

50 Scroll-Stopping Hooks for Any Business

A strong hook **grabs attention instantly**, stopping scrollers in their tracks. On TikTok and Reels, your first few seconds determine whether viewers keep watching—or swipe away. Hooks like *“Have you ever noticed...”* or *“This changed everything...”* trigger curiosity, urgency, or relatability.

They promise value right away, and that’s what drives engagement, shares, and growth.

Here is 50 most powerful openings for 10 different industries:

1. E-commerce / Retail

1. “Instead of buying that, buy this!”
2. “You won’t believe the price on this...”
3. “What they aren’t telling you about [product]...”
4. “Here are 3 underestimated products that you need.”
5. “Before you add that to cart, watch this.”

2. Online Marketing / Digital Agencies

1. “Are you tired of struggling with your ads? Here’s the secret...”
2. “You keep asking, so here’s the answer:...”
3. “Discover a marketing hack no one is using.”
4. “Sick of low engagement? Try this.”
5. “Here’s why 99% of ads fail—and how not to.”

3. Health & Wellness

1. “Warning to all health lovers—this changed my life.”
2. “Here’s how to get better sleep tonight.”
3. “If you’re always tired, listen up.”
4. “Quick trick to boost immunity.”
5. “My doctor told me my diet sucks.”

4. Personal Finance

1. “Here’s a budgeting tip I wish I knew in college.”
2. “Stop scrolling if you want to save money.”
3. “You need this planner to avoid debt.”
4. “Before your next big purchase, watch this.”
5. “5 things everyone with student loans needs to know.”

5. Travel & Adventure

1. "Here's the one thing I wish I knew before traveling solo."
2. "Stop overpaying for flights—watch this."
3. "Packing hack to save your vacation."
4. "If you hate crowded hotels, listen up."
5. "How I got a 5-star stay on a budget."

6. Personal Development

1. "If you struggle with self-doubt, watch this."
2. "This is your sign to set better boundaries."
3. "You didn't know this productivity trick."
4. "How to build habits that stick."
5. "Here's how I improved focus in 7 days."

7. Real Estate / Property

1. "Before you buy a house, watch this."
2. "Warning: don't make this realtor mistake."
3. "Here are 5 things homebuyers forget."
4. "Everything you know about flipping is wrong."
5. "Want equity fast? Listen up."

8. Food & Cooking

1. "This kitchen gadget will blow your mind."
2. "Before you cook tonight, watch this hack."
3. "Quick prep trick that saves hours."
4. "The easiest recipe you'll actually make."
5. "Don't make this mistake when baking bread."

9. Pets & Animal Care

1. "If you're struggling to potty-train your pup, watch this."
2. "This crate changed my dog's behavior."
3. "Best alternative to expensive training."
4. "Something about cat behavior you didn't know."
5. "The secret to a calm pet at home."

10. Fitness & Lifestyle

1. "Watch this if you hate the gym."

2. "The lazy way to get abs."
3. "5-min routine that changed my energy."
4. "This habit will boost your fitness fast."
5. "You need to hear this about weight loss."