



15

REELS HOOKS THAT ATTRACT CLIENTS

Steal our top-performing short-form video intros that stop the scroll, build trust, and get leads.

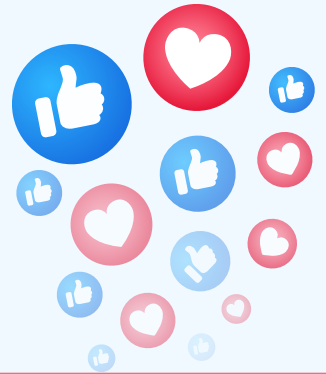
These hooks are based on real results from Reels and Shorts we created for coaches, consultants, and content creators.

By DelCreatives

Experts in Reels | Funnels | Email Automation

WHY HOOKS MATTER IN YOUR REELS

Hooks are the first 3–5 seconds of your video — and they make or break your reach. Without a strong hook, even the best content can flop.



At DelCreatives, we help coaches and creators turn content into conversations, leads, and clients — and it all starts with scroll-stopping hooks.

In this guide, you'll get:

- ✓ 15 ready-to-use Reels hooks
- ✓ Scripting tips and plug-and-play formats
- ✓ Clear examples for coaches, consultants, and service providers

Use them to build authority, attract your ideal audience, and turn views into booked calls. Let's dive in!

**Annabel De Lara,
Founder of DelCreatives**



THE 15 HOOKS

Hook #1

"I used to struggle with [pain point], until I did this..."

- ✓ **Why it works:** It's relatable and suggests transformation
- ✓ **Best for:** Coaches, service providers, solopreneurs

Try it like this:

"I used to get 0 leads from Instagram—until I figured this out..."

Scripting Tip:

- ✓ Start with a tight talking head
- ✓ Use emotion in your tone ("I was burnt out...")
- ✓ Use "but then" to transition into the turning point
- ✓ End with: "DM me 'PLAN' if you want the same fix."

Hook #2

"This one tip saved me hours every week"

- ✓ **Why it works:** Quick win + time-saving = instant value
- ✓ **Best for:** Productivity, systems, or automation coaches

Try it like this:

"The exact automation I use to save 5 hours a week..."

Scripting Tip:

- ✓ Hook → Problem → Tech/tool reveal
- ✓ Add screen recording or B-roll of the tool
- ✓ End with CTA: "Want my setup? Grab the free guide in bio."



THE 15 HOOKS

Hook #3

"I wish someone told me this when I started..."

- ✓ **Why it works:** Creates emotional resonance and trust
- ✓ **Best for:** Mentors, coaches, creators

Try it like this:

"I wish someone told me this before launching my first coaching program..."

Scripting Tip:

- ✓ Use vulnerability: "I made a huge mistake..."
- ✓ Follow up with what you'd do differently
- ✓ CTA: "Want me to audit your funnel? Book a free strategy call."

Hook #4

"Stop doing this if you want to grow your [business/channel/etc.]"

- ✓ **Why it works:** Bold callout → instant attention
- ✓ **Best for:** Marketers, creators, consultants

Try it like this:

"Stop posting Canva quotes if you actually want clients from Instagram..."

Scripting Tip:

- ✓ Use pattern interrupt tone
- ✓ Contrast wrong vs. right approach
- ✓ CTA: "Want the full content plan? It's in the link in my bio."



THE 15 HOOKS

Hook #5

"I tested this for 30 days. Here's what happened..."

- ✓ **Why it works:** Implies experience + results
- ✓ **Best for:** Data-driven experts or case study content

Try it like this:

"I posted Reels every day for 30 days. Here's what happened..."

Scripting Tip:

- ✓ Show metrics, graphs, or text overlays
- ✓ Use "What worked / What didn't"
- ✓ CTA: "Want the template I used? DM '30DAY'"

Hook #6

"Most [coaches] won't tell you this, but..."

- ✓ **Why it works:** "Insider" feel grabs attention
- ✓ **Best for:** Niche educators, funnel strategists

Try it like this:

"Most business coaches won't tell you this, but here's why their programs don't convert..."

Scripting Tip:

- ✓ Keep it honest, not negative
- ✓ Add credibility: "After working with 50+ coaches..."
- ✓ CTA: "Want the real funnel strategy? Let's talk."



THE 15 HOOKS

Hook #7

"The #1 mistake [your audience] makes when trying to [goal]"

- ✓ **Why it works:** Pain-focused + clear value
- ✓ **Best for:** Course creators, advisors, consultants

Try it like this:

"The #1 mistake consultants make when trying to book high-ticket clients..."

Scripting Tip:

- ✓ Use numbers and lists
- ✓ Explain why this mistake blocks results
- ✓ CTA: "Comment MISTAKE if you want my checklist"

Hook #8

"Here's how I [achieved result] with [unexpected method/tool]"

- ✓ **Why it works:** Curiosity + uniqueness
- ✓ **Best for:** Creators, personal brands, marketers

Try it like this:

"How I booked 3 clients using nothing but Instagram Stories..."

Scripting Tip:

- ✓ Explain your "weird" or "simple" method
- ✓ Frame it as repeatable
- ✓ CTA: "Want to see how? The steps are in my bio."



THE 15 HOOKS

Hook #9

"Here's what I'd do if I were starting from scratch today"

- ✓ **Why it works:** Strategy for beginners
- ✓ **Best for:** Mentors, business coaches, consultants

Try it like this:

"If I had to start over with 0 followers, I'd do this..."

Scripting Tip:

- ✓ Structure: "Here's Step 1, Step 2, Step 3"
- ✓ Add hindsight insight
- ✓ CTA: "Want my full starter plan? DM START"

Hook #10

"You don't need [thing they think they need]. You need this."

- ✓ **Why it works:** Contrarian = attention + trust
- ✓ **Best for:** Consultants, strategists, tech-savvy pros

Try it like this:

"You don't need a full funnel—you need a strong video offer first."

Scripting Tip:

- ✓ Use "myth vs. truth" format
- ✓ End with: "This is what we use with all our clients."
- ✓ CTA: "Want to see behind the scenes? Book a call."



THE 15 HOOKS

Hook #11

"5 things I'd never do again as a [title]"

- ✓ **Why it works:** Reflective, trustworthy, high-authority
- ✓ **Best for:** Personal brands, coaches, consultants

Try it like this:

"5 things I'd never do again as a business coach after hitting burnout..."

Scripting Tip:

- ✓ Film it as a talking-head list
- ✓ Use bold text overlays like "#1 – Burn myself out"
- ✓ CTA: "Want my burnout recovery plan? Link's in bio."

Hook #12

"This got me [specific result] in just [timeframe]"

- ✓ **Why it works:** Clear ROI, measurable result
- ✓ **Best for:** Case studies, marketers, coaches

Try it like this:

"This Reels strategy helped me grow my IG by 21,900% in 60 days..."

Scripting Tip:

- ✓ Use before/after screenshots or text overlay
- ✓ Walk through what made it work
- ✓ CTA: "DM 'RESULTS' and I'll send you the exact strategy"



THE 15 HOOKS

Hook #13

"You're not getting [result] because of this one thing..."

- ✓ **Why it works:** Pain + curiosity = conversion
- ✓ **Best for:** Lead gen, service-based business owners

Try it like this:

"You're not getting booked calls because your content lacks this one piece..."

Scripting Tip:

- ✓ Frame with "You've tried X, Y, but still nothing?"
- ✓ Introduce the one missing element
- ✓ CTA: "Let me help. Book a free strategy call."

Hook #14

"I broke the rules, and it worked."

- ✓ **Why it works:** Story-driven, "rule-breaking" content
- ✓ **Best for:** Creatives, disruptors, nontraditional experts

Try it like this:

"I stopped posting daily—and booked 5 clients instead..."

Scripting Tip:

- ✓ Use a short storytelling format
- ✓ Show what happened before vs. after the "rule break"
- ✓ CTA: "Want to do less but get more? Let's talk."



THE 15 HOOKS

Hook #15

"If you're [ideal audience], save this video."

- ✓ **Why it works:** Self-identifying + engagement-first
- ✓ **Best for:** Broad authority content

Try it like this:

"If you're a coach building your business with content—this one's for you."

Scripting Tip:

- ✓ Call out who the video is for
- ✓ Introduce the one missing element
- ✓ End with: "Save this so you don't forget it later."



READY TO TURN THESE HOOKS INTO REAL LEADS?

At **DeCreatives**, we don't just write hooks — we help you create **scroll-stopping content** and **automated funnels** that attract and convert your ideal clients.

Want to stop guessing and start growing with content that works?

[Book a Free Strategy Call Now](#)



Done-for-you Reels



LinkedIn + Email automation



Funnel setup



Let's talk about what's possible for your brand.



www.delcreativesva.com

@delcreativesva



info@delcreatives.com



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