

Viral Content Hook Guide

VIRAL CONTENT HOOK GUIDE

A step-by-step content strategy for DJs, producers & artists

INTRO

This guide is designed to help DJs, producers, and music artists create powerful, viral content that attracts attention, builds trust, and strengthens their personal brand.

Hooks are the first thing your audience sees. In the first 3 seconds, they decide whether to scroll or stop.

The right hook changes everything.

STEP 1 – Understand the Purpose of a Hook

A hook is a short, powerful statement that creates curiosity and makes people want to watch more.

In content, it's the first line of text in a reel, TikTok, post or story.

Your goal is to stop the scroll and trigger an emotion:

- Curiosity
 - Connection
 - Surprise
 - Urgency
 - Status
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STEP 2 – Choose the Right Type of Hook

There are several types of hooks depending on your goal:

- **Personal story** –
"I used to post music and no one cared."
 - **Truth bomb** –
"Talent isn't enough anymore."
 - **Relatable pain** –
"No gigs. No collabs. Just music on my hard drive."
 - **Transformation** –
"This is what changed everything for me."
 - **Bold statement** –
"Your image is why you're not getting booked."
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STEP 3 – Match Your Hook to the Content

A great hook leads into **valuable or emotional content**.

Don't use clickbait — deliver on what the hook promises.

Example:

If you start with: "How I got booked outside my city"

→ You should walk the viewer through that story with real insights.

STEP 4 – Format for Each Platform

Reels/TikTok:

- Show the hook in the first 1–2 seconds
- Use bold, readable text
- Optional voice-over

Carrossel (Instagram):

- Hook on the first slide
- Build the narrative slide-by-slide

Stories:

- Split the hook across 2–3 slides
- Build tension or curiosity
- Finish with CTA or reveal

Captions:

- Hook as the **first sentence** (before "...more")
 - Then build context
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STEP 5 – Use These 25 Proven Hooks

These are plug-and-play lines you can adapt to your own voice and story:

1. Nobody talks about how hard it is to be taken seriously as an artist.
2. This is what no one tells you about getting booked.
3. I used to post music and wonder why no one cared.
4. Here's how I stopped waiting for opportunities and started creating them.
5. What changed everything for me wasn't my sound — it was how I presented it.
6. I thought talent was enough. I was wrong.
7. I started treating myself like a brand — and people followed.
8. This is the part of the journey no one shows on social media.
9. If you're tired of being invisible in the scene, watch this.
10. I had the sound, but not the structure.
11. They said no at first. Then I sent them this.
12. One year ago, I was just another producer. Now, I'm building something real.
13. This is what promoters actually pay attention to.
14. I stopped playing it safe. That's when I got noticed.
15. I used to think branding was for big artists. I was wrong.

16. No gigs. No collabs. Just music on my hard drive.
17. When you start moving like a professional, everything changes.
18. What happens when you take your image seriously? People listen.
19. This is how I started getting booked outside my city.
20. 90% of artists skip this — and that's why they get skipped.
21. You don't need millions of streams. You need clarity and confidence.
22. Your profile is your pitch — what does yours say?
23. I made one decision that changed how everyone saw me.
24. Building my identity was the smartest move I made this year.
25. I stopped focusing on likes. I focused on positioning. And it worked.