

THE HOOK REWORD SHEET

5 word switches and 20 before and after hooks for local businesses.

Same video, different first line. The hook can hit harder when you talk about the viewer, give a time limit, warn instead of teach, go to the extreme, and open with the problem.

THE 5 SWITCHES

Switch	Before	After
I to you	I made a roofing video.	You are making this roofing mistake.
Today to a time limit	Today I will show you...	In sixty seconds...
How to to do not do	How to hire a roofer.	Don't do this before you hire a roofer.
Bad to worst	A bad mistake.	The worst mistake.
Problem first	Here is good news.	Here is the problem, then the fix.

20 BEFORE AND AFTER HOOKS

Before

How to pick a plumber.

I clean gutters in Tampa.

Today I will show a cut and color.

How to choose a dentist.

A bad review story.

Tips for a lawn.

How to price a job.

I fixed a leaking roof.

Today's special.

How to paint a room.

I build decks.

Today I'll talk about taxes.

How to stage a home.

Tips for a clean car.

I coach people.

How to hire an electrician.

A bad AC story.

How to pick a caterer.

I sell insurance.

Tips for a website.

After

Don't hire a plumber until you hear this.

Your gutters are failing and you can't see it.

In sixty seconds I'll fix your cut.

Don't book a dentist before you ask this.

The worst review I ever got.

You are mowing your lawn wrong.

Stop pricing jobs by the hour.

Your roof is leaking right now.

This weekend only: one price.

Don't paint a room until you do this.

You are overpaying for your deck.

In sixty seconds: the tax mistake owners make.

Don't list your home before you see this.

You are washing your car wrong.

You are stuck for one reason.

Don't let an electrician touch your panel before this.

The worst AC mistake.

Don't hire a caterer until you ask this.

You are underinsured right now.

Your website is losing customers. Here is why.

HOOK REWRITE CHECKLIST

- Does it talk about the viewer (you), not me?
- Is there a time limit or a number?
- Does it warn or open with a problem?
- Is the word worst, never or stop in it?
- Keep it true. Do not exaggerate.

Educational only. Results vary by business and by account. No views, followers or sales results promised.

New hook. Now find who to show it to.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com