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• THE SWIPE FILE

50 Hook Starters. 3-second scroll-stoppers.

The exact opening lines I rotate across \$100 ads. Tool-agnostic, stack-honest. Print, swipe, mix.

by **Marcos Maia // AI** · 2026 · battle-tested · multi-stack

Direct Callouts

Naming the viewer's situation. Used when CTR is dropping — restarts attention.

01

"If you're still running the same ad from last quarter, this is for you."

Anchor: time + status quo. Triggers self-recognition.

02

"You're spending \$500/week on the wrong frame."

Money pain + specificity. Stops scroll mid-scrolling-thought.

03

"Founders with a \$5K creative budget — read this fast."

Persona-filter. Filters in your buyer + creates urgency in one line.

04

"If you sell DTC and haven't rebuilt your hook this month — you're losing."

Tribe + temporality. The phrase "haven't" forces a self-audit.

05

"To everyone copying the same TikTok hook template: stop."

Calls out the herd. Position-marker that says "I see what you can't."

06

"The thing you're doing in your ad? It's killing your CPM."

Reverse identification. The reader fills in "what am I doing?"

07

"You don't have a creative problem. You have a hook problem."

Reframe. Replaces the wrong diagnosis with the right one.

08

"Agency told you 'we need more time.' Here's what they really mean."

Insider exposé. Triggers betrayal + curiosity.

09

"If your ad needs a script for someone to 'get it,' it doesn't work."

Conditional logic. Forces the reader to test their own ad mentally.

10

"Your creative is fine. Your offer is the problem."

Misattribution flip. Stops the "more creative" reflex.

Section 02 · Data Shock

Numbers that break the pattern. Used for proof + authority anchoring.

11

"60% of your ads die in frame 1. Here's what to do about it."

Stat + solution promise. The number creates concrete imagery.

12

"3 frames. 1.2 seconds. That's all the algorithm gives you."

Triple compression. The repetition of small numbers escalates urgency.

13

"87% of people can't tell AI video from real anymore. (Tested last week.)"

Stat + recency tag. The parenthetical builds trust.

14

"\$5,000 production budget → 27 minutes with my AI stack. Same output."

Value compression. Anchors big number, then collapses time.

15

"I ran 30 ads last week. 0 from a camera."

Number + paradox. The "0" creates instant cognitive pause.

16

"Ad CTR drops 40% after day 11. Here's the day-11 rule."

Stat + named law. Naming the rule makes it ownable knowledge.

17

"In 6 months, 90% of your competitors' creative will be AI-generated."

Future-projection. Long stat, short urgency.

18

"My last 47 reels were generated, not filmed. Zero pushback. Higher engagement."

Compound stat. Each clause reinforces the next.

Section 03 · Revelation

"Here's what nobody told you." Insider-knowledge frame.

19

"Nobody tells you this, but the best ad is the one that doesn't look like an ad."

Insider-frame. "Nobody tells you" creates intimacy.

20

"The reason your videos die at frame 1 isn't the algorithm. It's the logo."

Misdirection reveal. Audience expected algo, got logo.

"I tested 11 AI video tools this month. Only 3 survived my workflow."

Experiment frame + survivor selection. The "3" promises a shortlist.

22

"What if your ad just needs to whisper, not yell?"

Contrarian whisper. Inverts the default "louder = better" instinct.

23

"The reason agencies hide AI from clients: it would gut their margin."

Exposé + financial-stakes reveal.

24

"A clone isn't a face. It's a contract with the algorithm."

Reframe + technical metaphor. Makes the workflow sound proprietary.

Section 04 · Inversion

Opposite of what the viewer expects. Pattern-interrupts the scroll.

25

"What if your worst-performing ad was actually your best?"

Inversion via reframe. Question-format invites mental rerun.

26

"Stop trying to make 1 perfect ad. Start making 30 mediocre ones."

Counter-prescription. Anchored on volume-over-perfection.

27

"Don't hire a videographer. Hire a prompt."

Job-replacement. The verb "hire" applied to a prompt does the work.

28

"Maybe your ad isn't broken. Maybe your offer is invisible."

Soft inversion + diagnostic.

29

"The best AI video I made this week? I didn't write the script."

Inversion + curiosity. The reader needs to know who did.

30

"You don't need better ads. You need fewer assumptions."

Replace-the-want. Sells diagnostic over deliverable.

Section 05 · Story Cold-Open

A single sentence that drops you mid-scene. Highest retention.

31

"At 2 AM I figured out why our hook was dead."

Time + drama + insight. Triple anchor.

32

"I almost dropped the campaign at \$47 CPL. Then I changed one frame."

Failure-pivot. The "one frame" hooks the curious.

33

"Last Tuesday I deleted 23 ads. The one I kept did \$11K in 5 days."

Cull-then-win. Specific numbers create proof texture.

34

"My agency told me it'd take 6 weeks. I built it in 27 minutes."

Authority-defy. Comparison creates instant tension.

35

"I trained my AI clone at 3 AM. By morning the agency was obsolete."

Twin-event story. Compressed transformation arc.

36

"Two weeks ago I had no AI workflow. Today I run 4 creatives a day."

Speed-of-shift. The contrast inside 14 days lands hard.

Section 06 · Question

Forces mental engagement before scroll. Use when you want comments, not just views.

37

"When was the last time you actually liked an ad you ran?"

Reframes performance into taste. Calls in honesty.

38

"Why does your worst-performing ad always look the most polished?"

Performance paradox. Forces reflection on craft vs results.

39

"What would your CMO do if she knew your videos were AI?"

Hypothetical with stakes. Drops a hot question into corporate context.

40

"How many hours did you spend on a hook nobody watched past frame 2?"

Resource regret. Time-loss makes them ask "how do I stop this?"

Section 07 · Promise

"By the end of this video you'll know X." Sets a contract with the viewer.

41

"By the end of this video you'll know exactly what to fix in your hook."

Direct contract. "By the end" sets retention spell.

42

"In 30 seconds I'll show you the AI workflow your agency hopes you never find."

Time-bound + insider tone.

43

"By minute 2 you'll see why your \$5K shoot was a waste."

Time + regret-projection.

44

"Watch the next 7 seconds and stop overpaying for video forever."

Mini-promise + permanence claim.

Section 08 · Urgency

Time-pressure or window-of-opportunity. Last resort — overuse kills.

45

"The window to run AI-disclosed ads at this CPM is closing — Q4 changes that."

Future-shift urgency. Hard to fact-check, easy to feel.

46

"First 10 brands get the audit. After that I'm closing intake."

Scarcity + commitment. Works only if you actually do it.

47

"This is the last week I'll publish the C·O·R·E framework for free."

Time + offer. Effective when you mean it.

Section 09 · Permission Flip

Tell them what they DON'T have to do. Releases pressure → engagement.

48

"You don't need a studio. You don't need a model. You don't need an editor."

Triple-no. Each removal lowers the barrier to action.

49

"You don't have to write a script. The system does it for you."

Job-removed. Sells the relief of NOT doing.

50

"You don't need consistency. You need volume — same face, infinite scenes."

Final flip. Anchors on AI clone's actual feature.

The 3 / 7 / 1 Rule

Every hook above is engineered for a 3-second opener. Drop it into this skeleton.

3 sec

Hook — the line from this PDF. Spoken or text-on-screen. No B-roll. No music swell yet.

Failure mode: hook arrives over a brand logo. Move the logo to second 8 or kill it.

7 sec

Payoff — deliver the implicit promise of the hook. One concrete proof, one demo, one number.

Failure mode: payoff is a vague "and that's why we built X." Make it visual.

1 sec

CTA — one action. "Comment AD." "Tap the link." Never two.

Failure mode: CTA is "follow + comment + share + DM." Pick one.

When each section fires

CTR dropping

Use **Callout** hooks. They restart attention by naming the viewer's situation.

Authority push

Use **Data Shock** or **Revelation**. Numbers and "nobody tells you" anchor trust.

Comments / engagement

Use **Question** or **Story**. They pull replies.

Conversion push

Use **Promise** or **Permission Flip**. They sell action.

Now use it. I'll ship the ad.

These 50 hooks are mine. They cost \$0 to swipe. The work that turns them into a 30-ad-per-week pipeline costs \$100 per ad — and I deliver it in 24 hours.

AD

DM me "AD" on Instagram + drop your product photo. You get a scroll-stopping ad in 3 formats within 24h.

AUDIT

Free. DM "AUDIT" with the link to your current worst-performing ad. You get 3 specific fixes within 24h.

STACK

Visit marcosmaia.ai/stack — the multi-tool stack I run. Arcads · HeyGen · Captions · Veo. Honest, ranked, affiliate-disclosed.

WAITLIST

Doors to the Academy open Q3. \$50 off if you join the waitlist now. Tool-agnostic curriculum.