

GO VIRAL STUDIO

THE VIRAL HOOK

STARTER PACK

*10 scroll-stopping opening lines
for every content type — with the psychology behind each one*

10

10 HOOKS COVERING:

- Educate
- Entertain
- Sell
- Engage
- Brand Story
- Curiosity
- Pain Point
- Number+List
- Contrarian
- How-To

Each hook includes exact wording + the psychology behind why it works.

Free gift from the Go Viral OS Bundle

HOOKS 1–4 · COPY, CUSTOMIZE AND POST

1

EDUCATE

TikTok + IG + Threads

"Nobody talks about this side of building a business online — and it's costing you."

WHY IT WORKS:

Opens a curiosity loop. They have to keep reading to find out what they're missing.

2

ENTERTAIN

TikTok + Reels

"POV: You finally built the business that works while you sleep."

WHY IT WORKS:

POV hooks perform massively on TikTok. Aspirational and relatable equals saves and shares.

3

SELL

Instagram + TikTok

"I built a system that runs my business, tracks my income, and plans my content. Now you can steal it."

WHY IT WORKS:

Leads with the transformation. The word steal triggers curiosity and lowers resistance.

4

ENGAGE

Threads + X

"Tell me: are you struggling with time, money, or clarity right now?"

WHY IT WORKS:

Forces a choice between 3 options. Every answer is a comment. Algorithm gold.

HOOKS 5–8 · COPY, CUSTOMIZE AND POST

5

BRAND STORY

All platforms

"A year ago I was [struggling]. Here is what changed everything."

WHY IT WORKS:

The classic before/after setup. Replace [struggling] with your real situation for maximum impact.

6

CURIOSITY

Threads + X + TikTok

"I wasn't going to share this. But too many people are making this mistake."

WHY IT WORKS:

The reluctant share hook. Creates urgency and positions you as the insider with real information.

7

PAIN POINT

All platforms

"You don't have a discipline problem. You have a system problem."

WHY IT WORKS:

Reframes a belief they already hold. Instant relief and instant curiosity about the system.

8

NUMBER + LIST

Instagram Carousel + Threads

"7 income streams you can start with zero followers and zero budget."

WHY IT WORKS:

Specific number plus zero barriers to entry. Removes every objection before they make one.

HOOKS 9–10 · COPY, CUSTOMIZE AND POST

9

CONTRARIAN

X + Threads + TikTok

"Unpopular opinion: most productivity advice is designed to keep you busy, not successful."

WHY IT WORKS:

Disagrees with conventional wisdom. Triggers replies from both sides. High engagement guaranteed.

10

HOW-TO

Pinterest + IG + TikTok

"How to [achieve result] in [timeframe] — even if you're starting from zero."

WHY IT WORKS:

The even if clause eliminates the number one objection before they even think it.

3 RULES FOR USING THESE HOOKS

01

Lead with it — word for word

Don't bury the hook in the middle. Your opening line IS the hook. Put it first, exactly as written. You can customize the details but keep the structure intact.

02

Fill in the [brackets] with YOUR specifics

The more specific you are, the better it performs. '[Struggling]' becomes 'working a 9-5 I hated.' '[Result]' becomes '\$2K in 30 days.' Specificity is credibility.

03

Test 3, track what performs, repeat

Post the same idea with 3 different hooks over 3 days. See which gets the most saves and comments. That's your audience telling you what resonates. Then write 10 more like it.

WANT ALL 100 HOOKS + THE FULL SYSTEM?

The Go Viral OS is the complete operating system for your creator business.

7 tools. Everything you need. Nothing you don't.

→ 100 Viral Hooks (full swipe file)

→ Income Tracker + Goal Dashboard

→ 90-Day Content Calendar (65 posts)

→ Email Sequence Templates (17 emails)

→ 500+ AI Prompt Library

→ Content Campaign Generator (AI app)

→ Life & Business OS (Notion)

→ Everything to start posting tomorrow

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