


# LinkedIn Hooks Swipe File

## 15 Real Creators from Diverse Backgrounds

Master LinkedIn content creation with **hooks** from successful creators representing different industries, ethnicities, genders, and expertise.



 About This Diverse Collection: These hooks come from creators across the globe, representing varied industries, perspectives, and approaches. Each creator has built a following using their unique voice and style.

# Hook #1: The Classic Viral Formula

Most people escape 9-to-5 to build a 24/7. They quit their job to chase freedom... And accidentally create a business that owns them.

## Why This Works:

This hook works because it creates tension through paradox: people quit a 9-to-5 for freedom, but end up trapped in something worse. Marketers can try a similar strategy by using a hook that challenges the reader's assumptions.

*Original Creator: Justin Welsh. This hook generated 885 comments.*

## Hook #2: Challenging Gurus

"LinkedIn gurus will tell you to focus on the hook. But all my best-performing posts have more than one."

### Why This Works:

This hook works because it challenges conventional advice with a surprising contradiction. Marketers can use the same tactic by calling out a "rule," and then flipping it to reveal an unexpected truth that piques curiosity.

*Original Creator: Lara Acosta. This hook generated 978 comments.*

## Hook #3: Quick Process Promise

"This is how I get 10 post ideas in 5 minutes."

### Why This Works:

This hook works because it promises a fast and specific result. Marketers can use the same tactic by offering a clear benefit with numbers or timeframes that make the outcome feel both achievable and irresistible.

*Original Creator: Matt Barker. This hook generated 340 comments.*

# Hook #4: Mentorship Positioning

"A young follower recently asked me how to build financial wealth. I shared my 3 core principles:"

## Why This Works:

This hook works because starting with "a young follower" positions the creator as a mentor, and promises an easy-to-digest framework (3 core principles). Marketers can try this by starting their hook with a personal interaction and then promising a clear, numbered takeaway.

*Original Creator: Sahil Bloom. This hook generated 132 comments.*

# Hook #5: Success Formula

"How we made Morning Brew one of the most successful newsletter companies: 1) Did something unsexy (email)"

## Why This Works:

This hook works because Alex Lieberman is sharing a success story, and he couples it with a counterintuitive reveal. Marketers can try the same tactic by framing their own wins around an underestimated tactic.

*Original Creator: Alex Lieberman. This hook generated 4.7M impressions.*

# Hook #6: Annual Lessons

**"MY 7 MOST VIRAL MARKETING TIPS: 7 marketing tips you  
NEED to know going into 2025."**

## Why This Works:

This hook works because it creates a sense of urgency — "you NEED to know going into 2025" adds time-pressure. Marketers can replicate this by combining a numbered list with a countdown.

*Original Creator: Chase Dimond. This hook generated 186 comments.*

# Hook #7: Psychology Hook

"People are lousy at predicting what they'll do in the future.  
Want proof? Just ask Sony..."

## Why This Works:

This hook works because it combines a provocative claim with a curiosity gap ("Want proof?"), as well as a recognizable brand name. Marketers can try the same tactic by leading with a bold statement about human behavior and including a specific example or case study.

*Original Creator: Katelyn Bourgojn. This hook generated 179 comments.*



# Hook #8: Home Building Analogy

"Something you may not know about me is that I've built a few homes in the past and it's similar to body transformation."

## Why This Works:

This hook works by combining seemingly unrelated concepts (home building and body transformation). Marketers can use a similar strategy by sharing an unexpected personal skill or experience and tying it back to their main topic.

*Original Creator: Dan Go. This hook generated 147 comments.*

# Hook #9: Exclusive Knowledge

"You won't find these LinkedIn hacks anywhere else. In my last 19 months on LinkedIn, I've managed to:"

## Why This Works:

This hook works through its claim of exclusivity ("won't find anywhere else"), which creates a strong interest for insider knowledge. Marketers can replicate this by teasing a list of concrete results or discoveries they're about to reveal.

*Original Creator: Jasmin Alić. This hook generated 1,799 comments.*

# Hook #10: Question Hook

"Do you know why you should hook your reader in with a question? Nah, seriously, do you know why?"

## Why This Works:

This hook works because Izzy demonstrates the very technique she's teaching by using questions to hook the reader. Marketers can try a similar approach by having their hook demonstrate a strategy, principle, or mistake they're about to explain.

*Original Creator: Izzy Prior. This hook generated 67 comments.*

# Hook #11: Side Business Blueprint

**"Here's how I build a side business with AI: I reach +72 million people online in a year."**

## Why This Works:

This hook works because it promises a step-by-step method for combining two highly desirable topics (side business + AI) and immediately backs up the promise with an impressive metric that serves as social proof. Other marketers can replicate this by leading with "Here's how I achieve [outcome] with [trending tool/method]:" followed by a concrete number that validates their approach.

*Original Creator: Ruben Hassid. This hook generated 312 comments.*

# Hook #12: 4-Step Framework

"My 4 tips to get 100K followers. 1. Personality. - Tell your story - don't just give insights."

## Why This Works:

This hook works because it promises a specific number of tips with a concrete goal (100K followers). Other marketers can employ this strategy by creating a listicle and providing advice that goes against conventional wisdom.

*Original Creator: Amelia Sordell. This hook generated 132 comments.*

# Hook #13: Debunking Common Wisdom

"This is the worst LinkedIn advice 🙄 'Add value' 99% of the folks that tell us to 'create valuable content' cannot define what 'valuable content' actually is."

## Why This Works:

This hook works because it takes a contrarian stance on universally accepted advice ("add value"). Marketers can replicate this by identifying widely-accepted "truths" and pointing out flaws or contradictions.

*Original Creator: Tasleem Ahmad Fateh. This hook generated 480 comments.*

# Hook #14: Growth Secret

**"Steal my SECRET to LinkedIn growth. It's just one thing.  
It's the reason I have more engagement than you."**

## Why This Works:

This hook works because it combines exclusivity ("SECRET"), simplicity, and a provocative ego challenge. Other marketers can try this by promising one simple secret using words like "steal", while making bold claims that position them above their audience.

*Original Creator: Luke Matthews. This hook generated 1,432 comments.*

# Hook #15: Cold Call Intro

**"I was the worst SDR at my company. 3 months of getting cooked while everyone else booked meetings. Then I discovered a LinkedIn system that changed everything."**

## Why This Works:

This hook works because it opens with a vulnerable failure ("I was the worst"), then promises a dramatic transformation. Other marketers can replicate this by leading with their biggest professional failure, describing the pain authentically, then teasing the specific method or discovery that turned everything around.

*Original Creator: Morgan J Ingram. This hook generated 40 comments.*



# Start Creating Viral Hooks: Next Steps

Master these 15 proven formulas and watch your LinkedIn engagement soar

- Choose 3-5 hook styles that match your personality
- Adapt the frameworks to your industry and audience
- Test different approaches and measure results
- Follow the creators mentioned for ongoing inspiration
- Focus on delivering value, not just catchy hooks