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50 FREE Social Media HOOKS

to stop the scroll



DOWNLOAD YOUR FREE GUIDE

50 HOOKS TO HELP YOU CREATE BETTER CONTENT & STOP THE SCROLL



Hi, I'm Daina Walker, founder of Diversified Business Skills.
If you've ever sat staring at your phone wondering...
"What do I even post today?"

You're not alone.

One of the biggest challenges I hear from small business owners is knowing how to grab attention online. The truth is, even the most valuable content can get overlooked if you don't hook people in first.

That's where this guide comes in.

Inside, you'll find **50 proven social media hooks** – 25 positive and 25 negative – designed to help you stop the scroll, spark curiosity and encourage people to keep reading, watching or engaging with your content.

Happy creating!

Daina Walker

Founder, Diversified Business Skills

25 POSITIVE HOOKS

- The best way to _____
- Here's how to finally _____
- 5 ways to improve your _____
- If I was starting over, I'd do this first...
- The easiest way to _____
- I wish someone had told me this sooner...
- Here's what actually works when it comes to _____
- 3 simple steps to _____
- The secret to _____
- Save this for the next time you need to _____
- The one thing that changed everything for me was...
- How to make _____ easier
- The shortcut I wish I'd known years ago...
- Here's what I'd recommend if you're struggling with

- 5 things I wish I knew before _____
- The biggest lesson I've learned about _____
- If you only do one thing today, make it this...
- Here's your reminder that _____
- The smartest thing you can do for your business right now is...
- Want better results? Try this...
- 3 habits that helped me _____
- Let me show you how to _____
- This simple shift can change the way you _____
- What nobody tells you about _____
- Here's proof that _____ is possible.

25 NEGATIVE HOOKS

- Stop doing this if you want to _____
- You're probably making this mistake...
- The biggest mistake I see small business owners make is...
- Don't make the same mistake I did...
- This is why your _____ isn't working.
- If you're doing this, you're making life harder for yourself.
- Here's what's stopping you from _____
- The worst advice I've heard about _____
- 5 mistakes to avoid if you want to _____
- You're wasting your time if you're still _____
- Why nobody is paying attention to your _____
- Before you post another _____, read this.
- The truth about _____ that no one talks about.
- If your _____ looks like this, it's time to change.
- You're focusing on the wrong thing.
- Stop waiting until _____ before you start.
- This one habit could be holding you back.
- Here's why your audience isn't responding.
- The problem with trying to _____
- Avoid this common mistake when _____
- The reason most people give up on _____
- You're overcomplicating _____
- Why "just post more" isn't the answer.
- This is exactly what not to do when _____
- If nobody is engaging with your content, this could be why.

Ready to take the next step?



If this guide has helped you think differently about your social media, imagine what we could achieve with a personalised strategy designed specifically for your business.

At Diversified Business Skills, I support small business owners to create simple, practical social media strategies that feel achievable and aligned with their goals.

- ✨ WORK WITH ME THROUGH:
- 1:1 SOCIAL MEDIA STRATEGY SESSIONS
 - WORKSHOPS AND GROUP TRAINING
 - ONGOING BUSINESS SUPPORT

Let's create a social media strategy that works for you.

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