

EXCLUSIVE BONUS | VirialForge

50 Viral Hook Templates for TikTok, Reels & Shorts

Copy-paste hook starters for the first 3 seconds that decide everything.

VirialForge decodes viral videos and renders fresh versions for you. These 50 hook templates give the SwapEngine better raw material: stronger angles in, stronger videos out. Pick one, fill the [brackets], paste it as your opening line.

Curiosity Hooks

1. Nobody is talking about [topic] the right way — here's the part they skip.
2. I tested [tool/method] for 30 days so you don't have to. Here's what actually happened.
3. This [niche] trick has 2 million views and almost nobody is copying it yet.
4. Stop doing [common mistake] — do THIS instead.
5. The [industry] doesn't want you to know this.
6. I wish someone told me this before I wasted [time/money] on [thing].
7. Here's the [topic] shortcut nobody mentions in the tutorials.
8. 3 signs your [strategy/tool] is silently failing.
9. This one [small change] doubled my [metric].
10. What [viral video] got wrong — and the fix.

Contrarian Hooks

11. Unpopular opinion: [common advice] is bad advice. Here's why.
12. Everything you know about [topic] is outdated.
13. [Popular tool] is overrated. Use [alternative angle] instead.
14. Don't buy [thing] until you watch this.
15. The "gurus" won't tell you this because it kills their [upsell/course].

Proof & Numbers Hooks

16. How I got [result] in [timeframe] with [simple method].
17. [Number] [niche] mistakes that cost me \$[amount].
18. I analyzed [number] viral [niche] videos — here's the pattern.
19. From [bad state] to [good state] in [timeframe]: the exact steps.
20. This [video/post] made \$[amount] — I rebuilt it for [niche].

How-To Hooks

21. How to [achieve result] without [painful requirement].
22. The 3-step [niche] system beginners skip.

- 23. Copy my exact [workflow/template] for [result].**
- 24. [Topic] explained in 30 seconds.**
- 25. Do this ONE thing before you [common action].**

Story Hooks

- 26. I lost \$[amount] learning this — steal the lesson free.**
- 27. 6 months ago I was [bad state]. Today [good state]. Here's the shift.**
- 28. My first [attempt] flopped. My second hit [result]. Difference? This.**
- 29. A stranger's comment changed my entire [niche] strategy.**
- 30. I almost quit [thing] — then this happened.**

Question Hooks

- 31. Why does NOBODY talk about [underrated tactic]?**
- 32. What would you do with an extra [result] per month?**
- 33. Is [trend] dead, or just getting started?**
- 34. Which would you pick: [option A] or [option B]? Wrong answers only... then watch.**
- 35. Can [simple tool] really replace [expensive alternative]?**

Urgency & Trend Hooks

- 36. This [platform] trend dies in [timeframe] — milk it now.**
- 37. [New feature/update] just changed [niche] forever.**
- 38. If you're not using [tactic] in 2026, you're invisible.**
- 39. The [season/event] window for [niche] is OPEN — here's the play.**
- 40. Everyone will copy this by [month]. Be first.**

Offer & CTA Hooks

- 41. Free [lead magnet]: the [niche] checklist I paid \$[amount] to learn.**
- 42. Comment "[keyword]" and I'll send you the full [resource].**
- 43. Link in bio — this [tool] does [result] while you sleep.**
- 44. POV: you finally found a [niche] tool that [benefit].**
- 45. This [product] pays for itself if you [simple use case].**

Niche-Specific Fillers

- 46. Affiliate marketers: stop promoting — start [reframe].**
- 47. Faceless creators: your face was never the bottleneck. This was.**

- 48. Beginners: you don't need [followers/budget/skills]. You need [system].**
- 49. Agencies: sell [outcome], not [deliverable]. Here's the script.**
- 50. Side hustlers: 30 minutes a day on [tactic] beats 8 hours of [busywork].**

Tip: pair each hook with VirialForge's FreshHooks engine — paste your chosen hook as the opening line and let the SwapEngine build the 25 variations around it.