

# 21 Simple Content Hooks That Are Impossible To Ignore

Use these in social media posts, newsletter subject lines, blog post titles, and more.



Nate Kennedy



1. I {did something that your audience wants to do}

2. My client/customer {did something that your audience wants to do}

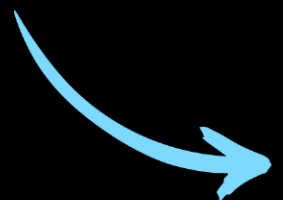
3. How to {do something that your audience wants to do}



4. {Title for a list that your audience will get value from}

5. {Question that your audience will find relevant and interesting}?

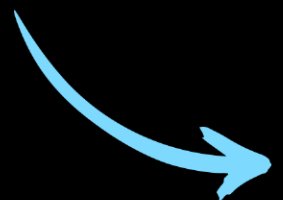
6. {The best part of a story that your audience would like to hear}



7. If you want to {do something}, {action e.g. open/read} this

8. Get {something desirable} without {something undesirable}

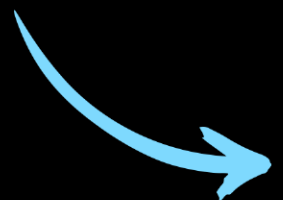
9. Steal {my/someone else's} {some kind of useful tool or strategy}



10. {A surprising statistic that your audience would find useful}

11. {Descriptive word like “unpopular”} {niche} advice/idea/principle

12. I shouldn't be telling you this / {people} will be mad I told you this



13. I {did something difficult or time-consuming} so you don't have to

14. {Any kind of personal or brand news that's a little bit interesting}

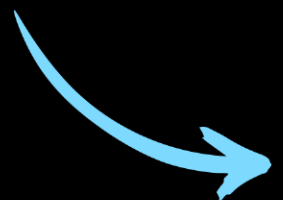
15. {Any kind of bold opinion that'll get your audience's attention}



16. {Some unique or out of character statement that surprises people}

17. {Some kind of scarcity statement like a sale running out of time}

18. People hate when I say this / {any type of statement like that}



19. The best {tool/strategy/idea for whatever your audience wants}

20. Quick question for you / {anything conversational with “you” in it}

21. Something crazy just happened in {niche} / {anything clickbaity}







Nate Kennedy

I've built multiple 7-figure newsletter businesses. Now I want to help you do the same. Visit my website to get a **free course on building million-dollar newsletters.**

[natekennedy.com](https://natekennedy.com)