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50 LinkedIn Hook Templates

Ten hook styles × five templates, each with a real example — for founders, consultants and experts.



Fifty fill-in-the-blank opening lines across ten hook styles. The first two lines decide whether anyone reads the rest — adapt these to your voice, never paste them raw.

Contrarian hooks

Most [audience] think [common belief]. The ones who win do the opposite.
Example: Most consultants think more posts means more clients. The ones who win post less and position better.

Unpopular opinion: [belief] is costing you [outcome].
Example: Unpopular opinion: your 'professional' headline is costing you clients.

Stop [common advice]. Do [your advice] instead.
Example: Stop posting daily. Post three times a week with a system instead.

[Common practice] is not a strategy. It is a habit.
Example: Engagement pods are not a strategy. They are a habit.

Everyone says [X]. Nobody says [Y]. Here is why [Y] matters more.
Example: Everyone says 'be consistent'. Nobody says 'be clear'. Clarity is what consistency amplifies.

Story hooks

[Time ago] I [situation]. Today [result]. Here is what changed.
Example: Five years ago I managed a furniture showroom. Today I run brand strategy for experts. One lesson carried over.

I almost [mistake]. Then [turning point].
Example: I almost rewrote my whole profile again. Then I realised the headline was the only problem.

A client told me: '[quote]'. It stuck with me.
Example: A client told me: 'People visit my profile and leave.' It stuck with me.

The worst [thing] I ever [did/made] taught me [lesson].
Example: The worst post I ever wrote taught me more than my best one.

I did not start in [field]. I started on a [unexpected place].
Example: I did not start in marketing. I started on a sales floor.

List hooks

[N] things I wish I knew before [milestone].
Example: 7 things I wish I knew before my first 10,000 followers.

[N] [tools/habits] that [outcome] (number [X] is underrated).
Example: 5 LinkedIn habits that bring clients (number 4 is underrated).

The [N]-step system I use to [outcome].
Example: The 4-step system I use to turn a profile view into a conversation.

[N] signs your [thing] is [problem].
Example: 6 signs your LinkedIn profile reads like a CV.

[N] questions to ask before [decision].
Example: 3 questions to ask before you hire a ghostwriter.

Mistake hooks

The #1 mistake [audience] make on [platform]:
Example: The #1 mistake founders make on LinkedIn:

You are not [problem]. You are [real problem].
Example: You are not bad at content. You are unclear on positioning.

If your [thing] does [symptom], you have a [diagnosis] problem.
Example: If your profile gets views but no messages, you have a conversion problem.

I see this mistake on [N]% of profiles I audit.
Example: I see this mistake on 8 of 10 profiles I audit.

Stop doing this. It is quietly costing you [outcome].
Example: Stop doing this. It is quietly costing you reach and trust.

Data / proof hooks

[Number] [metric] in [time]. No ads. Here is the system.
Example: 39,000 followers in six years. No ads. Here is the system.

We tested [A] vs [B] for [time]. [Result].
Example: We tested story hooks vs list hooks for 30 days. Stories won on comments, lists on saves.

[X]% of [audience] [behaviour]. Only [Y]% [better behaviour].
Example: 90% of experts post about their work. Only 10% post about their buyer's problem.

One change. [Metric] went from [A] to [B].
Example: One change to my headline. Profile views went from 60 to 265 a week.

The numbers behind [thing]:
Example: The numbers behind a 10,000-subscriber newsletter:

Question hooks

What would change if [audience] saw your profile for the first time today?
Example: What would change if your dream client saw your profile for the first time today?

Why do some [things] get [result] while others get ignored?
Example: Why do some LinkedIn profiles get attention while others get ignored?

Quick question for [audience]: [question]?
Example: Quick question for consultants: when did a stranger last message you after reading your profile?

Is your [thing] a [good version] or a [bad version]?
Example: Is your LinkedIn profile a sales page or a CV?

What is the one thing your profile should make obvious in five seconds?
Example: What is the one thing your profile should make obvious in five seconds?

How-to hooks

How to [outcome] in [time] (without [pain]).
Example: How to rebuild your About section in 30 minutes (without sounding salesy).

The exact [thing] I use to [outcome]:
Example: The exact prompt I use to draft a LinkedIn post that still sounds like me:

Here is how I [outcome], step by step.
Example: Here is how I plan a month of content in 45 minutes, step by step.

A simple framework for [outcome]:
Example: A simple framework for a headline that gets found:

Copy this [template]. It works for [audience].
Example: Copy this Featured-section layout. It works for consultants and coaches.

Observation hooks

I noticed something about [audience] who [result].
Example: I noticed something about the experts who get inbound leads.

The best [people] I know all do this one thing.
Example: The best personal brands I know all do this one thing.

Nobody talks about this part of [topic].
Example: Nobody talks about this part of personal branding: follow-up.

There are two kinds of [thing]. Only one works.
Example: There are two kinds of LinkedIn content. Only one brings clients.

Something changed on [platform] this year.
Example: Something changed on LinkedIn this year. Reach is down; trust is up.

Promise hooks

By the end of this post you will know exactly how to [outcome].
Example: By the end of this post you will know exactly how to write a headline that gets you found.

Save this. You will need it when [situation].
Example: Save this. You will need it the next time you rewrite your About section.

This is the only [thing] you need to [outcome].
Example: This is the only checklist you need to fix your profile.

Read this before you [action].
Example: Read this before you post another carousel.

If you only fix one thing this week, fix this.
Example: If you only fix one thing this week, fix your first two About lines.

Curiosity hooks

The [adjective] reason [result] (it is not what you think).
Example: The real reason your posts get views but no clients (it is not the algorithm).

I changed one word in my [thing]. Then this happened.
Example: I changed one word in my headline. Then the right people started messaging.

[Audience] keep asking me about [topic]. Here is my honest answer.
Example: Founders keep asking me about AI content. Here is my honest answer.

There is a [thing] hiding in your [place].
Example: There is a client hiding in your comment section.

What [successful people] know about [topic] that most do not:
Example: What top creators know about hooks that most experts do not:

How to use: keep this file open when you draft. Pick the style that fits the idea, write three versions, read them aloud, publish the one you would say to a client across a table. Full content system: shiblysadik.com/blog/ai-content-system-for-linkedin

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