

THE HOOK HEADLINE SWIPE FILE

30 Scroll-Stopping Video Hook Lines
Written for Nigerian Audiences



Omoyeme.O

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WHAT THIS BONUS IS

The first 3 seconds of your video decides everything. This swipe file gives you **30 ready-written hook lines** you can add to the beginning of any AI video as a text overlay, voiceover line, or caption opener — written specifically to stop a Nigerian audience mid-scroll.

HOW TO USE THIS SWIPE FILE

Option 1 — Text Overlay

Add the hook line as a bold text overlay on the first 2–3 seconds of your AI video using CapCut or any editing app

Option 2 — Voiceover Opening Line

Use it as the first line spoken in your video if you are recording a voiceover

Option 3 — Caption Opener

Use it as the very first line of your social media caption to stop the reader before they scroll past

Option 4 — Add to Your Prompt

Paste the hook line directly into your AI video prompt and instruct the tool to open the video with this text on screen

THE 30 HOOK LINES

CATEGORY 1 — CURIOSITY HOOKS

Make them want to know what comes next

1. "Nobody is telling Nigerian business owners this — but they should be."
2. "The reason your videos are not converting has nothing to do with your product."
3. "I stopped paying video editors six months ago. Here is what I do instead."
4. "This one mistake is why your content is not making you any money."
5. "What if you could create professional videos without a camera, a crew, or a single naira?"

CATEGORY 2 — MONEY AND BUSINESS HOOKS

Speak directly to the hustle and the pocket

6. "Your competitor is making more sales than you because of this one thing."
7. "How I created a month of video content in one afternoon — and it cost me nothing."
8. "If your business is not using AI video yet, you are already behind."
9. "Stop spending ₦50,000 on video production. There is a smarter way."
10. "The businesses winning on social media in 2025 all have one thing in common."

CATEGORY 3 — PAIN POINT HOOKS

Hit the frustration they feel every single day

11. "Are you tired of posting content that nobody watches?"
12. "You have a great product. So why are people not buying?"
13. "No camera. No budget. No studio. And yet somehow they have better videos than you."
14. "Every time you skip posting because you have no video content, you lose a customer."
15. "The most frustrating thing about social media marketing is that it does not have to be this hard."

CATEGORY 4 — NAIJA DIRECT TALK HOOKS

Speak the language of the street

16. "Make I show you something wey go change how you do your business videos forever."
17. "You dey hustle every day — your content suppose hustle for you too."
18. "No be only big brands suppose get fine video. You fit do am too."
19. "The thing wey you think require camera and editor? AI don solve that thing."
20. "If you get phone and internet connection, you get everything you need to create professional videos."

CATEGORY 5 — URGENCY AND FOMO HOOKS

Create the fear of being left behind

21. "Every day you wait is another day your competitor gets ahead of you."
22. "The window for early adoption of AI video is closing fast. Are you in or out?"
23. "In 12 months, every serious business in Nigeria will be using AI video. What about yours?"

24. "The brands you admire online are not working harder than you. They are working smarter."
25. "This is what professional video content looks like when it costs almost nothing to produce."

CATEGORY 6 — DIRECT OFFER HOOKS

For when it is time to sell — no games, no long story

26. "I put everything you need to create professional AI videos into one guide. Here is what is inside."
27. "For less than the price of one post-boost, you can have a complete AI video system for your business."
28. "This is the last time you will ever say you cannot afford professional video content."
29. "One guide. Every video prompt your business will ever need. And it is available right now."
30. "If your business needs better video content but you cannot afford an agency — this was made for you."

HOOK USAGE GUIDE

Hook Category	Best Day to Use	Best Platform
Curiosity Hooks	Wednesday / Thursday	Facebook, Instagram
Money & Business Hooks	Monday / Saturday	LinkedIn, Facebook
Pain Point Hooks	Thursday / Friday	Instagram, TikTok
Naija Direct Talk Hooks	Any day	WhatsApp Status, TikTok
Urgency & FOMO Hooks	Saturday / Sunday	Facebook Ads, Stories
Direct Offer Hooks	Saturday (Sales Day)	Facebook Ads, WhatsApp

ABOUT THE AUTHOR

Omoyeme.O is a digital content strategist, AI video specialist, and founder of The Prompt-to-Profit Director System™ — one of the most practical AI video creation frameworks built specifically for African entrepreneurs and content creators.

With a background spanning digital marketing, content production, and online business development, Omoyeme.O has spent years studying the intersection of artificial intelligence and visual storytelling — and more importantly, figuring out how to make that intersection accessible, affordable, and immediately profitable for business owners who do not have the budget of a big agency but refuse to accept content that looks like it.

After watching countless Nigerian entrepreneurs struggle to compete online because they could not afford professional video production, Omoyeme.O made it a personal mission to close that gap — not with theory, not with motivation, but with a practical, copy-and-paste system that anyone can open and use today.

The Prompt-to-Profit Director System™ is the result of that mission.

When not developing AI content systems, Omoyeme.O works with entrepreneurs, freelancers, and small business owners across Nigeria and West Africa to help them build content strategies that actually generate leads, build audiences, and convert followers into paying customers.

The belief that drives everything:

"Professional video content should not be a luxury that only big brands can afford. Every business — from the Instagram vendor to the real estate agent to the SaaS founder — deserves to look like the best version of itself online. AI makes that possible. This guide makes it simple."