

How To Write Hooks

That Truly Capture Attention

Learn The 5 Types Of Hooks

1 How I	2 How to	3 Start a story	4 Captivating quote	5 Surprising statistic
A personal guide on achieving a dream outcome.	A super comprehensive guide on achieving a skill/ outcome.	Share an inspirational story that motivates others or builds authority.	Use a topic-related quote that deeply resonates and captures attention.	Start off with a powerful statistic in relation to the post topic.

20 Powerful Phrases And Words To Use In Your Hooks

1 Descriptive	2 Actionable	3 Fear Building	4 Scarcity/Urgency	5 Statistic/Number
“Killer” “Ultimate” “Rare” “Insane” “Secret”	“How to” “When to” “Why you should” “If you do this...”	“Warning” “Do Not” “Stop” “Attention”	“Steal” “Don’t miss” “Quickly”	“10X” “10 [ADJECTIVE]” “The 10 Best”

How To Format Your Hooks For LinkedIn

Spacing	Sentence Length	Keep It Simple
<ul style="list-style-type: none">You have 3 lines of space before 'see more.' Only use two of these lines.Use [LINE - GAP - LINE] or [LINE - LINE - GAP]. <div>Character Guide<ul style="list-style-type: none">Line 1 & 2: Max 62 CharactersLine 3: Max 50 Characters</div>	<ul style="list-style-type: none">Avoid allowing text to spill over to the next line.Ensure your hooks are short and snappy. <div>Character Guide<ul style="list-style-type: none">Line 1 & 2 - Line 3</div>	<ul style="list-style-type: none">You don’t need to use crazy methods when formatting hooks.Avoid using bold, italics, or unnecessary emojis.Keep things short, simple, and create curiosity.

10 Hook Templates

<div>1X biggest mistakes [TARGET AUDIENCE] make about [DREAM OUTCOME].</div> <div>2[Time frame] ago, I stopped [COMMON INDUSTRY MISTAKE]. I then achieved [POSITIVE OUTCOME].</div> <div>310 Harsh [INDUSTRY] Truths After doing [SOCIAL PROOF/AUTHORITY].</div> <div>4Stop [COMMON INDUSTRY MISTAKE]. Instead, [USE MY SOLUTION].</div>	<div>5Good [INDUSTRY SKILL] shouldn’t be a mystery. It’s a skill you can learn.</div> <div>6People are [CRAZY STATISTIC] after doing [POST TOPIC]. Here is the guide to nailing [POST TOPIC].</div> <div>7The best [INDUSTRY] lesson you’ll receive today: [From someone who has AUTHORITY/SOCIAL PROOF].</div>	<div>8[SUPER FAMOUS QUOTE ABOUT TOPIC]. Here is the Ultimate guide to [ACHIEVING DREAM OUTCOME].</div> <div>9[TOPIC] is not about [MISCONCEPTION]. It’s about [SOLUTION].</div> <div>10The ability to [DO X] is a superpower.</div>
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7 LinkedIn Creators With Hooks You Can Study



Dora Vanourek



Anna Chernyshova



Mike Leber



Chris Donnelly



Will McTighe



Josh Sanders



Justin Welsh



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