100 Viral Hooks Vault

Fill the blank with your topic. Keep the on-screen version to 8 words.

Bonus 1 · Rahhub Reel Studio

> 💡 **Tip**
> Say to Claude: *"Use hook-lab with hook #23 for my reel about ___"*. The same list lives in the project, so Claude can pick from it too.

Curiosity gap

1. Nobody talks about this, but ___
2. The real reason ___
3. I can't believe ___ is legal
4. This is why ___ (and nobody told you)
5. Here's what ___ don't want you to know
6. There's a reason ___
7. What happens if you ___?
8. The strange story behind ___
9. You've seen ___ a thousand times. Here's what it means
10. Wait until you see what ___

Wrong belief

11. You've been doing ___ wrong
12. Stop believing this about ___

13. ___ is a myth. Here's the truth
14. Everything you know about ___ is wrong
15. The ___ advice that's actually hurting you
16. Myth: ___. Fact: ___
17. Your teacher lied to you about ___
18. Don't ___ until you see this
19. ___ isn't what you think
20. The biggest lie about ___

Number / result

21. $___ a day becomes $___
22. ___ minutes a day changed my ___
23. ___ people out of 10 get this wrong
24. In ___ seconds you'll understand ___
25. This took ___ years. I'll explain it in 30 seconds
26. ___ things you didn't know about ___
27. The ___% rule for ___
28. ___ was worth $___. Now it's worth $___
29. One number explains ___
30. Day ___ of ___

Question

31. Why does ___?
32. How did ___ actually ___?
33. What would happen if ___?
34. Can you guess ___?
35. Would you rather ___ or ___?
36. How much ___ do you really need?
37. Which ___ are you?
38. Why is nobody talking about ___?
39. Is ___ worth it in 2026?
40. What's the smartest way to ___?

Story

41. In 1872, a ship was found ___
42. He had $___ and one idea
43. She was told no ___ times
44. The day ___ almost ended
45. This started as a joke
46. One mistake cost ___
47. Nobody believed ___ until ___
48. The last thing ___ said was ___

49. It took one email to ___
50. This is the story of ___ in 30 seconds

How-to

51. How to ___ in 30 seconds
52. The easiest way to ___
53. Do this before you ___
54. Try this tonight: ___
55. 3 steps to ___
56. The 2-minute trick for ___
57. Copy this ___ (save it)
58. Steal my ___ routine
59. Use this ___ when ___
60. The fastest way to ___ without ___

Contrast

61. ___ vs ___: which is better?
62. Rich people ___. Poor people ___
63. Beginners ___. Pros ___
64. $1 ___ vs $100 ___
65. What I expected vs what happened

66. ___ in 1990 vs today
67. Cheap ___ vs expensive ___
68. Same ___, two results
69. Before ___ / after ___
70. Everyone ___. Smart people ___

Challenge / urgency

71. Read this before you quit
72. If you're ___, watch this
73. Don't scroll if you ___
74. Stop scrolling: ___
75. Save this before ___
76. You have ___ seconds to ___
77. Only ___% of people can ___
78. Try not to ___
79. Tag someone who ___
80. Watch this before your next ___

Authority / quote

81. ___ said this ___ years ago and it's still true
82. The book that changed how I ___

83. What Marcus Aurelius did every night
84. ___ explained ___ in one sentence
85. Scientists found ___
86. A ___-year-old rule for ___
87. The ___ lesson from ___
88. Experts call it the ___ effect
89. This ___ rule is used by ___
90. The oldest advice about ___

Series / open loop

91. Part 1: ___
92. Day 1 of explaining ___
93. I'll tell you the answer at the end
94. The ___ is in part 2
95. Rating ___ until ___
96. Explaining every ___ in 30 seconds
97. Follow for part 2 – it gets weirder
98. The ___ series: episode 1
99. Number 3 will surprise you
100. Comment ___ for part 2