

Caption & Hook Planner

Ten fill-in-the-blank hook formulas plus a caption structure worksheet. Print it or duplicate it into your notes app.

Hook formulas

- 01 Unpopular opinion: ____.
- 02 I did ____ for 30 days. Here's what happened.
- 03 Stop doing _____. Do _____ instead.
- 04 The _____ mistake costing you _____.
- 05 How we went from _____ to _____ in _____ (no _____).
- 06 _____ things I wish I knew before _____.
- 07 Nobody talks about this part of _____.
- 08 If you only have 5 minutes today, read this.
- 09 Steal our exact _____ (it took us _____ to figure out).
- 10 You don't need _____. You need _____.

Caption structure worksheet

HOOK (LINE 1)

Earn the "more" tap. Use a formula above.

CONTEXT (2-3 LINES)

Why should your audience care today?

VALUE (THE MEAT)

Steps, story, or insight — short lines, white space.

CTA (LAST LINE)

One ask only: save, comment a keyword, or click.

