

Hook and script library

205 first lines that stop the scroll, sorted by type, 105 ready captions by topic, 12 complete 30 second scripts, and the rules for writing your own. For TikTok, Reels, Shorts, YouTube and X. Updated quarterly.

The first line is the only part of a video most people see. On TikTok, Instagram and YouTube Shorts the app decides in three seconds whether to show your video to more people, and it decides on one thing: did the viewer stay. A strong first line, said out loud and shown as text, is the difference between 200 views and 20,000. This library gives you 205 of them, sorted by what they do, plus 12 full scripts built on the shape that works: first line, the problem, the answer, the last line.

Every hook here works for a beginner because none of them claim to be an expert. Use them as they are, or swap one word to make them yours.

What you will learn

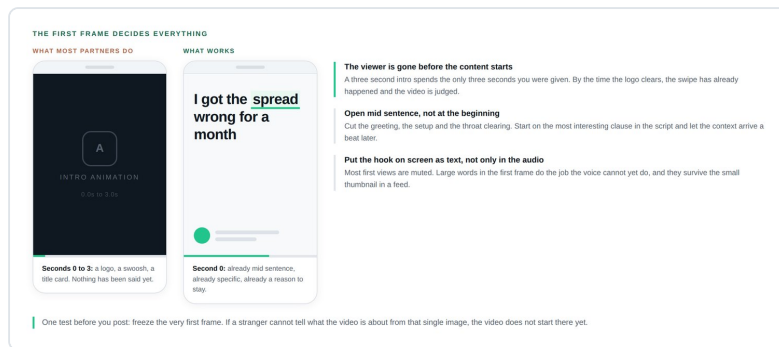
- How to use this library, and the four rules of a first line that works
 - 205 hooks in twelve types: curiosity, FOMO, surprise, reverse psychology, POV, before and after, mistakes and lessons, honest loss, question, series, relatable, warning
 - The shape of a 30 second video, and 12 complete scripts to film as they are
 - 105 ready captions by topic: basics, mistakes, leverage and risk, strategy, market news, motivation, FAQ
 - How to write your own hooks in five minutes, and what never goes in a hook
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How to use this library

1. Pick the type that fits today's video: a loss you had, a question, a warning, a lesson.
 2. Take the hook as it is, or change one word so it is true for you. Never claim a result you do not have.
 3. Say it in the first second, show it as text for three seconds, and film the rest with the 30 second shape below.
 4. Pick a caption from the same topic, add 3 to 5 hashtags and your CTA line.
 5. Every quarter this library is updated. Hooks that stop working are replaced; send in the ones that worked for you.
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The four rules

1. **Say it and show it.** The hook is spoken in the first second and on screen as big text for the first three seconds.
2. **Start in the middle.** No "hey guys", no "so today", no "welcome back". The first word is already the hook.
3. **One idea.** If the hook needs a second sentence, it is two videos.
4. **No money words.** No "make money", "profit", "guaranteed", "easy". A hook with a promise gets the video removed and attracts the wrong people. Losses, mistakes and questions do better anyway.



The first frame: face, big text, the line already being said.

205 hooks, by type

Every hook works for a beginner because none claims to be an expert. Use them as they are, or swap one word to make them yours. A hook is spoken in the first second and shown on screen as big text for three seconds.

Curiosity ('You're trading wrong if...')

1. You're trading wrong if you set your stop by how much you want to lose.
2. You're trading wrong if you open the chart before you open your plan.
3. You're trading wrong if every trade is the same size.
4. You're trading wrong if you cannot say why in one sentence.
5. You're trading wrong if you check the chart forty times a day.
6. You're trading wrong if you never take the small loss.
7. You're trading wrong if the news decides your entry.
8. You're trading wrong if you trade the first 30 minutes.
9. You're trading wrong if you have seven indicators on one chart.
10. You're trading wrong if you moved your stop this week.
11. Nobody explains this to beginners.
12. Your risk is not the money you put in.
13. The one setting every beginner leaves on.
14. This took me four months to understand and takes 20 seconds to explain.
15. What a candle is actually telling you.
16. The number I check before every trade, and it is not the price.
17. What 'leverage' means in one sentence.
18. The difference between a good trade and a winning trade.
19. What I see on a chart now that I did not see three months ago.
20. The question I ask before every trade. It takes five seconds.
21. Why 'buy low, sell high' is the worst advice a beginner gets.
22. What the wick on a candle is trying to tell you.
23. Why my best month had the fewest trades.
24. The thing about spreads nobody mentions until it costs you.
25. What 'the trend' actually means, in ten words.
26. Why I stopped watching the news before I trade.
27. The one line in my journal that changed everything.

28. What a demo account is actually for. It is not the money.
29. Why the second trade of the day is the dangerous one.
30. What 'liquidity' means, without the jargon.
31. Why the trade you skip is the one you remember.
32. What 'slippage' is and why it shows up at the worst time.
33. The chart pattern I ignore, and the one I wait for.
34. Why traders say 'the plan' like it is a person.
35. What happens in the first five minutes after a rate decision.

FOMO ('What every successful trader does at 6am')

1. What every successful trader does at 6am.
2. What the traders who last do on Sunday night.
3. The one habit every profitable trader I know shares.
4. What consistent traders do before the market opens.
5. The 10 minute routine that separates traders who last from traders who quit.
6. What good traders do after a loss. It is not what you think.
7. The Friday habit of every trader who is still here next year.
8. What experienced traders check first every morning.
9. The one thing beginners skip that pros never do.
10. What the calm traders know that the stressed ones do not.
11. What traders who survive year one have in common.
12. The end of day routine nobody films.
13. What a real trading plan looks like. Most people have never seen one.
14. The weekly review that keeps good traders good.
15. What disciplined traders do when there is no setup. Nothing.

Surprise ('Did you know...')

1. Did you know most retail traders lose money? Here is why I still do it.
2. Did you know your stop loss can be in the right place and still get hit?
3. Did you know one fee can quietly eat a whole week of small wins?
4. Did you know the market is open when you are asleep?
5. Did you know moving your stop is the number one way beginners blow accounts?
6. Did you know you can trade with the leverage turned down? Most beginners never look.
7. Did you know a losing trade can be a correct decision?
8. Did you know the trend is just higher highs and higher lows?
9. Did you know you can practise every button on a demo before risking a cent?
10. Did you know most blown accounts started with one small loss someone refused to take?
11. Did you know the best traders take fewer trades, not more?
12. Did you know a red candle is not bad news? It is information.
13. Did you know your journal predicts your results better than any indicator?
14. Did you know 'risk free' in trading is always a lie?
15. Did you know the first 30 minutes of the day have the wildest moves?

Reverse psychology ('Don't open this trade unless...')

1. Don't open this trade unless you can say where you are wrong.
2. Don't place a trade until you can answer this.
3. Don't open a live account until you have done these three things.
4. Don't watch this if you want to keep moving your stop loss.
5. Don't follow me if you want signals. I post mistakes.
6. Don't trade today if you cannot name your risk in one number.
7. Don't add to a losing trade. Here is what happens when you do.
8. Don't start trading because of a screenshot. Start because of this.
9. Don't take the second trade. Here is why.
10. Don't trust anyone who promises you a return. Including me.
11. Don't open the chart before you open your plan.
12. Don't trade the news unless you know what this word means.
13. Don't turn the leverage up. Ever. Here is what it does.
14. Don't post your results before you have posted your losses.
15. Don't quit in week four. That is where everyone quits.

POV

1. POV: it is 8am and London opens in five minutes.
2. POV: you moved your stop loss and it hit anyway.
3. POV: closing the app so you stop looking at the trade.
4. POV: telling yourself you will not revenge trade today.
5. POV: the news candle goes the wrong way.
6. POV: the setup is perfect and you are on the train.
7. POV: your first green week after three red ones.
8. POV: explaining to your family what you actually do.
9. POV: you took the trade you said you would never take.
10. POV: Sunday night, writing the plan for the week.
11. POV: the trade hits target while you are making coffee.
12. POV: you finally did nothing on a day with no setup.
13. POV: opening the journal after a losing day.
14. POV: someone in the comments asks for signals.
15. POV: month three, still here.

Before / after

1. Month one: I lost. Month two: I lost less. Here is the difference.
2. Before: seven indicators. After: price and one line.
3. Before I had a plan, after I had a plan. Same market.
4. Before: 40 chart checks a day. After: two.
5. Before: revenge trading. After: closing the app.
6. My chart three months ago vs today.
7. How I set a stop loss in week one vs how I set it now.
8. Before the journal, after the journal.
9. Day 1 of trading vs day 90. Honest.
10. Before: trading the news. After: trading the plan.
11. My trade size then vs now. Smaller.
12. What I thought leverage was vs what it is.
13. Before: every trade the same size. After: the stop sets the size.
14. How I felt after a loss in month one vs month three.
15. Before: chasing entries. After: waiting for them.

X mistakes / lessons

1. 5 trading mistakes beginners make in week one.
2. 3 things I wish I knew before my first trade.
3. The 7 mistakes that cost me my first account.
4. 3 lessons from 100 trades.
5. 5 things I stopped doing that fixed my trading.
6. The 3 words in a bio that mean run.
7. 4 questions to ask before any trade.
8. 3 mistakes I made this week, in order.
9. The 5 mistakes every beginner makes, and I made all of them.
10. 3 things a demo account teaches you that a book cannot.
11. 5 habits of the traders who are still here after a year.
12. The 3 rules I never break, and the one I broke on Tuesday.
13. 3 signs your chart is too busy.
14. 5 things nobody tells you about your first live trade.
15. The 4 numbers on my one page plan.

Honest loss

1. I lost money on this trade. Here is why.
2. Stopped out three times in a row. Here is what I changed.
3. This is the trade that taught me what a stop loss is for.
4. I moved my stop and it cost me. Watch what happened.
5. The most expensive mistake I made as a beginner took ten seconds.
6. I was up on this trade and still lost. Here is how.
7. Every beginner does this once. I did it four times.
8. My worst trading habit, and the one rule that fixed it.
9. I quit my first trading plan after a week. Here is the second one.
10. Lost on this one. Correct decision, wrong outcome.
11. The trade I should not have taken, and why I took it anyway.
12. I revenge traded yesterday. Here is what it cost.
13. Three red days in a row. What I am changing and what I am not.
14. The loss that made me finally write a plan.
15. Small loss, posted. This is what honest looks like.

Question (people answer in the comments)

1. Honest question: how long did it take you to place your first trade?
2. Would you have taken this trade? Second candle. Be honest.
3. What is the one thing nobody told you before you started?
4. Which one are you: chart first, or news first?
5. How many times did you move your stop last week?
6. What did your first month of trading look like?
7. Demo or real money first? I picked wrong.
8. What is the most you have ever risked on one trade, as a percentage?
9. If you could tell yourself one thing on day one, what would it be?
10. Is it just me, or is doing nothing the hardest part of trading?
11. What is your worst trading habit? Mine is below.
12. How long did it take you to pass your first funded challenge?
13. Long or short here? No cheating.
14. What made you start trading? Honest answers only.
15. Do you journal? Why not?

Series

1. Day 1 of posting what I learn about trading.
2. Day 30. Here is what changed.
3. Week 3 of trading with 1 percent risk. Update.
4. One trade a day, posted win or lose. Day 12.
5. The 100 trade challenge. Trade 41.
6. Learning to read charts from zero. Lesson 4.
7. Every mistake I make this month, in order. This is number 6.
8. My trading journal, out loud. Tuesday.
9. What I got wrong this week, every Sunday. Week 7.
10. Month one is done. Month two starts tomorrow.
11. Trade 50 of 100. Scorecard so far.
12. Week one of the new plan. Honest update.
13. Day 14. Not profitable yet. Still here.
14. 30 days of doing nothing on no-setup days. Day 9.
15. Lesson 1 of trading from zero: what a chart is.

Relatable (for people who already trade)

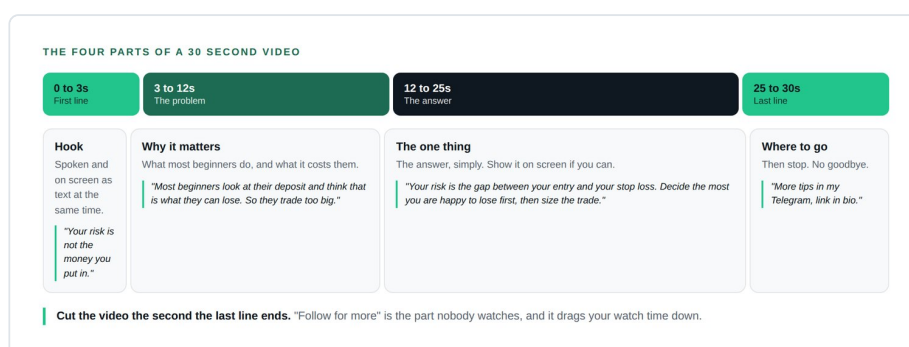
1. When you move your stop loss and it hits anyway.
2. A stop loss is not surrender. It is an agreement to trade tomorrow.
3. Every blown account was once a small loss someone refused to take.
4. Can you survive six losses in a row without changing your system?
5. The hardest part of trading is not the chart. It is doing nothing.
6. Me pretending I am not going to check the chart at 3am.
7. When the setup you skipped goes to target.
8. The face you make when the spread widens at news.
9. Telling myself this is the last trade of the day. Third time.
10. When you finally close the app and the trade goes your way.
11. That feeling when the plan works and you did not touch it.
12. Explaining a drawdown to someone who thinks trading is free money.
13. When someone asks for signals in the comments.
14. Sunday scaries, trader edition.
15. The silence after you say 'I am up on the week' out loud.

Warning

1. If your chart looks like this, stop.
2. Nobody warns you about this fee.
3. Before you open a live account, watch this.
4. Beginners see a red candle and panic. Here is what it means.
5. The screenshot that should make you close the app.
6. If someone promises you a return, this is what they are not telling you.
7. The mistake that blows most beginner accounts in week two.
8. Watch what happens when I trade without a plan.
9. If you are risking more than this per trade, watch this first.
10. The word in a bio that should make you scroll past.
11. This is what overtrading looks like. Do you recognise it?
12. Red flag: they only post wins.
13. If you cannot afford to lose it, it is not trading money.
14. Before you turn the leverage up, watch this.
15. The first thing to check before you trust any account online.
16. If a 'mentor' shows you a car before a chart, run.
17. The 'guaranteed' word is a full stop. Scroll past.
18. Before you copy anyone's trade, watch this.
19. If the account only has wins, it is not an account. It is an advert.
20. Never trade money you need next month. Here is why.

The shape of a 30 second video

Part	Seconds	What you say
First line	0 to 3	The hook, spoken and on screen
The problem	3 to 12	Why this matters, what most people do wrong
The answer	12 to 25	The one thing, simply
The last line	25 to 30	Where to go next: "link in bio"



The four parts of a 30 second video.

12 complete scripts

Film these as they are, or change the numbers to your own. Each is 25 to 35 seconds spoken at a normal pace. Text on screen in bold.

Script 1: Your risk is not the money you put in

(Text: Your risk is not the money you put in) Your risk is not the money you put into the trade. Most beginners look at their deposit and think, that is what I can lose. So they trade too big and one bad move wipes them out. Your risk is the gap between where you enter and where your stop loss is. That is the only money on the line. Decide the most you are happy to lose first, put the stop where the idea is wrong, and let those two things tell you how big the trade is. More beginner tips in the link in my bio.

Script 2: I lost money on this trade. Here is why.

(Text: I lost money on this trade) I lost on this trade this morning, and I want to show you why, because it is the mistake every beginner makes. Here is the chart. I saw the price going up, I got excited, and I bought at the top. No plan, no stop, just fear of missing out. It turned, and I sat there hoping. Hoping is not a strategy. Now I write down where I would be wrong before I enter, and if it gets there, I am out. Small loss, next trade. I post every trade, win or lose. Link in bio.

Script 3: The one setting every beginner leaves on

(Text: The one setting every beginner leaves on) There is one setting almost every beginner leaves on, and it costs them. Default leverage. The app gives you the maximum by default, and the maximum is built for people who know exactly what they are doing. On day one, turn it down. Way down. A smaller position means a small mistake stays a small mistake, and you get to stay in the game long enough to learn. The setting is in your account, it takes ten seconds, and it is the first thing I show anyone who starts. Beginner checklist in the link in my bio.

Script 4: Nobody explains this to beginners

(Text: Nobody explains this to beginners) Nobody explains this to beginners: a stop loss is not where you lose. It is where you agreed, in advance, that you were wrong. That changes everything. If you set it by how much you are willing to lose, it is in the wrong place. If you set it where the trade idea stops making sense, it is in the right place, and then the position size follows from it. Stop first, size second. I learned that the expensive way. The free way is in the link in my bio.

Script 5: Day 1 of posting what I learn about trading

(Text: Day 1) Day 1 of posting what I learn about trading. Here is where I am: I opened a small account last month, I have read more than I have traded, and I have made every mistake in the first chapter of every book. I am not an expert. I am going to post one thing I learned, every day, and the days I lose too. If you are starting from zero, watch this with me. Everything I use is in the link in my bio.

Script 6: If your chart looks like this, stop

(Text: If your chart looks like this, stop) If your chart looks like this, stop. Seven indicators, three colours, and you cannot see the price. I did this for two months. More lines felt like more knowledge. It is the opposite. Take everything off. Price, one moving average, and the levels where the price turned before. That is enough to see what is happening, and seeing what is happening is the whole job. Clean chart, clear head. My exact setup is in the link in my bio.

Script 7: What a candle is actually telling you

(Text: What a candle actually tells you) Every candle is a small story. The body is where the price opened and closed. The wick is how far it went before it came back. A long wick at the top means buyers tried and got pushed back. A long wick at the bottom means sellers tried and failed. You do not need to memorise patterns. You need to ask one question: who won this candle, and did they win by a lot or barely? Ask that on every candle for a week and charts start to make sense. More like this in the link in my bio.

Script 8: Before you open a live account, watch this

(Text: Before you open a live account) Before you open a live account, do three things. One: trade a demo for two weeks, not to make pretend money, to learn the buttons, so your first real trade is not also your first time finding the close button. Two: write your plan on one page. What you trade, when, how much you risk, where you stop. Three: start smaller than feels right. Trading is high risk and most people lose money in the first months. Small keeps you in the game. The one page plan template is in the link in my bio.

Script 9: The hardest part of trading is doing nothing

(Text: The hardest part is doing nothing) The hardest part of trading is not the chart. It is doing nothing when there is no setup. I used to take four trades a day because sitting there felt like wasting time. Three of them were bad. Now I have a rule: if I cannot say why this trade, in one sentence, I do not take it. Most days that means one trade or none. Fewer trades, better trades. My daily routine is in the link in my bio.

Script 10: Honest question: demo or real money first?

(Text: Demo or real money first?) Honest question, and I want your answer in the comments: demo or real money first? I picked wrong. I went straight to real money, tiny amount, because I thought demo was fake. Turns out I needed the demo, not for the money, for the buttons. I placed a trade the wrong way round on day two. Now I tell everyone: two weeks demo, then small real. What did you do? Tell me below. And if you are starting from zero, the link in my bio.

Script 11: A stop loss is not surrender

(Text: A stop loss is not surrender) A stop loss is not surrender. It is an agreement to trade tomorrow. Every account I have seen blow up had the same story: a small loss someone refused to take, that became a big loss they could not afford. Taking the small one is not failing. It is the only way to still be here next week. If you can sit through a run of small losses without changing your whole system, you are ahead of most people. I post every one of mine. Link in bio.

Script 12: Week one. Here is what I got wrong.

(Text: Week one: what I got wrong) Week one is done. Here is what I got wrong. I checked the chart forty times a day and traded because I was bored. I risked too much on the one trade I was sure about, and I was wrong. And I did not write anything down, so I could not learn from it. This week: two set times to look at the chart, one percent risk, and a journal. Boring is the goal. If you want to follow along, everything is in the link in my bio.

105 ready captions, by topic

Captions for TikTok, Reels, Shorts and YouTube descriptions. 30 to 100 characters, so they read in full without "more". Add 3 to 5 hashtags and your CTA line from the CTA library.

Basics

- What a stop loss actually is. Save this.
- Leverage in one sentence. Link in bio for the rest.
- A pip, explained in 15 seconds.
- The trend is just higher highs and higher lows.
- One candle, one story. Who won?
- Demo first. Two weeks. For the buttons, not the money.
- The only two numbers you need before a trade.
- What 'spread' means and why it matters to you.

- Long or short. What the words actually mean.
- Your first trade should be boring. Here is why.
- Chart basics, no jargon. Part 1.
- What a trading plan looks like on one page.
- Price, one average, the levels. That is a clean chart.
- Why the stop goes where the idea is wrong.
- Starting from zero? Start here. Link in bio.

Mistakes

- Lost on this one. Posted so you do not have to.
- Moved my stop. Paid for it. Never again.
- Bought the top. Classic. Here is the lesson.
- The mistake every beginner makes in week two.
- Three red days. What I am changing.
- Revenge traded yesterday. Honest post.
- Seven indicators, zero clarity. Fixed it.
- Overtrading looks like this.
- The trade I took out of boredom.
- Correct decision, wrong outcome. It happens.
- Week one: 3 mistakes, 3 fixes.
- The loss that made me write a plan.
- Small loss taken. That is the whole skill.
- I checked the chart 40 times today. Working on it.
- Every blown account started with one small loss refused.

Leverage and risk

- Turn the leverage down on day one. Seriously.
- Your risk is the distance to the stop, not the deposit.
- 1 percent per trade. Boring. Alive.
- Stop first, size second. Always.
- What leverage does to a small mistake.
- Risk in one number before every trade.
- Six losses in a row. Can your account take it?
- Small size, long game.
- Position size explained in 20 seconds.
- The setting most beginners never open.
- Why my trades got smaller and my results got better.
- Risk management is not exciting. It is the job.
- How much to risk? Less than feels right.
- The 1 percent rule, and why I use it.
- Trading is high risk. Here is how I keep it small.

Strategy and routine

- Plan first, chart second. Every day.

- My morning routine before London opens.
- No setup, no trade. Today was a no.
- The one thing I check before every trade.
- Two set times a day. That is it.
- Sunday night: the plan for the week.
- The setup I take every week and the one I never take.
- Fewer trades, better trades.
- My end of day routine in 60 seconds.
- How I decide the size of a trade.
- The journal entry I write after every trade.
- Why I never trade the first 30 minutes.
- What I do when there is no setup: nothing.
- One page plan. What, when, how much, where I stop.
- My exact setup, nothing hidden. Link in bio.

Market news and events

- News day. Here is what I do differently: less.
- What a rate decision does to a chart, in plain words.
- Why spreads widen at news and what that costs you.
- Big move today. Here is what I saw and what I did.
- The calendar I check every Sunday.
- Volatile week ahead. Smaller size.
- What moved the market today, in one line.
- Trading the news is not a strategy. Here is why.
- Red candle after the announcement. Information, not panic.
- How I prepare for a news week.
- Gold moved. Here is the honest recap.
- The one event this week I am not trading through.
- Market open recap, 30 seconds.
- What 'risk off' means when you see it in a headline.
- Big news, no trade. Discipline is boring.

Motivation and journey

- Day 1 of posting what I learn. Starting from zero.
- Month three. Not rich. Still here.
- Two weeks in, honest numbers.
- Same routine every day. That is the whole secret.
- Not profitable yet. Consistent though.
- The boring days are the ones that count.
- Started with nothing but a phone and a notebook.
- Quit in week four? That is where everyone quits.
- Day 30. Here is what changed.
- Trading from a different desk today. Same plan.

- Documenting, not teaching. Follow along.
- The journey, wins and losses, every day.
- Slow is fine. Quitting is the only failure.
- One idea a day. Link in bio.
- If you are starting from zero, start here.

FAQ

- How much do you need to start? Less than you think.
- Demo or real first? Demo, for the buttons.
- Do I need a big screen? No. A phone is enough.
- How long until it works? Longer than a week. Judge at 90 days.
- Which market first? The one you will actually study.
- Do you use signals? No. I post what I learn.
- Is trading gambling? It is if you have no plan.
- How many trades a day? Often none.
- Where do you trade? The platform I use is in the link in my bio.
- Do you lose? Yes. Posted every time.
- What should I read first? Link in bio.
- Is it too late to start? No. It is too early to quit.
- Do I need to be good at maths? Two numbers per trade.
- How do you handle losses? Small, and I write them down.
- Can I do this part time? I do.

How to write your own hook in five minutes

1. Write down the one thing the video says. One sentence.
2. Now write it five ways: as a loss ("I got this wrong"), as a question ("did you know"), as a warning ("stop doing this"), as a number ("three things"), as a day in a series ("day 14").
3. Say each one out loud. Cut every word that does not need to be there.
4. Pick the one you would stop for.
5. Type it into the app's search bar. If similar videos exist with views, it works.

What never goes in a hook

Never	Because
"How to make money", "profit", "income"	Financial promotion, removed, and it attracts people who will blame you
"Guaranteed", "risk free", "safe", "easy"	Same, and it is not true
A dollar amount you made	Same. Losses are fine.
"Hey guys", "so today", "welcome back"	The three seconds are gone before the hook starts
The platform name or "sign up"	The apps treat it as promotion. Say "link in bio."
A promise you cannot keep in 30 seconds	They leave when it is not delivered, and the app notices

Key takeaways

- The first line is the video. Say it, show it, start in the middle, one idea, no money words.
- Twelve types, all safe for a beginner. Losses, questions and warnings do best. FOMO hooks work when the "secret" is a boring habit, never a return.
- Every script is the same shape: hook, problem, answer, last line. 25 to 35 seconds.
- Write your own in five minutes: one sentence, five versions, say them out loud, pick one, check it in search.
- What never goes in a hook: money words, promises, "hey guys", the platform name.

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