



GAME-CHANGING HOOK IDEAS

TO MAKE YOUR SHORT-FORM VIDEOS UNFORGETTABLE

Short-form videos have become one of the most effective ways to capture attention and drive engagement online. Whether you're sharing tips, telling a story, or promoting a product, the right hook can make all the difference. Here's a list of creative and compelling hooks designed to stop the scroll and pull in your audience from the start.

The Scroll-Stopper Hooks

- Stop scrolling if you want to [Insert benefit or intriguing topic].

Example: "Stop scrolling if you want tips on controlling flies on livestock!"

- The 5 most common mistakes people make when ____.

Example: "The 5 most common mistakes people make when growing tomatoes."

- Why is no one talking about this?

Example: "Why is no one talking about how it's time for pre-emergent?"

Hooks for Problem-Solution Videos

- If you want _ [Problem or Desire], you need _ [Solution].

Example: "If you want higher reproductive rates in your livestock, keep minerals out year-round. "

- You need this trick to [Solve customer pain point].

Example: "You need this trick to keep your pet coats shiny!"

- This is why ____ isn't working.

Example: "This is why your onions are small."

"Secret Sauce" Hooks

- No one ever told you this for ____.

Example: "No one ever tells you that chickens need 16 hours of light to lay eggs."

- This is the best secret for learning how to ____.

Example: "This is the best secret for learning how to keep your chickens cool in summer!"

- Am I the only one who didn't know this?

Example: "Am I the only one who didn't know fruit trees need fertilizer every 90 days?"



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Thought-Provoking Hooks

- 3 reasons why (you are not) ____.

Example: "3 reasons why you are not seeing antler growth."

- Everything you thought you knew about ____ is wrong.

Example: "Everything you thought you knew about colic is wrong."

- Signs that it's time to ____.

Example: "Signs that it's time to transition to layer feed."

Myth-Busting Hooks

- Debunking myths about ____.

Example: "Debunking myths about raising show animals."

- You need to hear this.

Example: "You need to hear this if you're struggling with your horse gaining weight."

- What I wish I knew ____.

Example: "What I wish I knew before I started raising chickens, or breeding dogs, or setting up my feeder....."

Now it's your turn! Test one of these hooks in your next short-form video and watch your engagement soar.