need More..."

Hook:

"You don't need more [thing]. You need more [different thing]."

Example:

"You don't need more posts. You need better reasons for people to watch them."

36. "More Isn't Better"

Hook:

"More content doesn't necessarily mean better marketing."

Format:

Explain why quality, relevance, or strategy matters.

37. "Everyone Is Telling You..."

Hook:

"Everyone is telling you to do [X]. Here's why I disagree."

Format:

Challenge conventional advice.

38. "Here's What I'd Stop Doing"

Hook:

"If I took over this business today, here's what I'd stop doing."

Format:

Audit-style critique.

39. "This Advice Is Wrong"

Hook:

"This is popular marketing advice—and I think it's wrong."

Format:

Explain the context where the advice fails.

40. "You Probably Don't Need..."

Hook:

"You probably don't need [expensive/common solution]."

Format:

Explain a simpler alternative.

List & Number Hooks

Numbers create structure and make the payoff easy to understand.

41. "Three Things"

Hook:

"Three things you need to know about [topic]."

Format:

Deliver three increasingly valuable points.

42. "Five Things"

Hook:

"Five things I'd change about this [website/product/strategy]."

Format:

Rapid-fire improvements.

43. "The Top Three"

Hook:

"The three biggest things that [result]."

Example:

"The three things that make people stop scrolling."

44. "Number One"

Hook:

"Number one is the mistake I see all the time."

Format:

List format with the strongest item first or last.

45. "Three Seconds"

Hook:

"You have about three seconds to make someone care."

Format:

Explain what should happen during the opening.

46. "One Thing"

Hook:

"If you only change one thing, change this."

Format:

One high-impact recommendation.

47. "Two Types"

Hook:

"There are two types of [customers/businesses/videos]."

Format:

Compare Type A vs. Type B.

48. "The 80/20"

Hook:

"Here's the 20% that can make the biggest difference."

Format:

Identify the highest-impact activity.

49. "My Top Five"

Hook:

"My top five [tools/products/strategies] for [goal]."

Format:

Rank the options.

50. "Rank These"

Hook:

"Let's rank these from worst to best."

Format:

Rank products, strategies, designs, mistakes, or examples.

Transformation & Before/After Formats

Transformation creates a natural reason to keep watching.

51. Before & After

Hook:

"Here's what this looked like before—and here's what we changed."

Format:

Show before → transition → after.

52. "Watch This Transformation"

Hook:

"Watch what happens when we change these three things."

Format:

Show the transformation progressively.

53. "From This to This"

Hook:

"From this... to this."

Format:

Instant visual comparison.

54. "30 Minutes Later"

Hook:

"Thirty minutes later..."

Format:

Time-lapse or progress reveal.

55. "We Fixed It"

Hook:

"This wasn't working. So we fixed it."

Format:

Show the original problem and the finished result.

56. "Can We Improve It?"

Hook:

"Can we make this better?"

Format:

Show an existing product, design, website, recipe, process, etc., then improve it.

57. "The Makeover"

Hook:

"This business needed a makeover."

Format:

Before → work in progress → finished product.

58. "One Change"

Hook:

"One small change made a huge difference."

Format:

Reveal the change and explain why it mattered.

59. "Behind the Transformation"

Hook:

"Here's how we got from here to here."

Format:

Show the process rather than only the final result.

60. "Don't Blink"

Hook:

"Don't blink."

Format:

Fast visual transformation with a satisfying payoff.

Storytelling Hooks

Stories create emotional investment and encourage viewers to find out what happens next.

61. "Here's What Happened"

Hook:

"Here's what happened when we tried [X]."

Format:

Setup → problem → unexpected result → lesson.

62. "I Almost Quit"

Hook:

"I almost quit because of this."

Format:

Tell the story behind the setback.

63. "The Day Everything Changed"

Hook:

"The day everything changed for this business..."

Format:

Tell a transformational story.

64. "We Had No Idea"

Hook:

"We had no idea what was about to happen."

Format:

Build suspense around an event or experiment.

65. "It Started With..."

Hook:

"It started with one simple idea."

Format:

Tell the origin story of a product, company, project, or result.

66. "I Learned This the Hard Way"

Hook:

"I learned this the hard way."

Format:

Personal mistake → consequence → lesson.

67. "The Worst Day"

Hook:

"This was probably the worst day we've ever had."

Format:

Tell the story and end with the lesson or turnaround.

68. "Nobody Expected..."

Hook:

"Nobody expected this to happen."

Format:

Use a real event, experiment, customer interaction, or result.

69. "What Happened Next"

Hook:

"Then something happened that we didn't expect."

Format:

Open loop → story → payoff.

70. "If I Could Go Back"

Hook:

"If I could go back and tell myself one thing..."

Format:

Give one lesson learned from experience.

Challenge & Experiment Formats

Challenges naturally create an unanswered question: **What will happen?**

71. "Can We Do It?"

Hook:

"Can we actually do this?"

Format:

Set a measurable challenge and attempt it.

72. "Let's Test It"

Hook:

"Let's test whether this actually works."

Format:

Hypothesis → experiment → result.

73. "I Tried It So You Don't Have To"

Hook:

"I tried this so you don't have to."

Format:

Test a trend, product, strategy, or claim.

74. "What Happens If..."

Hook:

"What happens if we [unexpected action]?"

Format:

Perform the experiment and reveal the outcome.

75. "One Week Challenge"

Hook:

"We're trying this for seven days. Here's what happened."

Format:

Day 1 → progress → result.

76. "Can This Go Viral?"

Hook:

"Can we make this video go viral?"

Format:

Document the creation and performance.

77. "Which One Wins?"

Hook:

"Which one wins?"

Format:

Compare two or more products, designs, strategies, or approaches.

78. "A vs. B"

Hook:

"Let's settle this: A vs. B."

Format:

Head-to-head comparison.

79. "We Changed One Variable"

Hook:

"We changed one thing. Here's what happened."

Format:

Experiment with one measurable variable.

80. "Guess the Result"

Hook:

"Before I show you the answer, guess what happened."

Format:

Ask the audience to predict the outcome, then reveal it.

Demonstration & Education Formats

Useful information can be highly shareable when presented quickly and visually.

81. "Here's How"

Hook:

"Here's how to [achieve result]."

Format:

Step-by-step demonstration.

82. "Watch How This Works"

Hook:

"Watch how this works."

Format:

Demonstrate the product, service, process, or technique visually.

83. "Did You Know?"

Hook:

"Did you know [surprising fact]?"

Format:

Fact → explanation → practical implication.

84. "Here's Why"

Hook:

"Here's why [thing happens]."

Format:

Explain something viewers encounter but don't understand.

85. "The Fastest Way"

Hook:

"The fastest way I've found to [result]."

Format:

Demonstrate the shortcut.

86. "The Easy Way"

Hook:

"Here's an easier way to do this."

Format:

Show the conventional approach, then your simplified method.

87. "Watch Me Do It"

Hook:

"Watch me do this from start to finish."

Format:

Process video.

88. "Step One"

Hook:

"If you're doing this, start with step one."

Format:

Tutorial series.

89. "Here's the Trick"

Hook:

"Here's the trick most people miss."

Format:

Show the small technique that improves the result.

90. "Save This"

Hook:

"Save this because you're going to need it later."

Format:

Checklist, tutorial, resource, formula, or reference guide.

Engagement, Social Proof & Open-Loop Formats

These formats turn the viewer into a participant.

91. "Would You Buy This?"

Hook:

"Would you buy this?"

Format:

Show the product or concept and ask viewers to decide.

92. "Which Would You Choose?"

Hook:

"Which one would you choose?"

Format:

A/B comparison.

93. "Be Honest"

Hook:

"Be honest. Would you do this?"

Format:

Present a controversial, unusual, or surprising situation.

94. "Tell Me I'm Wrong"

Hook:

"Tell me I'm wrong..."

Format:

State a strong opinion and invite disagreement.

95. "Rate This"

Hook:

"Rate this from 1 to 10."

Format:

Show a product, design, result, meal, setup, or idea.

96. "Guess How Much"

Hook:

"Guess how much this costs."

Format:

Show the item without revealing the price.

97. "Guess What Happens Next"

Hook:

"Guess what happens next."

Format:

Pause the story immediately before the payoff.

98. "Watch Until the End"

Hook:

"Watch until the end."

Format:

Use only when there is a genuinely worthwhile payoff. Don't use the phrase as empty clickbait.

99. "The Comment Decides"

Hook:

"I'm letting the comments decide."

Format:

Present two options and allow the audience to choose the next action.

100. "You Tell Me"

Hook:

"I have my opinion. You tell me what you think."

Format:

Present an interesting question, controversy, comparison, or unusual result and let the audience participate.

The 10 Hook Formulas to Remember

If you don't want to memorize all 100, start with these ten frameworks:

1. Curiosity

"Nobody tells you this about [topic]."

2. Problem

"If you're struggling with [problem], watch this."

3. Mistake

"You're probably doing [thing] wrong."

4. Contrarian

"Stop doing [common practice]."

5. Secret

"Here's what [people/businesses] don't tell you about [topic]."

6. Transformation

"Here's what happened when we changed [X]."

7. Experiment

"Let's see if [claim] actually works."

8. Story

"I learned this the hard way."

9. Education

"Here's how to [desired result]."

10. Engagement

"Which one would you choose?"

How to Make These Hooks Work

A hook is only the beginning.

A great opening can get someone to stop scrolling, but the **video itself has to deliver on the promise.**

Use this simple structure:

HOOK → VALUE → PAYOFF → CTA

HOOK

Give the viewer a reason to stop.

VALUE

Give them something useful, interesting, entertaining, or surprising.

PAYOFF

Deliver what the hook promised.

CTA

Give them a logical next action.

For example:

Hook:

"You're probably posting on social media wrong."

Value:

"Most businesses create a post and immediately start thinking about the next one. But the real question should be: what problem does this post solve?"

Payoff:

"Instead of asking, 'What should we post today?' ask, 'What does our customer need to know today?'"

CTA:

"Follow for more practical social media strategies."

The Biggest Mistake With Viral Hooks

Don't confuse **attention** with **results**.

A video can get thousands or even millions of views and still accomplish nothing for a business.

The best business videos don't simply chase views.

They attract the **right viewers**.

They identify problems.

They answer questions.

They create curiosity.

They demonstrate expertise.

They build trust.

And ultimately, they give the viewer a reason to take the next step.

That's the difference between **content that gets watched** and **content that gets remembered**.

The Trustalyze Approach

At Trustalyze, we believe effective social media isn't about posting something pretty and hoping somebody notices.

It's about creating content with a purpose.

Every video should have a reason to exist.

Capture attention.

Engage the viewer.

Give them a reason to care.

Move them toward action.

That's why we use hooks, storytelling, visual demonstrations, pain points, curiosity, education, and real-world business problems to create content designed to **Capture. Engage. Convert.**

Because the goal isn't simply to get another Like.

The goal is to create content that gets people to stop, watch, remember, and act.

Quick Reference: Pick a Hook

Want curiosity?

Use #1, #4, #8, #9 or #10.

Want to address a customer problem?

Use #11–20.

Want to challenge your audience?

Use #31–40.

Want to showcase a result?

Use #51–60.

Want to tell a story?

Use #61–70.

Want to create suspense?

Use #71–80.

Want to teach something?

Use #81–90.

Want comments and interaction?

Use #91–100.

Final Rule

Don't copy these hooks word-for-word every time.

Adapt the framework to your audience.

The strongest hook is the one that makes the viewer think:

"Wait... that's me."

or:

"I need to know what happens."

or:

"I never knew that."

or:

"I want to see this."

That's what makes someone stop scrolling.

And once you have their attention, **earn the next second.**