

10 Hooks That Work

Ten opening lines you can say out loud in the first three seconds.

A free slice of the NIBVOK Viral Hook Pack. Every line below is copied word for word from that pack, with its framework and niche shown so you can see the shape you are using.

1. Curiosity gap — AI tools

There's a reason your AI answers feel generic, and it isn't the model you picked.

Why it works: it names a specific unknown ("the reason") and refuses to resolve it.

The viewer has to keep watching to close the loop.

2. Mistake callout — AI tools

You are pasting a whole document into the chat and wondering why the output drifts.

Why it works: it names an action, not a trait. Actions can be fixed, so nobody feels attacked — they feel seen.

3. Bold claim — AI tools

Your prompts are not the bottleneck. Your examples are.

Why it works: two flat sentences, no qualifiers. It takes a position the rest of the video has to stand behind.

4. Before/after — AI tools

This task used to take my whole morning. It takes about four minutes now, and the quality went up.

Why it works: one variable changed. The gap between the two states is the reason to keep watching.

5. POV — AI tools

POV: you open your AI tool, you know exactly what you are asking, and it takes one pass.

Why it works: it drops the viewer inside a moment instead of summarising a topic.

6. Contrarian take — Business and marketing

You do not need more traffic. You need to say what you do more clearly.

Why it works: it names the popular fix first, then pushes back. The pushback is defensible, which is what keeps it from reading as bait.

7. Numbered list — Business and marketing

Five emails to send a new subscriber before you sell anything.

Why it works: the small count tells the viewer the payoff and how long the ride is.

8. Story opener — Business and marketing

I rewrote one sentence on a landing page and the enquiries changed.

Why it works: one person, one change, mid-scene. No setup, no throat-clearing.

9. Direct address — Business and marketing

If your offer needs a paragraph to explain, it is too complicated.

Why it works: it describes a behaviour, so the right people self-select in the first four words.

10. Question — Business and marketing

Can a stranger tell what you sell in five seconds?

Why it works: the viewer can only answer it about themselves, and not with one word.

How to use these

1. Say the line out loud before you record. If it is hard to say in one breath, shorten it.

2. Swap the specifics for your topic — the subject, the object, the situation.
3. Keep the framework. The shape is the part worth keeping; the words should be yours.

These are opening lines, not guarantees. None of them promises a view count, a follower number or a result on any platform. How a video performs depends on your content, your audience, the platform and timing.

Want the other 590?

This page is a genuine slice of the **Viral Hook Pack** — 10 of its 600 hooks.

The full pack contains all 600 opening lines across 10 niches and 12 frameworks, plus:

- a CSV you can sort, filter and tag in Sheets, Excel, Notion or Airtable
- a framework reference sheet covering all 12 shapes
- a fill-in-the-blank rewriting worksheet
- a format-to-framework guide for Reels, Shorts, carousels, threads and podcasts
- the complete printable PDF, grouped by niche

Get the full pack: <https://nibvok.com/ai>

NIBVOK · 119 W Jefferson Blvd, Los Angeles, CA 90007

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