

MENTORED MEDIA

THE ULTIMATE VIDEO HOOKS FOR SOCIAL MEDIA

**70+ Simple Video Hooks That Will
Make Your Viewers Want More**

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Mentored Media

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About Mentored Media:

Mentored Media is an award-winning creative agency that works with some of the country’s most successful personal brands and companies on social media content and strategy. They have worked with the likes of M.J. Bale, American Express, and personal brands including Mark Bouris AM, Layne Beachley AO, and more.

Mentored Media specialise in:

- Podcast Marketing
- Personal Branding
- Social Media & Campaigns
- Media Training

If you are new to Mentored Media, you can click on the links for popular case studies and potential client openings, as we have limited spots to ensure the highest quality.

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About Matt Purcell:

Matt Purcell is the founder of the award-winning creative agency Mentored Media and CEO of Social Kung Fu.

Matt whispers in the ears of 'kings and queens'. He works with some of Australia's biggest brands and high-profile individuals on branding, business development and brand positioning online, using social media. He also works as a mentor for young people, regularly speaking on marketing topics, as well as mental health and wellbeing.



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70+ HEADLINE FORMULAS THAT GET MORE ENGAGEMENT AND CLICKS FROM SOCIAL MEDIA

Here's the trick to getting the best out of your social media videos.

Use better headlines.

When you're starting your videos, you're making a royal mistake by saying unnecessary introductions.

Saying things like:

- "Hi, how are you?"
- "Hi it's (your name) here"
- "Hi Instagram!"
- "Hi TikTok!"

Even you inhaling... dead air, you'll most likely be swiped past. You need to pull people in immediately. Data says you have approximately 2-3 seconds to pull people in before they will swipe past you.

Understanding the art and science of compelling headlines is a staple of marketing. As it turns out, creating short punchy headlines takes more than just good writing skills – it requires a deep understanding of your audience and a knack for translating a larger message into a few words designed to strike the right chord.

As Albert Einstein once said,

"IF YOU CAN'T EXPLAIN SOMETHING TO A 6 YEAR OLD, YOU DON'T UNDERSTAND IT YOURSELF."

This will improve your results in every aspect of your marketing including:

- Social media videos
- Sales page headlines
- Blog posts
- In-person presentations

Great headlines usually fall into one of these categories:

- Social proof headlines
- Pain headlines
- Gain headlines
- Personal experience headlines
- Provocative headlines

I will address these one at a time.

HOW TO USE THESE VIDEO HOOK HEADLINES

One way to use these headline formulas is to simply copy and paste them, filling in the blanks to match your theme, and that's fine to get started!

A better and more powerful way is to study them first. Read through each one, pausing to consider why the headline works.

Choose a topic or theme and pick a headline from the categories and draft up a few.

Become a student of great headline formulas and all aspects of your digital marketing, including social media marketing, will improve.

SOCIAL PROOF (PIGGY BACK) HEADLINES

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Smart marketing almost always incorporates social proof. The tendency is for people to make choices based on the choices that other people make.

The more people making that choice and the more influential those people are, the more influential the social proof.

THIS METHOD IS HELPING [WORLD CLASS EXAMPLE] TO [BLANK]

Examples:

- This method is helping Mr Beast to make money from his followers
- This method is helping the Australian Cricket Team to win world cups
- This method is helping Vogue to go viral

[X] PERSON IS A BRILLIANT [X EXPERTISE] CASE STUDY

Examples:

- Donald Trump is a brilliant marketer
- Build a cult following like M.J. Bale

WHAT YOU CAN LEARN FROM [EXPENSIVE WINE DEALERS] ON [HOW TO SELL EXPENSIVE PRODUCTS AND SERVICES]

Examples:

- What you can learn from BMW on how to sell premium products
- What you can learn from Rolex on how to market \$50k products

[DO SOMETHING] LIKE [WORLD-CLASS EXAMPLE]

Examples:

- Build biceps like Wolverine
- Create a personal brand like Kim Kardashian

SIMPLE [INSERT ACTION] FROM [AUTHORITY]

Examples:

- Simple video edits from the movie Avatar 2
- Simple recipes from Jamie Oliver

Other frameworks:

- [Desired result] like a [desired group or person]
- How [impressive number] got [desired result] in [time period]
- Like [world class example] you can [desired result]
- [World class example] reveals ways to [desired result]

PAIN HEADLINES

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I always say, **“pain is the pitch.”**

Pain activates the survival instinct of our brain; the need to know what to do to avoid a painful consequence. Often, people will be more motivated to take action to avoid pain than they are to gain a benefit.

Well-crafted threat headlines, like the following, incorporate the promise that you'll be able to protect yourself from a threat if you take action.

THIS IS [X NUMBER] OF [TOTAL NUMBER] OF [PROBLEM] MISTAKES TO AVOID IN [TOPIC]

Examples:

- This is 1 of the 5 money mistakes to avoid in your 20s
- This is the #1 mistake to avoid when you're looking to buy your first home

HOW TO STAY [PAIN], [ANSWER]

Examples:

- How to stay poor: wait for perfect conditions
- How to stay single: think that there is “the one”
- How to stay depressed: believe you need to be happy all the time

STOP DOING [X], YOU NEED TO DO THIS INSTEAD IF YOU DON'T [X].... YOU'RE GOING TO BE [X]

Examples:

- Stop doing paid advertising, you need to do this instead
- Stop exercising at the gym, do this instead

IF YOU DON'T [BLANK] NOW, YOU'LL HATE YOURSELF LATER

Example:

- If you don't learn this now, you'll hate yourself later
- If you don't use this strategy, you'll hate yourself later

THE BIGGEST LIE IN [YOUR INDUSTRY]

Example:

- The biggest lie in ethical clothing
- The biggest lie in banking
- The biggest lie in women in business

[X] SHOCKING MISTAKES KILLING YOUR [BLANK]

Example

- 3 Shocking mistakes that are killing your bank account
- #1 Shocking mistake that will kill your relationship
- 4 Shocking mistakes that are killing your weight loss

Other frameworks:

- The secret to [desired result]
- Why [blank] fails and [blank] succeeds
- Do not try another [blank] until you [take desired action]
- The ugly truth about [blank]
- Should you [over pay, over work] to have [desired outcome]
- What your [blank] won't tell you and how it can save you [blank]
- What everybody ought to know about [blank]
- Your [blank] doesn't want you to read this [blank]

GAIN HEADLINES

GAIN HEADLINES

The easiest way to craft a headline is to simply state the benefit and make a promise that, if the person takes action, they will gain this benefit.

MOST PEOPLE THINK [X] BUT...

or alternatively

PEOPLE THINK THAT [X] WHEN REALLY...

Examples:

- Most people think a million dollars is enough when really it's not
- People think nice guys finish last when really nice guys always win

STOP [UNDESIRED RESULT]

Examples:

- Stop overthinking
- Stop guessing if marketing will work or not

HOW TO BECOME [DESIRED RESULT] WHEN YOU [SOMETHING CHALLENGING]

Example:

- How to grow your business when in a recession
- How to thrive when you're down to your last \$20

YOU DON'T HAVE TO BE [SOMETHING CHALLENGING] TO BE [DESIRED RESULT]

Examples:

- You don't have to be a workaholic to grow your investments
- You don't have to be a dickhead to be confident

GET RID OF [PROBLEM] ONCE AND FOR ALL

Examples:

- Get rid of the old smell once and for all
- Get rid of anxiety once and for all

IMAGINE [DESIRED RESULT] AND LOVING EVERY MINUTE OF IT

Examples:

- Imagine working 38 hours a week and loving every minute of it
- Imagine being single and loving every minute of it

Other frameworks:

- How to make people line up and beg to [blank]
- [X] Questions answered about [blank]
- How [impressive number] got [desired result] without [undesired result]
- Get [desired result] without [undesired result]

Generic frameworks

- 3 Common traits of ultra-successful people
- Clear outperforms clever
- Content is 40% more likely to be shared if you are using good visuals

PERSONAL EXPERIENCE HEADLINES

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Leading with a personal note gives you a chance to speak from your own story and create some emotion to the video.

Here are some formulas to try:

WHY I STOPPED [X]

Examples:

- Why I stopped setting goals
- Why I stopped exercising

LESSONS THAT I LEARNED [BEFORE OR AFTER AN EVENT OR EXPERIENCE]

Examples:

- Lessons I learned after studying my MBA
- Lessons I learned from 10 years of marriage
- Lessons I learned from growing a business from my bedroom to 8 figures

WHAT I LOOK FOR IN [X]

Examples:

- What I look for in a good salesperson
- What I look for in a good [product]

MOST COMMON QUESTION ASKED IN AN [X] IS

Examples:

- Most common question asked in an interview is...
- The most common questions asked about [Industry] is...

HOW I'VE GOTTEN MORE COMFORTABLE AT/ON [ACTION]

Examples:

- How I've gotten more comfortable on camera
- How I've gotten more comfortable speaking to people as an introvert

Other frameworks

- 3 lessons that I learned [doing X, or throughout X stage of my life].
- A lot of people ask me X, my question / response back to them is... [why do you need X / something counterintuitive]
- The top 3 questions to ask [X person, authority]
- Why I [blank], [and maybe you should too]

PROVOCATIVE HEADLINES

PROVOCATIVE HEADLINES

Provocative headlines are statements, opinions, and corrections from your perspective or using sources.

[PERCEIVED SOLUTION] DOES NOT EQUATE TO [DESIRED OUTCOME]

Examples:

- Desire does not equate to decision
- Revenue does not equate to successful business

WHY [YOUR TOPIC OF DISCUSSION] ARE/IS SO APPEALING

Examples:

- Why side hustles are so appealing
- Why candles are so appealing

I WOULD RATHER HAVE/MAKE [NUMBER/OUTCOME] INSTEAD OF MAKING [POPULAR OUTCOME] A MONTH

Example:

- I would rather make \$4,000 a month, instead of making \$8,000 a month

IF YOU DON'T HAVE EVERY SINGLE ONE OF THESE TRAITS... FORGET ABOUT BEING [DESIRED OUTCOME]

Examples:

- If you don't have every single one of these traits, forget having a successful personal brand
- If you don't have every single one of these things, forget about having the perfect wedding

I'M GOING TO TELL YOU A SECRET ABOUT [X] THAT NOBODY WILL TELL YOU.

Examples:

- The #1 secret to setting up 2023 that nobody will tell you
- Here's the secret about feeling happy that nobody will tell you

Shock Factor

Starting with something that is just about to happen to you or just happened to you

- There's a strong possibility I could be fired today...
- Someone stole 10k from my business
- Start with the misconceptions ie.
"If you don't wake up at 5am every day, you're going to be broke"
- Start with a controversial statement about yourself such as,
"I live on less than 10% of my income"

Other Versatile Hooks

IF YOU ARE GOING TO [ACTION] HERE'S WHAT YOU NEED TO KNOW

Examples:

- If you are going to buy a house in 2023, here's what you need to know
- If you are going to hire a manager, here's what you need to know

I'VE NEVER SEEN SO MUCH [CERTAINTY OR UNCERTAINTY] IN THE [INDUSTRY]

Examples:

- I've never seen so much uncertainty in the real estate market
- I've never seen so much low-hanging fruit in small business right now

WHAT IS THE BEST [INSERT PRODUCT/SERVICE/EXPERIENCE] FOR LESS THAN [MONEY AMOUNT]?

Examples:

- What is the best car for less than 50k?
- What is the best jacket for less than \$80?

Other frameworks

- Have you ever felt like [X] and thought you were going nuts?
- This moment changed my life...
- 3 Traits of a [title, profession, personality]
- This one is for [insert group, person, theme]
- Did you know that...

Statistic quote

- Content is 40% more likely to be shared if you are using good visuals

SUMMARY

Social media is a fierce place to be.

If you're not constantly coming up with new, eye-catching headlines, you could miss out on clicks, leads and sales.

This swipe file is your weapon in that battle for clicks on social channels like Instagram, Tiktok, Facebook and LinkedIn.

Print this swipe file and keep it next to your work station.

Access it when you are in need of headline inspiration and watch your social media traffic soar.

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