



# 5 Proven- to-Convert Content Hooks

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If you've ever stared at a blinking cursor wondering what the heck to post, use one of these 5 plug-n-post hooks to confidently create content that builds trust, delivers value, and drives clients to your offers.

## TRUST HOOK #1

“My client went from  
*[pain]* to *[result]* in *[time]*.  
Here’s what she did.”

This hook works because it’s specific, proof-driven, and paints a clear before and after. Add a screenshot or photo for even more trust.

### EXAMPLES

#### **GUT HEALTH**

My client went from daily bloating and reflux to symptom-free digestion in 6 weeks. Here’s what she did.

#### **WEIGHT LOSS**

My client went from stuck at the same weight for 2 years to down 15 pounds (without tracking a single calorie). Here’s what she did.

#### **HORMONES**

My client went from feeling exhausted, constipated, and gaining weight, despite barely eating, to consistent energy, daily bowel movements, and a 15-pound weight loss in under 3 months.

## TRUST HOOK #2

“Most doctors, trainers, practitioners, and people will tell you to *[mainstream advice]*. I do the opposite — and my clients *[results]*.”

This hook positions you as a credible authority who thinks differently — and it gets attention fast.

### EXAMPLES

#### ACNE

Most “acne diets” will tell you to cut dairy and sugar. I do the opposite — and my clients get clear skin like this.

#### GUT HEALTH

Most doctors will tell you to take a probiotic. I do the opposite — and my clients finally poop daily, no bloat in sight.

#### WEIGHT LOSS

Most trainers will tell you to eat less + move more. I do the opposite — and my clients lose 10+ pounds without dieting.

#### INTUITIVE EATING

Most intuitive eating dietitians will tell you to “just listen to your body.” I teach you how to listen — and my clients stop obsessing over food.

## VALUE HOOK #1

“So you’re *[1-2 actions they are taking that they think will work]*, but *[issue or symptom that hasn’t resolved]*? It’s time to *[root cause/what actually works]*.”

Quick wins, straight talk, and a soft pitch baked right in.

### EXAMPLES

#### **ACNE**

So you’ve tried Accutane and cut out every “trigger food”... but your breakouts still won’t stop? It’s time to get your gut tested.

#### **GUT HEALTH**

So you’re taking probiotics and cutting gluten... but still bloated every night? It’s time to up your minerals.

#### **HORMONES**

So you’re taking magnesium and seed cycling... but your PMS is still awful? It’s time to regulate your nervous system.

#### **FERTILITY**

So you’re eating “clean” and exercising 5x a week, but you still aren’t pregnant? It’s time to take a look at your progesterone.

## VALUE HOOK #2

“If you *[symptom]*,  
*[symptom]*, and  
*[symptom]*... *[root cause  
that’s keep them stuck]*.”

This hook is excellent for education, reframes, and gets them unstuck.

### EXAMPLES

#### **MIGRAINES**

If you wake up with brain fog and have weekly migraines that wipe you out... you probably have a mineral imbalance.

#### **WEIGHT LOSS**

If you gain weight easily, feel cold all the time, and can't lose fat no matter how clean you eat... your hormones are wired for fat storage.

#### **INTUITIVE EATING**

If you binge at night, constantly think about food, and still feel out of control around carbs... it's not a willpower issue, it's a sign you're undernourished.

#### **ENDOMETRIOSIS**

If you're bloated daily, doubled over in pain during your period, and need a nap by 3pm... it's a sign you may have estrogen dominance.

## CONNECTION HOOK

“When I stopped *[action that kept you stuck]* and started *[action that worked]*, *[result]*.”

This is your “lead by example” moment. Relatable. Inspiring. Story-driven.

### EXAMPLES

#### **GUT HEALTH**

When I stopped drinking green smoothies every morning and started balancing my minerals, my bloating disappeared.

#### **WEIGHT LOSS**

When I stopped intermittent fasting and started eating 30 grams of protein for breakfast, my cravings disappeared.

#### **FERTILITY**

When I stopped overexercising and started working out to support my hormones, I finally got pregnant.

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