

100 Viral Reels Hooks + 20 CTAs + 20 Caption Templates

The Complete 2026 Content Creator Starter Kit — Stop-Scroll Hooks, Click-Worthy CTAs and Ready-to-Post Captions for Instagram Reels & YouTube Shorts

Inside This Bundle	
100 Hooks	8 proven categories
20 CTAs	For follows, saves, shares, sales
20 Captions	Copy-paste ready templates

How To Use This Kit

The first 1-3 seconds of a Reel decide if someone keeps watching or scrolls past. Pick a hook below, say or text-overlay it in the first frame, then use a matching CTA at the end and a caption to boost comments and shares. Replace anything in [brackets] with your topic, niche, or product.

- Text-overlay the hook in the first 1-2 seconds — don't wait for the voiceover to catch up.
 - Match the hook's energy with a fast cut or zoom in the first frame.
 - Always pair one hook + one CTA + one caption for a complete, ready-to-post Reel.
 - Rotate hook categories — using the same type back to back trains your audience to skip it.
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Part 1 — 100 Viral Reels Hooks

1. Curiosity & Shock Hooks

- 001. Nobody is going to tell you this about [topic]...
- 002. This changed the way I think about [topic] forever.
- 003. I wish someone told me this before I started [activity].
- 004. The one thing every [profession/niche] hides from you.
- 005. This one mistake is costing you [result].
- 006. You've been doing [common task] wrong your whole life.
- 007. Wait till you see what happens at the end.
- 008. This is the video the [industry] doesn't want you to see.
- 009. I tried [thing] for 30 days — here's what actually happened.
- 010. The secret behind [result] that took me years to figure out.
- 011. This one screenshot changed my entire [business/life].
- 012. Everyone is talking about [topic] wrong, here's the truth.
- 013. I almost didn't post this because it's too honest.
- 014. This is why your [result] isn't growing — and it's not what you think.
- 015. The scary truth about [topic] that nobody discusses.

2. Relatable & Pain-Point Hooks

- 016. If you're struggling with [problem], this is for you.
- 017. Tell me you're a [audience type] without telling me you're a [audience type].
- 018. POV: you just realized [relatable situation].
- 019. This is your sign to finally fix [problem].
- 020. Raise your hand if you've done this too.
- 021. The struggle of being a [profession/role] in one video.
- 022. If this is you right now, you need to watch till the end.
- 023. Why does nobody talk about how hard [task] actually is?
- 024. This is for everyone who's tired of [problem].
- 025. That moment when [relatable scenario] happens again.
- 026. You know you're a [audience type] when [relatable habit].
- 027. The reality of [goal/dream] that nobody shows you.
- 028. This is exactly how it feels when [common frustration].
- 029. If you've ever felt like [struggle], this hook is for you.
- 030. Every [audience type] needs to hear this today.

3. Controversial & Opinion Hooks

- 031. Unpopular opinion: [statement].
- 032. I'm going to say it — [bold claim].
- 033. Stop doing [common practice], it's not working anymore.
- 034. This might get me cancelled but [topic] is overrated.
- 035. Everyone says [common belief], but here's why they're wrong.
- 036. Hot take: [strong opinion about niche topic].
- 037. I don't care if you disagree, [statement] is the truth.
- 038. The [industry] doesn't want you to know this changes everything.
- 039. Most [advice/tip] you've heard about [topic] is outdated.
- 040. This is the opposite of what every guru tells you.
- 041. Controversial but true: [statement].
- 042. I used to believe [old belief], now I think [new belief].
- 043. Nobody wants to admit this about [topic].
- 044. This is why [popular method] is actually hurting you.
- 045. Change my mind: [statement].

4. Listicle & Number Hooks

- 046. 3 things I wish I knew before starting [activity].
- 047. 5 signs you're doing [task] wrong.
- 048. 7 mistakes killing your [result].
- 049. 3 tools that changed my [business/life] completely.
- 050. 5 things every [audience type] should stop doing today.
- 051. The top 3 reasons your [result] isn't growing.
- 052. 4 red flags to watch out for in [topic].
- 053. 5 free tools that replaced my paid [tool category].
- 054. 3 hacks that saved me hours every week.
- 055. 5 things successful [profession] do differently.
- 056. 3 signs it's time to change your [strategy/approach].
- 057. 7 lessons I learned the hard way in [niche].
- 058. 5 things nobody tells you about [goal].
- 059. 3 apps every [audience type] needs right now.
- 060. 4 steps to finally fix [common problem].

5. Personal Story & Confession Hooks

- 061. A year ago I was [struggle], today I [result].
- 062. I lost [X amount/time] before I learned this lesson.
- 063. Here's the honest truth about my [journey/business].

- 064. I almost gave up on [goal] until this happened.
- 065. This failure taught me more than any success.
- 066. I never told anyone this about my [journey].
- 067. The moment I realized I had to change everything.
- 068. My biggest regret in [niche] and what I'd do differently.
- 069. I started with [small beginning], here's where I am now.
- 070. This is the real story behind [achievement/product].

6. Myth-Busting & 'Nobody Talks About This' Hooks

- 071. The myth about [topic] that's costing you money.
- 072. This 'fact' about [topic] is completely false.
- 073. Everyone believes [myth], but science/data says otherwise.
- 074. The truth about [topic] that gurus won't tell you.
- 075. This common advice about [topic] is actually outdated.
- 076. You don't need [expensive thing], here's the real fix.
- 077. The real reason [common belief] doesn't work anymore.
- 078. This is the biggest lie in the [industry] space.
- 079. Stop believing this myth about [topic] immediately.
- 080. What they don't teach you about [topic] in [context].

7. Question Hooks

- 081. Have you ever wondered why [phenomenon] happens?
- 082. What if I told you [surprising claim]?
- 083. Why does nobody talk about [topic] like this?
- 084. Do you make this mistake with [task] too?
- 085. What would you do if [scenario]?
- 086. Ever noticed how [pattern] keeps happening?
- 087. Why is nobody talking about this [topic] shift in 2026?
- 088. Which one of these are you guilty of?
- 089. What's stopping you from [goal] right now?
- 090. Can you guess what happens next?

8. Before/After & Transformation Hooks

- 091. This is what [X weeks/months] of consistency looks like.
- 092. From [starting point] to [result] — here's exactly how.
- 093. I did this every day for [time period], here's the result.
- 094. This one change transformed my [result] completely.

- **095.** Before vs after using this [method/tool/habit].
- **096.** It took me [time] to go from [before] to [after].
- **097.** This is the transformation nobody believed was possible.
- **098.** Watch what happens when you finally commit to [habit].
- **099.** I followed this exact process and here's what changed.
- **100.** This is proof that small changes create big results.

Part 2 — 20 High-Converting CTAs

Use one CTA at the end of every Reel — spoken on camera, text-overlaid, or in the caption. Rotate between follow, save, share, and comment CTAs to grow all your key metrics.

- **01.** Follow for more [niche] tips like this one!
- **02.** Save this before it disappears from your feed.
- **03.** Share this with someone who needs to see it today.
- **04.** Comment '[keyword]' and I'll send you the full guide.
- **05.** Double tap if you agree with this.
- **06.** Which one surprised you the most? Let me know below.
- **07.** Follow @[handle] so you don't miss part 2.
- **08.** Drop a ■ if this hit different.
- **09.** Tag a friend who needs to hear this.
- **10.** Turn on post notifications so you never miss a tip.
- **11.** Link in bio to grab the full [product/resource] for free.
- **12.** DM me '[keyword]' for the free template.
- **13.** Comment your biggest struggle with [topic] below.
- **14.** Save this as your cheat sheet for later.
- **15.** Follow for daily [niche] content that actually helps.
- **16.** Which tip are you trying first? Comment below.
- **17.** Share this to your story if it helped you.
- **18.** Want part 2? Comment 'YES' below.
- **19.** Click the link in bio before this offer ends.
- **20.** Follow now — you'll thank yourself later.

Part 3 — 20 Ready-to-Post Caption Templates

Pair any caption with your hook + CTA for a complete post. Swap [brackets] with your niche, timeframe, or specific detail.

- **01.** Here's what nobody tells you about [topic] ■ Save this for later!
- **02.** Tag someone who needs to see this today. #[niche]Tips
- **03.** 3 seconds to read, forever to remember. [emoji]
- **04.** This took me [X years] to learn — you get it in 30 seconds.
- **05.** Real talk: [one-line honest opinion about the topic].
- **06.** If you know, you know. [emoji] Comment below if this is you.
- **07.** Small tip, big results. Try this today and thank me later.
- **08.** The [niche] hack you didn't know you needed.
- **09.** POV: you just found the [niche] page that actually helps.
- **10.** This is your sign to start today, not tomorrow.
- **11.** I almost didn't share this, but here we are. [emoji]
- **12.** Bookmark this — you'll need it sooner than you think.
- **13.** Not financial/medical/legal advice, just what worked for me.
- **14.** The internet needed to hear this today.
- **15.** Screenshot this before it gets buried in your feed.
- **16.** Follow along for more real, no-fluff [niche] content.
- **17.** This is part of my [X-day/week] series — follow for the rest.
- **18.** Drop your questions below, I read every comment.
- **19.** One thing at a time. Start with this today.
- **20.** This is the post I wish I saw a year ago.

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