

## THE ODD CHILD AI

# 100 Hooks & CTA Swipe File

50 scroll-stopping opening lines + 50 clear calls to action for short-form videos, carousels, captions, emails, and product content.

## How to use this file

1. Pick a hook that matches the emotion or problem of your post.
2. Rewrite it in your voice and make it specific to one person + one outcome.
3. Pair it with a CTA that tells the viewer exactly what to do next.
4. Track which hooks get saves, comments, and follows — then make more of those.

*Tip: Never use a hook unchanged. Adapt the structure, keep the power.*

## 50 HOOKS • Organized by type

### Curiosity & Pattern Interrupt

- 01 Nobody tells creators this, but it changes everything.
- 02 If your content feels invisible, start here.
- 03 Stop scrolling if you create content for a living.
- 04 What if your content problem is really a clarity problem?
- 05 The unpopular truth about growing online.
- 06 You are probably overcomplicating this.
- 07 Here is the shortcut nobody explains clearly.
- 08 The difference between content people watch and content they skip.
- 09 Your first three seconds need one of these.
- 10 One idea. Three platforms. Seven pieces of content.

### Pain & Frustration

- 11 I wasted months doing this the hard way.
- 12 Three mistakes are quietly killing your reach.
- 13 This is why your good ideas are not getting views.
- 14 Before you buy another tool, fix this first.
- 15 Most creators skip this five-minute step.
- 16 Why your call to action is getting ignored.
- 17 Five signs your message is too complicated.
- 18 If your views dropped, check these three things.
- 19 The content upgrade you can make without new equipment.
- 20 Use this when your opening line sounds boring.

### Promise & Result

- 21 Use this simple trick before you post again.

- 22 The fastest way to improve your next video is not what you think.
- 23 Your audience does not need more content. They need this.
- 24 Here is the exact system I use to turn one idea into seven posts.
- 25 This one sentence can make your next hook stronger.
- 26 A beginner-friendly way to get better results today.
- 27 I tested the obvious method. This worked better.
- 28 One small change made this instantly easier.
- 29 This content formula works in almost any niche.
- 30 The easiest way to make your videos feel more professional.

## How-To & System

- 31 Try this when you have no idea what to post.
- 32 Steal this format for your next short-form video.
- 33 Here is what I would do with a brand-new account.
- 34 Save this before your next content planning session.
- 35 Do not post until you can answer this question.
- 36 Use this checklist when your post feels weak.
- 37 You do not need more ideas. You need a repeatable system.
- 38 Here is a better way to use AI for content.
- 39 This is the content habit that saves me hours.
- 40 The simple before-and-after structure audiences understand instantly.

## Practical & Actionable

- 41 A practical content strategy for busy creators.
- 42 This is what consistency actually looks like.
- 43 A smarter way to plan a month of content.
- 44 Turn your most common customer question into this post.
- 45 The most useful post you can create this week.
- 46 What I wish I knew before building a content system.
- 47 This is how you make educational content less boring.
- 48 Your next viral idea may already be in your comments.
- 49 The fastest content audit you can do today.
- 50 If I had to start over, I would do this first.

## 50 CALLS TO ACTION

*Clear next steps beat vague "link in bio." Use these as written or adapt them to your brand.*

- 01 Save this for your next content day.
- 02 Comment 'PLAN' and use this as your starting point.
- 03 Which step will you try first?
- 04 Send this to a creator who needs it.
- 05 Follow for practical creator tools without the fluff.
- 06 Try it today and compare your results.
- 07 Bookmark this checklist before you post.
- 08 Tell me your niche and I will show you how to adapt it.
- 09 Use the template, then make it sound like you.
- 10 Download the full toolkit to build your system faster.
- 11 Share this with your content partner.
- 12 What would you add to this list?
- 13 Pick one idea and post it this week.
- 14 Save this so you do not have to rebuild it later.
- 15 Reply with the part that slows you down most.
- 16 Follow for more AI-powered creator workflows.
- 17 Turn this into your next carousel or short.
- 18 Test version A and version B, then keep the winner.
- 19 Use this prompt and tag your result.
- 20 Get the complete pack for the editable templates.
- 21 Which example fits your brand best?
- 22 Start with one platform, then repurpose.
- 23 Add this to your weekly content checklist.
- 24 Comment 'MORE' if you want part two.
- 25 Take ten minutes and complete this now.
- 26 Screenshot this framework.
- 27 Send this to your future self.
- 28 Choose one hook and rewrite it for your audience.
- 29 Make your next post using this exact structure.
- 30 Want the worksheet? It is inside the Creator Digital Toolkit.
- 31 Use this before your next launch.
- 32 Compare this against your last five posts.
- 33 Build your own version and keep it in your content bank.
- 34 Try this for seven days and track the difference.
- 35 Drop your result in the comments.
- 36 Follow if you want systems that save time.
- 37 Do not just save it — schedule it.
- 38 Turn this into a reusable template today.

- 39 Use the planner to map the next 30 days.
- 40 Pick your strongest idea and publish it first.
- 41 Share the one line that stood out.
- 42 Add your own proof before you post.
- 43 Make it specific to one person and one problem.
- 44 Keep the hook, change the example.
- 45 Try the short version first.
- 46 Use a clear next step instead of 'link in bio.'
- 47 Build the post, then remove every unnecessary word.
- 48 Download once and reuse the templates every month.
- 49 Start now — your first row in the planner is already waiting.
- 50 Create differently with The Odd Child AI.

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*Pro tip: After you publish, log the post in the Performance Tracker. The hooks that drive saves and comments are your gold — double down on those angles.*

*You may use these lines in your own content and client work. You may not resell or redistribute this swipe file as a standalone product.*