

COPY. REMIX. CREATE.

110

NATURAL VIDEO HOOKS

The Reaction Hook Library

Short, casual openings for TikTok, Reels, Shorts,
UGC videos, and app demos.

Pick a feeling. Copy a line. Make it yours.

110 hooks

11 collections

Copyable text

01 / SHOCK & SURPRISE

Wait... WHAT??

Unexpected results deserve a memorable opening.

001 wait... WHAT?? 😭

002 there's actually no way...

003 i'm sorry, WHAT IS THIS?

004 okay this is actually insane

005 why am i only finding this now??

006 i was NOT expecting that...

007 hold on... this is real?

008 nah, this is actually crazy 😭

009 i genuinely can't believe this

010 okay... that just blew my mind

02 / CURIOSITY & DISCOVERY

Make them curious.

Give viewers a reason to see what happens next.

011 why is nobody talking about this?

012 you need to see what i found

013 okay so i discovered something...

014 i wish someone told me this sooner

015 how did i not know this existed?

016 wait until you see this...

017 this is the part nobody mentions

018 i think i found something interesting

019 okay, there's something you should know

020 what happens next is actually wild

03 / RELATABLE FRUSTRATION

This used to be so annoying.

Start with a struggle your audience recognizes.

021 not me wasting hours on this 😭

022 i've been doing this wrong...

023 why is everything so complicated??

024 i'm actually tired of doing this

025 please tell me i'm not alone

026 all that effort... for WHAT?

027 i can't keep doing this anymore

028 the struggle was actually unnecessary

029 this should NOT be so difficult

030 i'm done making my life harder

04 / DISCOVERY & SHORTCUTS

There was an easier way?

Perfect for showing something useful in action.

031 i just found a little cheat code

032 you mean i could've done THIS?

033 this would've saved me so much time

034 okay, this makes things so much easier

035 i've been looking for something like this

036 why didn't i try this earlier?

037 i accidentally found something so useful

038 i finally found an easier way

039 this is my new favorite little trick

040 i think i just solved my problem

05 / POV & MEME REACTIONS

POV: you just found your hook.

Casual captions for relatable and funny moments.

041 POV: you just discovered something amazing

042 me realizing there was an easier way 🧠

043 POV: your life just got slightly easier

044 me pretending i knew this already

045 POV: you found your new obsession

046 me after trying this for the first time

047 POV: you finally figured it out

048 my brain trying to process this 🤔

049 POV: you didn't know you needed this

050 me wondering where this has been

06 / HONEST CONFESSIONS

Okay, I have to admit something...

A real admission can feel more human than a sales pitch.

051 okay i have a confession...

052 i'm not even gonna lie...

053 i was completely wrong about this

054 i didn't think i'd like this

055 i have to admit something...

056 i almost didn't try this

057 i was so skeptical at first

058 i thought this was overrated...

059 i might be a little obsessed

060 i wasn't planning on sharing this...

07 / PATTERN INTERRUPTS

Wait. Hear me out.

Challenge an assumption before making your point.

061 okay, unpopular opinion...

062 can we talk about this for a second?

063 i don't think people realize this

064 you might disagree with me...

065 stop doing it the hard way

066 this might sound ridiculous, but...

067 i know this sounds dramatic...

068 we need to talk about this

069 maybe we've been thinking about this wrong

070 i'm surprised more people don't do this

08 / FRIEND-TO-FRIEND

I had to send you this.

Friendly lines that sound like a personal message.

071 okay bestie, look at this

072 someone please explain why this is so good

073 i'm putting you all onto this

074 sending this to my friends immediately

075 okay you guys need to see this

076 tell me why this actually works

077 i had to share this with someone

078 this is your sign to check this out

079 just discovered this and had to share

080 am i the only one obsessed with this?

09 / PERSONAL STORIES

So something happened...

A simple way to open an experience or experiment.

081 so something happened today...

082 i tried something different yesterday

083 okay, here's what happened...

084 i was just minding my business...

085 the funniest thing happened to me

086 i did not see this coming

087 i wasn't expecting much, but...

088 so i decided to test it...

089 this started as a random experiment

090 i have a tiny story for you

10 / APP DEMOS & REVEALS

Just watch what happens.

Move quickly from the hook into the on-screen result.

091 okay, watch what happens when i do this

092 let me show you something real quick

093 i need you to look at this

094 this is what i've been using lately

095 watch how simple this actually is

096 okay, let me show you how it works

097 i just tried this and look...

098 the best part? watch this

099 i have to show you what this does

100 wait... it gets even better

11 / 10 BONUS HOOKS

Couldn't stop at 100.

Ten more options for your next creative experiment.

101 i didn't think this would matter...

102 it's the little details for me

103 okay, this is oddly satisfying

104 tell me i'm not the last to know

105 i tried the obvious way first...

106 just when i thought i was done...

107 why did this take me so long to find?

108 one tiny change made a big difference

109 now THIS is what i was looking for

110 if you try one thing today, try this
