

50 Text Hooks for Reels & Captions

A hook is merely a point of interest, a tactic to attract attention on social media. BUT hooks can be very powerful when done well. Hooks can come in the form of text, visual content and audio content as well. This document contains 50 Text Hooks you can steal to use in your next Reel or caption.

1. Someone had to say it. {Insert a surprising statement or fact about your niche.}
2. Okay, I have a secret. {Insert secret.}
3. I wish I would've known {blank} before I started {blank}.
4. Hear me out on this. {Insert something controversial or a misconception in your niche.}
5. Unpopular Opinion: {Insert opinion.}
6. You heard it here first. {Insert an announcement.}
7. When I say {blank}, this is what I mean.
8. Need one more reason to {action}.
9. You asked, we delivered.
10. Yeah, {blank} is cool, but have you tried {blank}?
11. Don't say I didn't warn you.
12. Pro Tip: {Insert pro tip.}
13. What's the secret to {blank}?
14. I know what you're thinking, but just stick with me for a second.
15. No caption needed for this one.
16. I finally figured it out! {Insert something you've learned about your niche.}
17. Drop your questions about {blank} in the comments.
18. Anyone relate?
19. Don't lie. Have you ever {blank}?
20. Comment {word/emoji} if you want {benefit}.
21. Alexa, play {blank}.
22. In my {blank} era.
23. {Insert an opinion.} Change my mind.
24. I can't help myself.
25. Is {blank} the new {blank}?
26. I think about this every time I {blank}.
27. One day you're {blank}, and the next day you're {blank}.
28. As my mom always said, "{Insert relevant quote.}"
29. I wish someone would have told me this sooner. {Insert valuable thing you've learned.}
30. This is controversial, but {blank}.
31. Stop wasting your time doing {action}, when you could be doing {action}.
32. Okay, here's the TRUTH about {blank}.
33. Why should you {action}? Let's talk about it.
34. What if I told you, you could {blank}? {Insert how your product/services helps to do this.}

35. I can't believe no one is talking about this yet. {Insert something surprising.}
36. I don't want to have to be the one to break it to you, but that {action} is working anymore.
37. How to {action} {goal} {limitation}.
38. Stop {action} Here's why.
39. The biggest mistake people make with {blank} is {blank}.
40. I bet you didn't know {blank}.
41. Should you {action}? {Insert the answer.}
42. A friendly reminder to {blank}.
43. You finally {action}! Love that for you!
44. Find out how I {action} in just {time frame}.
45. Let's settle this once and for all. {Insert debate in your niche.}
46. I know I'm not the only one motivated by {blank}.
47. Avoid these mistakes when you're {action}.
48. Are you tired of {blank}? Try this instead.
49. Kind of feels illegal to know {blank}.
50. This is the story of {blank}.