

Keep it simple, make it shareable.

The best posts are personal, practical, and powerful. They solve real problems, provide valuable insights, and connect deeply with readers.

Share real stories with actionable takeaways. Create frameworks, tutorials, and guides that people want to revisit. Champion their beliefs and help them overcome fears. When your content is truly helpful, people will thank you for posting it—and they'll pass it along to others. Make it worth saving. Make it worth sharing.

Ease a painpoint.

Pick a major challenge you've overcome and break down exactly how you did it. Skip the theory and share what worked.

- Think of the toughest problem you solved last month.
- Outline the exact steps you took to fix it.
- Include before-and-after screenshots or data that prove your approach worked.
- Give readers a blueprint they can follow.

When you provide a clear, actionable solution, people will save your post for later and share it to help others.

Grant their biggest wish.

If your ideal client could magically transform their business or life, what would they wish for? Show them how to make it happen.

- Present a step-by-step solution in a carousel or video of you explaining it.
- Connect the dots—make the process feel effortless.
- Deliver insights that change everything for them.

When you make their dream outcome feel achievable, they'll keep coming back for more.

Show your unique step-by-step framework.

Your expertise is built on years of experience—now make it easy for others to learn from you.

- Break down your proven process into simple, numbered steps.
- Space out the information visually for easy reading.
- Start with the desired outcome, then work backward to create the path.
- Test your framework—if someone gets stuck, refine it.

When your post feels like a map to success, people will save it and refer to it often.

Record bite-sized tutorials.

Some concepts are easier to show than explain. Make short, powerful video tutorials that teach one skill at a time.

- Record your screen or talk directly to the camera.
- Keep it under 3 minutes—edit out pauses and filler words.
- Focus on one specific, useful skill they can apply immediately.
- Add captions so they can watch without sound.

When your tutorial makes their work easier, they'll save it to watch again later.

Validate their core beliefs.

Your audience has strong beliefs about their work—but they rarely see them reflected online. Be the voice that confirms what they already know to be true.

- Write about the principles you stand for.
- Share stories that prove their beliefs are valid.
- Reinforce the values that define your industry.

When your content aligns with their mindset, they'll save it for inspiration and share it to reinforce their own beliefs.

Turn fears into fuel.

Everyone has fears, even if they don't show them. Acknowledge the doubts that keep your audience up at night, and offer a way forward.

- Share the toughest moment in your journey—the time you almost gave up.
- Explain what changed and how you pushed through.
- Show them that their struggles are normal and solvable.

When people see themselves in your story, they'll save your post as a reminder that they can overcome their own challenges.

*Stop the scroll.***Relatable Past Mistakes Hooks:**

Like letting them in on a secret

“I never thought I’d be sharing this, but..
 “I remember feeling like it was all over... then came a breakthrough.
 “It took me years to learn this the hard way...
 “This isn’t just a story, it’s a lesson I carry with me every day.”
 “I was in your shoes once, feeling exactly how you feel now.
 “If you’ve ever felt lost, you’ll relate to this.

Looking Back Hooks:

Time, money, energy saving

“I didn’t realize it at the time, but this changed my life.
 “There’s a reason why I do what I do, and it all started when...
 “The advice I wish someone had told me years ago...
 “Here’s what I wish I knew when I first started.
 “If someone had told me this back then, I’d have saved myself a lot of pain.
 “If I could go back in time, I would tell myself...”

Just One Moment Hooks:

The idea that anything can change in an instant

“One decision, one change, and suddenly, everything was different.
 “I didn’t know it then, but that was the start of something big.
 “The moment I stopped doing this, everything changed.
 “I wasn’t always like this... Here’s what happened.
 “It was a day I’ll never forget...
 “This one moment changed everything...”

Storytelling Hooks:

Instead of presenting dry facts or generic statements, use emotional or relatable experience to create curiosity.

“I can’t believe this happened to me.”
 “The craziest thing that happened when I started posting daily...”
 “I went from zero clients to fully booked for the entire year in just 6 months.”
 “Sometimes life puts you in unexpected places, like when...
 “Let me take you back to when it all began.”

You’re Special Hooks:

Make someone feel special or unique, in anticipation of their own victory

“Have you ever felt like you were on the edge of something big?
 “They told me I couldn’t, so I decided to...
 “I took a risk, and this is how it turned out...
 This is for anyone who’s been underestimated.

Negative Hooks:

Grab attention with a potential pitfall situation.

~~These 3 productivity hacks will transform how you manage time.~~
 “Stop wasting time with productivity hacks.”
~~How to choose the PERFECT microphone for your setup...~~
 “The worse mistake you can make when choosing...”

Polarizing Hooks:

Challenge widely accepted beliefs by presenting an unconventional viewpoint to create strong reactions.

“Quality content doesn’t always win.”
 “You don’t need to post every day to grow on Instagram.”
 “I stopped following my passion - and my career took off.”

Listicle Hooks:

Use numbers in the headline or opening sentence to offer a clear promise of value and structure information.

“The top 5 mistakes EVERY beginner makes.”
 “3 things I wish I knew before I started my fitness journey.”
 “10 tools I can’t live without as a full-time content creator.”