

50 HOOKS FOR LOCAL BUSINESS VIDEOS

5 types that stop the scroll, 10 ready-to-say lines each. Say the hook before you say hello.

Pick the hook first, then write the video. Swap the [brackets] for your trade and your town. The first three seconds are the whole game: if the hook holds, people watch the rest; if it does not, nothing else you filmed matters.

TYPE 1: THE NEGATIVE (stop doing this)

1. Stop paying for ads until you fix this one thing on your website.
2. Stop posting before-and-after photos without this line under them.
3. Stop answering "how much is it" with a number.
4. Stop saying "we're a family business" in your bio. Say this instead.
5. Stop running Facebook ads to your home page.
6. Stop telling customers to "call for a free estimate". Here is what works better.
7. Stop buying leads from [big lead site]. Here is where the cheap ones are.
8. Stop filming your videos in the truck. Do this instead.
9. Stop waiting for referrals. This gets you the same customers on purpose.
10. Stop quoting over the phone. One sentence doubles your close rate.

TYPE 2: THE EXAGGERATED POSITIVE (big promise, then deliver)

11. The cheapest way to get [trade] customers I have ever found.
12. This one email got me eleven appointments in a week.
13. The easiest money a [trade] can make this month.
14. The best eighty dollars I ever spent on my business.
15. This takes ten minutes and books jobs for a month.
16. The fastest way to get your first Google review today.
17. A two-line text that brings back old customers.
18. The one setting that doubled my Instagram reach.
19. The simplest website that actually gets calls.
20. The cheapest customer you will ever get is the one you already had.

TYPE 3: THE CALL OUT (name the person)

21. Attention [trade] in [town].
22. If you own a [type of business], this is for you.
23. Roofers, this will save you a day a week.
24. Dentists in [town], check your Google listing right now.
25. Real estate agents, your bio is costing you listings.
26. Restaurant owners, this is why nobody sees your posts.
27. Landscapers, here is how to book the whole season by March.
28. If you have a truck with your name on it, watch this.
29. Anybody who does jobs out of a van needs this.
30. New business owner? Do these five things first.

TYPE 4: THE MISTAKE (then show the fix)

31. I wasted two years doing this wrong.
32. The first ad I ever ran lost me four hundred dollars. Here is why.
33. I almost lost a ten thousand dollar job over one word.
34. I used to send fifty cold emails a day. Here is what finally worked.
35. Here is the mistake I see on every [trade] website.
36. I sent my first email list to the wrong people. Here is what I learned.
37. My videos got no views for six months. Then I changed one thing.
38. I priced my first job too low. Here is how I fixed it.
39. The biggest mistake new [trade] make with their Google profile.
40. I ignored this setting for a year. It was hiding my account.

TYPE 5: THE CONTRAST (pain first, answer second)

41. You are posting three times a week and getting nothing. Here is why.
42. Your website looks great and gets zero calls. Here is the fix.
43. You have five-star reviews and no new customers. One reason.
44. You answer every lead in five minutes and still lose them. Here is what is missing.
45. You are the best [trade] in town and the cheapest guy gets the job. Here is why.
46. You send a quote and never hear back. Try this.
47. Your ad gets clicks and no calls. The page is the problem.
48. Busy all week, broke at the end of it. Here is the leak.
49. Everybody says call for a quote. Nobody does. Here is what to say instead.
50. You spent money on a logo and nothing on a list. Here is the better order.

THE OPENING LINE RULES

- Say the hook before you say hello. No "hey guys", no intro, no logo animation.
- Put the same words on screen, big and centered, for the first three seconds.
- One hook per video. If you need two, make two videos.
- Match the promise. A big hook with a small answer loses trust.
- Check the retention graph after you post. If the line falls off a cliff at three seconds, change the hook and post again.

Educational only. No views, followers or sales promised. Write hooks that are true for your business.

Good hook. Now who hears it?

- 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