

70 Powerful Hook Templates for LinkedIn Post Creation

Team EQ4C



70 Powerful Hook Templates for Content Creation

We have done some deep research and crafted 70 LinkedIn hook generation template based on proven psychological frameworks.

These hooks collectively contribute millions of views on LinkedIn.

For you to generate hooks from these templates, we have gone a step further and added a powerful master prompt to generate engaging hooks from each template.

[Free Access to the Hook Generation Prompt.](#)

Not only that but, we have also added a prompt to generate highly engaging posts from these generated hooks.

[Access the LinkedIn Post Generation Prompt.](#)

So, we are presenting a complete LinkedIn Playbook with:

1. 70 Hook Templates
2. Hook generation prompt from these templates
3. LinkedIn post generation prompt from a hook.

We at EQ4C Tools are sure that these powerful resources have the ability to create your entire LinkedIn strategy for more than a year.

And, it's totally free, just spread a word.

1. Are You Making This Common Mistake With X?

Template: Are You Making This Common Mistake With X?

Examples:

- Are You Making This Common Mistake With Your Website?
- Are You Making This Common Mistake While Networking?
- Are You Making This Common Mistake With Your Follow-Up Emails?

2. X Examples You Can Apply Immediately To Do X

Template: X Examples You Can Apply Immediately To Do X

Examples:

- 5 Examples You Can Apply Immediately To Write Killer Headlines
- 7 Examples You Can Apply Immediately To Close The Sale
- 10 Examples You Can Apply Immediately To Create An Offer

3. The Step-By-Step Guide To X

Template: The Step-By-Step Guide To X

Examples:

- The Step-By-Step Guide To Creating A Webinar That Sells
- The Step-By-Step Guide To Lose Weight In A Healthy Way
- The Step-By-Step Guide To Creating A Landing Page

4. How To X

Template: How To X

Examples:

- How To Meditate In A Crowded Place
- How To Gain Lean Muscle
- How To Make Your Headline More Persuasive

5. Going through X and wanna cry? Here are X steps that can help.

Template: Going through X and wanna cry? Here are X steps that can help.

Examples:

- Writing an Experience Section on LinkedIn and wanna cry? Here are 5 steps that can help
- Trying to figure out the Right Career For You and wanna cry? Here are 3 steps that can help
- Trying to calculate your Tax Return and wanna cry? Here are 7 steps that can help

6. Did you know X?

Template: Did you know X?

Examples:

- Did you know that the fear of losing is psychologically twice as powerful as the pleasure of gaining?
- Did you know that each of us process 34 GB of information every day?
- Did you know that 20% of new businesses fail in their first year?

7. If you're using X - ditch it right away.

Template: If you're using X - ditch it right away.

Examples:

- If you're using these 5 workout supplements - ditch them right away
- If you're using these 3 words in your emails - ditch them right away
- If you're using these 3 sugar replacements - ditch them right away

8. Wanna improve your X?

Template: Wanna improve your X?

Examples:

- Wanna improve your writing?

- Wanna improve your negotiating skills?
- Wanna improve your public speaking?

9. Who else wants X?

Template: Who else wants X?

Examples:

- Who else wants a WEBSITE that doesn't sound like every single website on this planet?
- Who else wants to become a LinkedIn Influencer?
- Who else wants a dog that listens?

10. Why you're not getting X + how to fix it RIGHT AWAY

Template: Why you're not getting X + how to fix it RIGHT AWAY

Examples:

- Why you're not generating enough leads through your website + how to fix it RIGHT AWAY
- Why you're not consistent with your decisions + how to fix it RIGHT AWAY
- Why you're not respected in your relationships + how to fix it RIGHT AWAY

11. If you think that your X cares about Y, think twice.

Template: If you think that your X cares about Y, think twice.

Examples:

- If you think that your prospects care about what you do, think twice
- If you think that your date cares about you, think twice
- If you think that your clients care about your company's mission, think twice

12. Wanna know X Secret to Y?

Template: Wanna know X Secret to Y?

Examples:

- Wanna know a Pro Writer Secret to start selling more in a flash?
- Wanna know a Harvard Psychologist Secret to raise responsible children?

- Wanna know a UFC Fighter Secret to survive multiple attackers?

13. You asked. Here's the answer. What's the difference between X and Y?

Template: You asked. Here's the answer. What's the difference between X and Y?

Examples:

- What's the difference between CUSTOMER-CENTRIC and COMPANY-CENTRIC copy?
- What's the difference between Hard and Soft Sell?
- What's the difference between a Sole Trader and a Limited Company?

14. Alert! Game Changer For Your X

Template: Alert! Game Changer For Your X

Examples:

- **Alert!** Game Changer For Your Business
- **Alert!** Game Changer For Your Website
- **Alert!** Game Changer For Your Diet

15. What if I told you X?

Template: What if I told you X?

Examples:

- What if I told you that you can use the biggest OBJECTION of buying your product to actually SELL MORE?
- What if I told you that you don't have to spend hours at the gym to have the Perfect Body?
- What if I told you that buying Real Estate is the WORST Investment?

16. An often-overlooked part of X. (And why it's crucial to Y.)

Template: An often-overlooked part of X. (And why it's crucial to Y.)

Examples:

- An often-overlooked part of Taxes. (And why it's crucial to STOP LOSING MONEY.)
- An often-overlooked part of Testimonials. (And why it's crucial to ATTRACT new BUSINESS.)
- An often-overlooked part of Contracts. (And why it's crucial to PROTECT yourself from a LAWSUIT.)

17. If you want X to do Y, you've got to do Z. Here's how.

Template: If you want X to do Y, you've got to do Z. Here's how.

Examples:

- If you want your money to work for you, you've got to start investing today
- If you want your business card to drive business, you've got to make it stand out
- If you want your employees to work at their best, you've got to keep them motivated

18. Mind-Blowing Fact:

Template: Mind-Blowing Fact:

Examples:

- Mind-Blowing Fact: LinkedIn has over 760 million users, but only 3 million post weekly
- Mind-Blowing Fact: 18 calls to reach a buyer, yet 44% quit after one follow-up
- Mind-Blowing Fact: In 2012, the 100 richest people could have ended poverty 4x over

19. Do you feel frustrated because you squander money on X and don't see results?

Template: Do you feel frustrated because you squander money on X and don't see results?

Examples:

- Marketing
- Personal Trainers
- Anti-Aging Creams

20. Do you want X, but can't figure out Y?

Template: Do you want X, but can't figure out Y?

Examples:

- Start a business, but can't figure out your passion?
- Start freelancing, but can't land clients?
- Sell your company, but can't figure out the process?

21. Doing X and really want Y?

Template: Doing X and really want Y?

Examples:

- Writing a Cover Letter and really want that interview?
- Having a Zoom Call and really want to close that client?
- Going on Holiday and really want to unwind?

22. The Top 10 Hacks To Improve X

Template: The Top 10 Hacks To Improve X

Examples:

- LinkedIn Game
- Crowdfunding Pitch
- Productivity

23. Trying to do X while Y?

Template: Trying to do X while Y?

Examples:

- Trying to SELL in a Crowded Market?
- Trying to STAND OUT in an Executive-Level Job Interview?
- Trying to GET A PROMOTION in a Large Company?

24. I'm answering the TOP question I get asked on LinkedIn:

Template: I'm answering the TOP question I get asked on LinkedIn:

Examples:

- How To Break Into The Film Industry
- How To Write Posts That Stop The Scroll
- How To Generate Leads Consistently

25. How to turn X into Y

Template: How to turn X into Y

Examples:

- NAYSAYERS into PAYING CLIENTS
- FAT into MUSCLE
- SETBACKS into SUCCESS

26. The only actual way to X?

Template: The only actual way to X?

Examples:

- Grow your Following on LinkedIn?
- Be perceived as a Trusted Advisor?
- Lose weight WITHOUT gaining it back?

27. The #1 mistake I see people make with X is Y

Template: The #1 mistake I see people make with X is Y

Examples:

- About section: talking about themselves
- Follow-up Calls: pushing the sale
- Diet: starving themselves

28. What do X, Y & Z have in common?

Template: What do X, Y & Z have in common?

Examples:

- Marketing, social media, and algorithms
- Speeches, LinkedIn posts, webinars

- Branding, marketing, and sales

29. BRUTALLY HONEST POST WARNING

Template: BRUTALLY HONEST POST WARNING

Examples:

- If you're racist, homophobic, don't contact me
- How a fat bastard like me lost weight
- If your offer can't stand out, you'll never succeed

30. X Hacks for Y, even if Z

Template: X Hacks for Y, even if Z

Examples:

- 5 Hacks for Dream Job, even with ZERO Experience
- 7 Hacks for Emails that Provoke Response, even from Busy People
- 10 Hacks for Interior Design, even on Low Budget

31. X Early Warning Signs

Template: X Early Warning Signs

Examples:

- 3 Early Warning Signs You May Be At Risk For A Stroke
- 5 Early Warning Signs Your Startup Will Fail
- 3 Early Warning Signs You Should End Your Relationship

32. X Secrets Y doesn't want you to know about.

Template: X Secrets Y doesn't want you to know about.

Examples:

- COVID-19 Secrets the Government doesn't want you to know about
- Tax Secrets the IRS doesn't want you to know about
- Investment Secrets Financial Advisors don't want you to know about

33. Why you always struggle to do X no matter how hard you try.

Template: Why you always struggle to do X no matter how hard you try.

Examples:

- Why you always struggle to INCREASE ONLINE SALES WITH GOOGLE ADS no matter how hard you try
- Why you always struggle to LOSE WEIGHT no matter how hard you try
- Why you always struggle to WRITE A HIGH-ENGAGING LINKEDIN POST no matter how hard you try

34. Improve X with One Simple Technique.

Template: Improve X with One Simple Technique.

Examples:

- Improve Whatever You Write With One Simple Technique
- Improve Your Networking With One Simple Technique
- Improve Your Speaking Skills With One Simple Technique

35. Do you think that X (ask something debatable)?

Template: Do you think that X (ask something debatable)?

Examples:

- Do you think that advertising is just a tool for manipulation in a money hungry society?
- Do you think that you should charge your clients less because you live in a 3rd world country?
- Do you think that escaping the 9-5 and becoming an entrepreneur will set you free?

36. If you've been told that the ONLY WAY to get X is to do Y, you've been SHAMMED.

Template: If you've been told that the ONLY WAY to get X is to do Y, you've been SHAMMED.

Examples:

- The ONLY WAY to grow on LinkedIn is with automation? You've been SHAMMED
- The ONLY WAY to be productive is waking early? You've been SHAMMED
- The ONLY WAY to get fit is by hours in the gym? You've been SHAMMED

37. What to do with X (And Chances Are It's Not What You Think It Is)

Template: What to do with X (And Chances Are It's Not What You Think It Is)

Examples:

- What To Put On Your Business Card (And Chances Are It's Not What You Think It Is)
- What To Put On Your Homepage (And Chances Are It's Not What You Think It Is)
- What To Include In A Healthy Breakfast (And Chances Are It's Not What You Think It Is)

38. X Ways I Increased My Y By Z (percentage) And So Can You

Template: X Ways I Increased My Y By Z (percentage) And So Can You

Examples:

- 13 Ways I Increased My Productivity By 500% And So Can You
- 15 Ways I Increased My Focus By 300% And So Can You
- 10 Ways I Increased My Reading Speed By 400% And So Can You

39. I average X and I only Y.

Template: I average X and I only Y.

Examples:

- I average 250 likes per post and I only have 5k followers
- I average 5 business inquiries PER DAY and only started 9 months ago
- I average \$20k per month and I only have 1 sales rep

40. "Insert something your target market really wants to know about" is the question that I often get asked.

Template: "Insert something your target market really wants to know about" is the question that I often get asked.

Examples:

- "How can I differentiate my brand?"
- "How can I make money online?"
- "Does boxing sparring cause brain damage?"

41. This X Year Old Y Trick Still Works.

Template: This X Year Old Y Trick Still Works.

Examples:

- This 2,500 Year Old Engagement Trick Still Works
- This 1,000 Year Old Sales Trick Still Works
- This 200 Year Old Persuasion Trick Still Works

42. What makes a good X?

Template: What makes a good X?

Examples:

- What makes a good Podcast?
- What makes a good Logo?
- What makes a good Elevator Pitch?

43. To make your X MASSIVELY stand out from the crowd, do the opposite of what most people do.

Template: To make your X MASSIVELY stand out from the crowd, do the opposite of what most people do.

Examples:

- To make your Website stand out, do the opposite of most
- To make your LinkedIn Profile stand out, do the opposite of most
- To make your Business Proposal stand out, do the opposite of most

44. If your X doesn't do Y, you're doing it wrong.

Template: If your X doesn't do Y, you're doing it wrong.

Examples:

- If your Website isn't your online salesperson, you're doing it wrong
- If your LinkedIn profile doesn't attract recruiters, you're doing it wrong
- If your training doesn't improve results, you're doing it wrong

45. PRO TIP: How to make your X explode with one Simple Tactic.

Template: PRO TIP: How to make your X explode with one Simple Tactic.

Examples:

- PRO TIP: Make your Visibility explode with one tactic
- PRO TIP: Make your Morning Productivity explode
- PRO TIP: Make your Conversion Rate explode

46. From starting X time ago to getting Y.

Template: From starting X time ago to getting Y.

Examples:

- From starting 6 months ago to getting a Six Pack
- From starting 9 months ago to getting 5 Business Inquiries PER DAY
- From starting 1 year ago to making \$30k A MONTH

47. X Little-Known Steps to Y

Template: X Little-Known Steps to Y

Examples:

- 3 Little-Known Steps to a HIGH-Engaging LinkedIn Post
- 5 Little-Known Steps to get your Startup FULLY Funded
- 7 Little-Known Steps to learn English in RECORD Time

48. Don't know how to do X? Here's an evergreen piece of advice:

Template: Don't know how to do X? Here's an evergreen piece of advice:

Examples:

- Don't know what to write about on LinkedIn?
- Don't know how to start Freelancing?
- Don't know how to win High-Ticket Clients?

49. How to get better at X? Try the Y FRAMEWORK:

Template: How to get better at X? Try the Y FRAMEWORK:

Examples:

- How to get better at Persuasive Writing? Try the 3Rs FRAMEWORK
- How to get better at Completing Tasks? Try the Pomodoro FRAMEWORK
- How to get better at Boxing? Try the Footwork FRAMEWORK

50. Succeeding with X is simple. Just follow these best practices:

Template: Succeeding with X is simple. Just follow these best practices:

Examples:

- Succeeding on Social Platforms is simple
- Succeeding as a Small Business Owner is simple
- Succeeding as a Personal Trainer is simple

51. Not sure about X? Try this:

Template: Not sure about X? Try this:

Examples:

- Not sure who your Target Audience is? Try this
- Not sure which job offer to take? Try this
- Not sure what to study at Uni? Try this

52. When X, what happens to Y?

Template: When X, what happens to Y?

Examples:

- When you build new relationships, what happens to your old ones?
- When you land your first big client, what happens with your fees?
- When you become an entrepreneur, what happens to your private life?

53. What happens just before X?

Template: What happens just before X?

Examples:

- What happens just before you lose a client?
- What happens just before your Marketing Strategy fails?
- What happens just before an earthquake?

54. Are you missing these X in your Y?

Template: Are you missing these X in your Y?

Examples:

- Are you missing these investments in your portfolio?
- Are you missing these techniques in parenting?
- Are you missing these work-life balance essentials?

55. How to overcome X?

Template: How to overcome X?

Examples:

- How to overcome doubt in marketing?
- How to overcome fear of heights?
- How to overcome sugar crisis?

56. The truth about X.

Template: The truth about X.

Examples:

- The truth about sugar substitutes
- The truth about Bitcoin
- The truth about propaganda

57. What I wish I'd known about X at Y (age).

Template: What I wish I'd known about X at Y (age).

Examples:

- What I wish I'd known about Personal Branding at 20
- What I wish I'd known about Finance at 30
- What I wish I'd known about Relationships at 25

58. My favourite X:

Template: My favourite X:

Examples:

- My favourite Investing Hacks
- My favourite Persuasive Methods
- My favourite Sales Tools

59. Good or bad, X impacts Y.

Template: Good or bad, X impacts Y.

Examples:

- Good or bad, habits deliver results
- Good or bad, LinkedIn posts create expectations
- Good or bad, sex affects relationships

60. X Stages of Y:

Template: X Stages of Y:

Examples:

- 5 Stages of Wealth
- 3 Stages of a Breakup
- 2 Stages of a Personal Brand

61. Everybody knows X. What they don't know is Y.

Template: Everybody knows X. What they don't know is Y.

Examples:

- Everybody knows we made \$10M last year. What they don't know is we started from \$0
- Everybody knows they should eat healthy. What they don't know is how to do it on a budget
- Everybody knows dogs are family. What they don't know is how to optimise their wellbeing

62. 5 small things with a BIG EFFECT on X:

Template: 5 small things with a BIG EFFECT on X:

Examples:

- 5 small things with a BIG EFFECT on your health
- 5 small things with a BIG EFFECT on your LinkedIn growth
- 5 small things with a BIG EFFECT on your sleep

63. One of the best X Frameworks to use if you want Y:

Template: One of the best X Frameworks to use if you want Y:

Examples:

- One of the best Networking Frameworks to reach Affluent Connections
- One of the best Time-Management Frameworks to Maximise Productivity
- One of the best Post Frameworks to build Authority

64. Thinking about starting X? Here are X things to take into account before you start Y:

Template: Thinking about starting X? Here are X things to take into account before you start Y:

Examples:

- Thinking about becoming a LinkedIn Creator?
- Thinking about becoming an Investor?
- Thinking about starting a new Career?

65. X% of Y I see look like Z (something bad).

Template: X% of Y I see look like Z (something bad).

Examples:

- 99% of LinkedIn profiles I see look like CVs from 1952
- 98% of popular diets I see look like starving yourself to death
- 95% of websites I see look like a bragging contest

66. How to MONETISE X?

Template: How to MONETISE X?

Examples:

- How to MONETISE your hobby?
- How to MONETISE your content as a LinkedIn Creator?
- How to MONETISE your drawing skills?

67. If you haven't done X, Y is a struggle.

Template: If you haven't done X, Y is a struggle.

Examples:

- If you haven't built credibility online, sales calls are a struggle
- If you haven't mastered voice communication, public speaking is a struggle
- If you haven't bought the LinkedIn Hooks, grabbing attention is a struggle

68. What X taught me about Y (and how you can learn it faster)

Template: What X taught me about Y (and how you can learn it faster)

Examples:

- What boxing taught me about discipline (and how you can learn it faster)
- What freelancing taught me about negotiation (and how you can learn it faster)
- What parenting taught me about leadership (and how you can learn it faster)

69. Most people fail at X because they ignore Y

Template: Most people fail at X because they ignore Y

Examples:

- Most people fail at content marketing because they ignore distribution
- Most people fail at productivity because they ignore rest
- Most people fail at business because they ignore customer retention

70. You don't need X to succeed at Y – do this instead

Template: You don't need X to succeed at Y – do this instead

Examples:

- You don't need a big team to succeed at marketing – do this instead
 - You don't need paid ads to succeed at lead generation – do this instead
 - You don't need perfection to succeed at content – do this instead
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How to Use These Hook Templates

These 70 hook templates are designed to grab attention and engage your audience across various platforms, particularly social media and content marketing. Each template follows proven psychological triggers that compel readers to continue reading.

Tips for Implementation:

- Replace the X, Y, Z placeholders with your specific topic, audience, or outcome
- Adapt the tone to match your brand voice
- Test different variations to see what resonates with your audience
- Use power words and emotional triggers to enhance impact
- Ensure your content delivers on the promise made in the hook