

# 85 COMPELLING HOOKS THAT TURN HEADS

SCROLL-STOPPING  
CONTENT

ATTRACT ALIGNED  
FOLLOWERS

CONVERT YOUR  
FOLLOWERS TO SALES

CREATE CAPTIVATING  
VALUE



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# POWERFUL HOOKS

## X TO Y

How to go from {stagnant area} to {thriving} in {desirable timeframe}

How to achieve {desired outcome}

Do you want to know how to go from {struggle} to {strength}?

This is how I went from {neg mindset} to {pos mindset}

On the other side of {necessary sacrifice} is {desired outcome}

The only {thing} I do to achieve {desired outcome}.

How to accelerate/master/evolve with {necessary skill for success}.

This is the fastest/best way to.. {desirable trait}

## XYZ REASONS..

5 reasons why.. {eg. your results are stagnant}

3 steps to transform.. {eg your mindset}

3 ways to improve.. {eg your results}

3 things I wish I knew sooner {to get to outcome faster}

5 things that are costing you {eg time delay to success}

5 top tips to achieve {desired outcome}

3 simple tips that changed my.. {approach to desired outcome}

These 3 things will.. {accelerate desired outcome}

1 thing you need to know {relevant to niche}

3 things I bet you didn't know.. {relate to niche and their goal}



<b>EVOKES PAIN POINTS</b>
I hope you're not doing.. {unproductive behaviour}
Avoid these biggest mistakes {success roadblock}
Does your {approach} look like this?
Don't make X common mistake when.. (relate to niche)
You're doing this wrong!
Stop doing {behaviour} if you want {desired outcome}
Stop scrolling you don't want to miss this.. {provide value to niche}
Look out for this detour on your path to {desired outcome}
I hope you're not doing..
Avoid these biggest mistakes
Does your {common process required within niche} look like this?



## QUESTIONS

Are you struggling with {common struggle that prevents success in niche} ?

Which one are you? {things that block your niche from success}

Does this sound like you? {things that your niche struggles with}

Do you want {desired outcome} ? Then this is for you!

Do you really have to do {common misconception} to achieve {desired outcome}

What's holding you back from {actioning desired outcome} ?

Do you want a hack that will blow your mind?

Do you want to play a game to help with {desired outcome} ?

Are you ready for my top tips for {success in niche}

Do you want to know what sets you apart?.. {to achieve desired outcome}



## PERSONAL

I wasn't going to share this but..

You can't change my mind on this..

I can't believe I'm going to admit this,,

Unpopular opinion but if you want {desired outcome} ..

This one thing changed my life..

I don't know who needs to gear this but..

The craziest thing just happened

I can't believe I'm saying this but..

Let me tell you a secret..

Here's the truth..

How I do X as a {niche/job}

My favorite X as an {niche/job}

How I feel about X as a {niche/job}



## POWERFUL CALL TO ACTIONS

### FOLLOW

Follow for more tips

Want to learn more? Follow for free tips!

Follow to learn how to go from X to Y

If you want to {be, do or feel X relevant to your niche}.. follow!

### LIKE

Double tap if you agree

Double tap if you can relate

Double tap if you get it

Double tap if this helped you so I can know for next time!

### SHARE

Share this to someone who reminds you of..

Share with someone who needs to hear this..

Share to your accountability buddy..

### COMMENT / CONNECT

Comment if you have any questions!

Tag someone who needs to hear this.

Let me know what you thought below..



## COMMENT / CONNECT CONT..

What are your personal examples of {relate to the post}?..

Drop an emoji if you agree

Tag someone who..

Do you agree? Let me know below..

## SAVE

Save for later

What if you forget this post? Save it

Want to remember this later?

Save for inspo!

Save if this helped you!

Save if you know you'll use this!

## WEBSITE / MAILING LIST

Want to find out more? Visit website.

Need inspo? Visit our website for our amazing testimonials!

Download my free [guide/resource] sign up to my mailing list.

Do you like the value on this page? Sign up to my email list for exclusive content!



**READY TO BUY / CONSULT CALL / DM SALES**

Are you ready? DM the word..

If you know this is for you.. Click the link..

Click the link in my bio to sign up..

DM me for more info..

React to this story for more info / the link..

Want results like this? Click the link..

X % of clients achieve this.. Is this you too? [Insert a Poll to vote for options]!

DM me if you are curious on how I can help you!

X spaces left, click the link in my bio/reply to story/react/etc.



**TIP:**

**CONSIDER WAYS TO GET PEOPLE TO INVEST / BUY / BOOK A CALL WITH YOU VIA:**

- DM'ING YOU
- REACTING TO POLLS
- REACTING TO STORIES
- LIKING STORIES
- REPLYING TO STORIES
- CLICKING LINK IN BIO

**WHY?**

INSTAGRAM WILL SHOW YOUR STORY TO LESS PEOPLE **WHEN YOU UPLOAD A LINK ..** (LINKS TAKE PEOPLE OFF THE APP AND INSTA WANT PEOPLE TO PAY FOR ADS).

**NOTE: THIS IS NOT ESSENTIAL AND PEOPLE WILL STILL BUY!**







# PERSONAL BRAND VS BUSINESS BUILDING

## WHAT'S THE DIFFERENCE?

PERSONAL BRAND BUILDING	EXAMPLE	BUSINESS BUILDING	EXAMPLE
<b>INTENTION: Build connection and rapport.</b>		<b>INTENTION: Generate qualified leads and convert sales.</b>	
<b>Showcasing personality.</b>	Sharing openly and/or vulnerably.	<b>Build credibility in your knowledge.</b>	Expertise relevant to your specific niche.
<b>Engaging with audience.</b>	Polls, question boxes, live videos etc.	<b>Build authority in your ability to get results.</b>	Show evidence / social proof.
<b>Inspiring content.</b>	Personal success stories, motivational thoughts and advice.	<b>Persuade and compel audience to invest.</b>	Refined messaging that speaks to desired outcome and pain points..
<b>Entertaining content.</b>	BTS Updates, day in the life, etc.	<b>Attract ideal client by understanding how they feel.</b>	Use emotive language that speaks to their deepest struggles and desires.



## HOW TO BUILD FOLLOWERS AND SALES

<b>CONTENT THAT BUILDS FOLLOWERS, CONNECTION AND CREDIBILITY.</b>	<b>CONTENT THAT CONVERTS SALES AND PROMPTS FOLLOWERS TO BUY.</b>
<b>AKA - INDIRECT SELLING</b>	<b>AKA - DIRECT SELLING</b>
<p>Valuable content that provide tips, insights or solutions to common problems faced by your target audience. <b>(Include a CTA to save).</b></p>	<p>An <b>insta live</b> that addresses a specific pain point and ends with a call to action to purchase a coaching package.</p>
<p>Relatable, engaging or informative that can be <b>shared</b>. <b>(Include a CTA to share).</b></p>	<p>A <b>case study</b> or <b>testimonial</b> from a client that highlights the success they achieved through coaching.</p>
<p><b>Collaborations</b> with other accounts on socials via the post collaboration feature or an Instagram Live.</p>	<p>A <b>sales page</b> that highlights the transformational outcomes of coaching. the inclusions and a clear call to action.</p>
<p>Creating <b>free resources</b> such as ebooks, checklists, or worksheets that help solve a common problem for your target audience and <b>build your email list</b>.</p>	<p>An <b>email campaign</b> that offers an incentive or limited time offer to sign up for coaching with a clear 'sign up' button.</p>