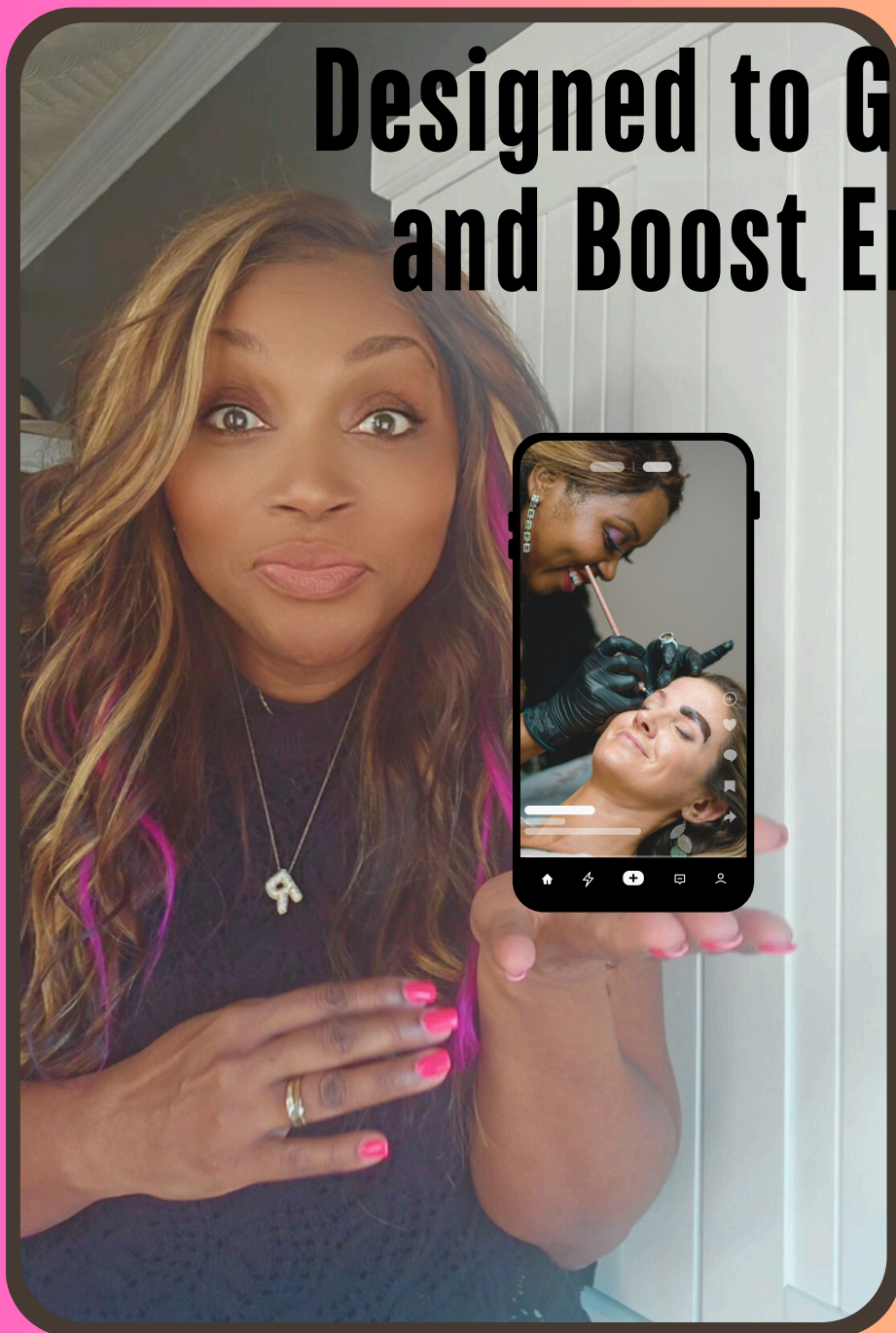


# 30 SOCIAL MEDIA HOOKS

**Designed to Grab Attention  
and Boost Engagement**



**BRASH**  
*esthetics*

BY RICKI GENX

# Curiosity Hooks

- 1.** You won't believe what happened when I tried this...
- 2.** Most people get this wrong. Are you one of them?
- 3.** Ever wondered why [X] happens? Here's the truth
- 4.** This one simple tweak changed everything for me
- 5.** The secret no one talks about (but everyone needs to know)





# FOMO (Fear of Missing Out)

6. You're missing out if you're not doing this..."
7. Only a few people know about this, but it's a game-changer
8. Act fast—this opportunity won't last forever
9. What everyone will be doing in [X] months—don't get left behind
10. Imagine where you could be if you started this a year ago



# Authority/Expertise Hooks

- 11.** Here's what I learned after [X years of experience]
- 12.** What [successful person] does that you're probably not doing
- 13.** The biggest mistake I made (and how you can avoid it)
- 14.** As someone who's been there, here's my best advice...
- 15.** This proven strategy works every single time





# Relatable Pain Points Hooks

- 16.** Struggling with [specific problem]? You're not alone
- 17.** Does this sound familiar? [Describe a relatable situation.]"
- 18.** Here's why you feel stuck—and how to fix it."
- 19.** Sick of [problem]? This can help."
- 20.** If you've ever felt [emotion], this is for you."



# Social Proof Hooks

- 21.** Over [thing, action, solution] people have already done this—why haven't you?"
- 22.** Here's what happened when [real person] tried this...
- 23.** This has helped [specific group] achieve [specific result].
- 24.** I didn't believe it at first, but then I saw the results...
- 25.** If it worked for [person], it can work for you.





# Scarcity/Exclusivity Hooks

- 26.** Only [X] spots left—secure yours now."
- 27.** This is your last chance to [take action/get access]
- 28.** This is only for people who are ready to [specific outcome]
- 29.** What I'm about to share is something I rarely talk about.
- 30.** I almost didn't share this because it's too valuable."



# Conclusion and Next Steps

I hope these social Hooks help you get those creative juices flowing.

As always I'm super pumped to see you WIN! So if you found this resource helpful, please tag me on my socials, and share it with any other Beauty Babe that may be looking to level up or grow their beauty business.

I'm growing an army of at least 1000 beauty professionals, who favor taking action and making others feel confident and beautiful, while learning from an honest and successful beauty entrepreneur.

Ask Me Anything...

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