

# Meta Ads Hook Swipe File

30 scroll-stopping hook angles worth testing in your next campaign.

## Problem / pain

- › "Still [doing the painful thing]? Here's the fix."
- › "The real reason your [problem] keeps happening."
- › "Stop wasting money on [common mistake]."

## Curiosity

- › "We didn't expect this to work — but it did."
- › "The [product] detail nobody tells you about."
- › "This is why [surprising thing] happens."

## Social proof angle

- › "Why people keep reordering [product]."
- › "[N] people switched to this. Here's why."
- › "The one [product] our customers won't shut up about."

## Bold claim + proof

- › "The last [product] you'll need to buy."
- › "[Benefit] in [timeframe] — here's how."
- › "Most [products] do X. Ours does Y."

## Before / after

- › "From [before state] to [after state] in [timeframe]."
- › "What [routine] looks like before vs after [product]."
- › "Swap [old thing] for this and watch what happens."

## Founder / story

- › "We built this because we were sick of [problem]."
- › "Why we started making [product]."
- › "A small team, one obsession: [benefit]."

## Objection-handler

- › "Think [product] is [objection]? Watch this."
- › "Worried about [risk]? Here's our answer."
- › "Yes, it's [price]. Here's why it's worth it."

## Direct offer

- › "[Offer] ends [time] — don't miss it."
- › "New: [product]. Here's the first look."
- › "Try [product] risk-free for [period]."

## Question hook

- › "What if [problem] just... stopped?"
- › "Ever wonder why [common thing] never works?"
- › "Which [product] is actually right for you?"

## Pattern interrupt

- › "Don't buy [product] until you've seen this."
- › "Unpopular opinion: [contrarian take]."

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