HOOKS VAULT · PART 1

# 4 hooks that already worked

Real patterns from reels with hundreds of thousands to millions of views. Fill in the brackets with your own topic.

1. **The news drop (1.6M views)**
   "[Brand]'s new [tool] is INCREDIBLE." Then one concrete example of what it did, then "send this to someone who uses [tool]".

2. **The Claude trick (836K views)**
   "This is how you turn Claude into a [X] machine." Then "Most people don't know this: you can just type [command]".

3. **The myth bust (359K views)**
   "The reason your [thing] doesn't work is the wrong [model]." Then what we were taught, why it fails now, and the new version.

4. **The reveal (441K views)**
   "I didn't edit this." Then show what the tool did for you, short and punchy, then offer the steps.

5. **Make it yours**
   Pick one, write the first line for your own topic, and say it in the first second before any hello.

**Source:** View counts were read from public Instagram reels in October 2026. Use the structure, write your own words.