10 fab formulas for
Scroll-Stopping Hooks
to use in emails, posts, videos

1 — ### The *You know you want it*
Lead with something so awesome and so delicious your audience wants.

How I made $250K in my copywriting business with no funnels, zero tech, and a tiny email list

MOST WANTED

2 — ### The *Cliffhanger*
Start your email or post at the climax of your story... and create a cliffhanger to keep them reading.

I was so embarrassed, I cried in the corner... but let me back up and tell you where I was.

3 — ### The *Quote*
Lead with a customer quote or a bit of dialogue

"I would've died if I hadn't found you."
That's a quote from one of our nutrition clients. She'd been struggling with IBS for decades...

4 — ### The *Client Call-Out*
Write a question or statement that Immediate call in your ideal prospect or reader.

Struggling to find scroll-stopping hooks for your social posts?

5 — ### The *Scare Tactic*
Tapping into fear can be very powerful - and also problematic and borderline unethical. Use it sparingly. And never use fearmongering to get a sale.

These mistakes will kill your sales

6 — ### *Give'em what they need & want*
Lead with a promise of some juicy information they want

6 quick tips to accelerate weight loss
How coaches are finding paying clients, even if they don't have much experience yet

7 — ### *Wow'em with data*
Lead with some kind of crazy amazing stat

Email has a whopping ROI of 35:1

76% of consumers are concerned about AI

8 — ### The *Opposites Attract*
Take an oppositional position to a commonly held belief. Go against the grain. Be contrarian.

No... you don't need to find another client.

9 — ### The *Celebration*
People love to celebrate. So if you have a great milestone or life event - share it.

I just turned 48! Here's a playlist of my 48 favourite songs of all time.

10 — ### The *This*
Create curiosity and tease about "this"

This is my fave hook to use.

If you want to double your clients, do this.

🔗 Hear more in episode 76: kimkiel.com/podcast