

List of Instagram Video Hooks That Always Work

Before you make any more Instagram Reels, consider starting them with these hooks because you need to get people's attention before they start scrolling. **Bookmark for later and share this page.**

1. Have you ever noticed how _____?
2. Here's the hard truth.
3. Let me save you time.
4. This might surprise you.
5. You need to hear this.
6. You might disagree.
7. I just realized something.
8. Nobody mentions this.
9. I wish I knew this earlier.
10. Pause for a second.
11. Ever notice this pattern?
12. Here's the real truth.
13. Let me save you hours.
14. You need this now.
15. You may not agree with this.
16. I just figured this out.
17. Most people get this wrong.
18. This is why your _____ is not working.
19. Nobody told you this part.
20. Before you do anything else, watch this.
21. This is the part no one talks about.
22. I learned this the hard way.
23. You are probably overlooking this.
24. If I had to start over, I'd do this first.
25. This changes everything.
26. Stop doing this if you want better _____.
27. The biggest mistake I see is this.
28. This one small shift makes a huge difference.
29. There is a reason this keeps happening.
30. If you are struggling with _____, start here.
31. This is simpler than people make it sound.
32. You do not need more with _____, you need this instead.
33. Here is what actually works.
34. This is where most people waste time.
35. Want better results? Fix this first.
36. The problem is not what you think.
37. I would not ignore this.
38. This one habit is holding you back.
39. Here is the shortcut nobody gave me.
40. If this sounds familiar, listen up.
41. You are making this harder than it needs to be.

Instagram Video Hooks Grouped by Type

If you want to use these more strategically, the easiest way is to group them by the kind of reaction they are meant to trigger. Some hooks create curiosity. Some challenge the viewer. Some promise a shortcut. Some call out a mistake. Once you see the pattern, it gets much easier to match the right hook to the right topic.

This is many of the ones listed above, but categorized to help you decide which ones to use.

1. Curiosity and Pattern-Interrupt Hooks

These are good when you want to stop the scroll and make someone think, *Wait... what?*

- Have you ever noticed how _____?
- This might surprise you.
- Pause for a second.
- Ever notice this pattern?
- This changes everything.
- There is a reason this keeps happening.
- The problem is not what you think.
- If this sounds familiar, listen up.

2. Truth Bomb and Contrarian Hooks

These work well when you want to challenge a common belief or say something a little bolder.

- Here's the hard truth.
- You need to hear this.
- You might disagree.
- Nobody mentions this.
- Here's the real truth.
- You may not agree with this.
- This is the part no one talks about.
- I would not ignore this.

3. Time-Saving and Shortcut Hooks

Use these when your content helps people avoid wasted effort, confusion, or trial and error.

- Let me save you time.
- Let me save you hours.

- Nobody told you this part.
- Before you do anything else, watch this.
- If I had to start over, I'd do this first.
- Here is the shortcut nobody gave me.
- Want better results? Fix this first.

4. Personal Realization and Experience Hooks

These feel more human and work especially well if your brand is built around personal insight, lessons, or experience.

- I just realized something.
- I wish I knew this earlier.
- I just figured this out.
- I learned this the hard way.

5. Mistake, Problem, and Friction Hooks

These are strong when your video is about fixing something, diagnosing a problem, or calling out what is going wrong.

- Most people get this wrong.
- This is why your _____ is not working.
- You are probably overlooking this.
- Stop doing this if you want better _____.
- The biggest mistake I see is this.
- This is where most people waste time.
- This one habit is holding you back.
- You are making this harder than it needs to be.

6. Solution and Improvement Hooks

These fit content where you are giving a better method, a better mindset, or a simple next step.

- You need this now.
- This one small shift makes a huge difference.
- If you are struggling with _____, start here.
- This is simpler than people make it sound.
- You do not need more _____, you need this instead.
- Here is what actually works.

How to Use These More Strategically

Here is the simple way to think about it:

- **Use curiosity hooks** when the topic feels familiar and you need to earn attention fast.
- **Use truth or contrarian hooks** when you want to challenge bad advice or weak assumptions.
- **Use shortcut hooks** when your audience wants speed, clarity, or a better process.
- **Use mistake hooks** when you are diagnosing why something is not working.
- **Use solution hooks** when you are introducing a fix, framework, or better way.
- **Use personal hooks** when you want the content to feel more real and less scripted.

Examples by Topic

For business and marketing

- This is why your marketing is not working.
- Most people get branding wrong.
- Here is what actually works when you are trying to get leads.
- You do not need more traffic, you need this instead.
- Want better results? Fix this first.

For SEO

- Most people get SEO wrong.
- This is why your website is not ranking.
- You are probably overlooking this SEO problem.
- If you are struggling with rankings, start here.
- This is where most people waste time with SEO.

For websites and conversion

- This is why your website is not converting.
- The problem is not what you think.
- This one small shift makes a huge difference on your homepage.
- Stop doing this if you want better leads from your website.
- You are making your website harder than it needs to be.

For service businesses

- Nobody mentions this when talking about getting more leads.
- If I had to start over, I'd do this first.
- Here's the hard truth about why people are not calling.
- This is simpler than people make it sound.
- Here is the shortcut nobody gave me.

Final Thoughts

You do not need a million hooks. You just need enough to match the **type of message** you are sharing. Once you know whether your video is built around curiosity, a mistake, a shortcut, or a solution, the right hook gets much easier to choose.

And I'll add more as I gather them.

What Are Your Favorite Hooks to Use?

Leave them in the comments below.

Original article: <https://tonyherman.com/instagram-video-hooks-that-work/>

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