

5 Viral Reel Hooks You Can Steal Right Now

The first 3 seconds decide everything. Use these proven openers to stop the scroll — every time.

1

"Nobody talks about this, but..."

Triggers curiosity immediately. Follow with a surprising truth your audience hasn't heard before.

2

"I tried [X] for 30 days. Here's what actually happened."

People love real experiments. Swap [X] for anything relevant: a routine, a habit, a tool.

3

"Stop doing [X] if you want [Y]."

Contrarian hooks outperform. Call out the mistake your audience keeps making.

4

"POV: You finally figured out [X]."

Puts the viewer in the story immediately. Feels personal, not promotional.

5

"The [X] that changed everything for me."

Transformation framing. Hint at the before/after — let curiosity do the rest.

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