

100 Hooks That Get Comments

One hundred original opening lines in ten categories, for X, Instagram, LinkedIn and TikTok captions. Swap in your own detail and post.

Curiosity gaps

Open a loop the reader wants to close. State a real detail, leave out the verdict, and let the comments fill it in.

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- 1 The file has been called final since Tuesday. It is still sitting in the drafts folder.
 - 2 The client agreed halfway through my explanation, and I still cannot tell which line did it.
 - 3 I turned down a project that would have covered the month. I keep replaying the reason I gave.
 - 4 I archived a post on a quiet afternoon. By evening I had put it back.
 - 5 People still mention a post I had already decided to delete.
 - 6 A sentence I nearly cut from the caption is the reason a client says they wrote to me.
 - 7 I wrote the offer around the work I am known for. Messages keep arriving about the part I left out.
 - 8 The price I want to charge is in a note on my desk. The page still shows a lower one.
 - 9 The warmest praise is sitting in a text you never saved.
 - 10 The draft you almost trashed is what a stranger saves.

Plain-spoken opinions

A calm, specific opinion invites agreement and pushback without picking a fight. Argue with an idea, never with a person.

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- 11 Most daily-posting advice confuses a full calendar with a real plan.
 - 12 A bigger following will not rescue an offer people do not want.
 - 13 You do not need to show up on every platform. You need to be useful on one.
 - 14 Busy and booked are different problems. Only one of them pays you.
 - 15 Consistency means a clear point repeated well, not a post on a timer.
 - 16 A viral post is a lucky afternoon. Repeat buyers are the business.
 - 17 Adding more services usually makes you harder to hire, not easier.
 - 18 A tidy feed is not evidence you are good. Finished work for clients is.
 - 19 Collecting contacts is not networking. Being remembered when someone needs help is.
 - 20 You rarely need another content idea. You need one your buyer finally understands.

Story and confession

First person, one moment, no moral attached. People comment when they recognise themselves in a small, honest detail.

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- 21 I told a client yes because I needed the money, then spent a month regretting the scope.
 - 22 I still rehearse the price out loud before I say it on a call.
 - 23 I lost a client I liked because I answered at midnight and sounded desperate.
 - 24 The week I stopped explaining my prices, the awkward silence got shorter.
 - 25 I kept a bad client for a season because firing them felt like admitting I chose wrong.
 - 26 My first site sat finished for weeks. I was afraid of the first stranger who might see it.
 - 27 There is a draft in my notes from the night I nearly shut the whole thing down.
 - 28 I undercharged a friend, resented the work, and learned which favors I no longer offer.
 - 29 I posted the clumsy version because the polished one sounded like someone else.
 - 30 I refunded a project I could have finished, because keeping the money felt worse.

Questions worth answering

Ask something that has a specific answer from lived experience. Broad questions get silence, narrow ones get replies.

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- 31 What is the one client request you keep saying yes to even though it drains you?
 - 32 Which part of your week do you quietly wish someone else would take off your plate?
 - 33 When a project goes sideways, do you tell the client early or wait until you have a fix?
 - 34 What did you charge too little for the last time, and what would you quote now?
 - 35 What is a boundary you set this year that your past self would have found rude?
 - 36 If a regular client vanished tomorrow, which offer would you rebuild first?
 - 37 What question do prospects ask that tells you they are not a fit?
 - 38 Which task looks small on paper and somehow eats your whole afternoon?
 - 39 What did you stop offering because it attracted the wrong kind of work?
 - 40 Which compliment from a client actually changed how you describe your work?
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Fill-in-the-blank and this-or-that

The lowest-effort comment there is. A blank or a binary takes ten seconds to answer, so more people do.

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- 41 The invoice line I still hesitate to send is ____.
 - 42 Morning deep work or evening admin: which one actually gets finished?
 - 43 The offer I keep explaining in a paragraph when a sentence would do: ____.
 - 44 Fixed price or hourly: which one matches how you really work?
 - 45 A client question I wish I had answered on the first call: ____.
 - 46 Portfolio piece or written case study: which one do you lead with?
 - 47 The task I still do myself even though someone else could: ____.
 - 48 Monthly retainer or project by project: which one keeps your calendar saner?
 - 49 Posts that teach or posts that sell: which one shows up more often on your page?
 - 50 The tool I opened every day last month and barely needed: ____.
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How-to promises

Name the outcome and the scope in one line. A specific promise beats a big one, and it sets up a post people save.

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- 51 A short checklist for pricing a freelance project before the quote goes out.
 - 52 Five questions worth asking a client before you lock the timeline.
 - 53 How to write a one-page offer a busy owner can understand on the first read.
 - 54 The steps that turn a messy brief into a scope both sides can point to.
 - 55 A plain sequence for publishing when you only have one hour this week.
 - 56 What belongs in a creator media kit so a brand can say yes or no quickly.
 - 57 How to follow up on an unpaid invoice while staying calm and specific.
 - 58 A simple order for cutting a long recording down to one useful clip.
 - 59 How to build a month of posts from a client project you already finished.
 - 60 What to lay out before a discovery call so the hour ends with a decision.
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Mistakes and before-and-after

Show the old way and what changed. Readers comment with their own version of the mistake.

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- 61 My old proposals explained every step. Clients moved faster once the result came first.
 - 62 I spent months polishing a service nobody had asked me to sell.
 - 63 I blamed slow months on the algorithm when the offer itself was hard to understand.
 - 64 Raising my rate felt rude until the cheap work turned out to be what wore me out.
 - 65 I built a content calendar and still posted nothing, because planning had replaced publishing.
 - 66 Early on I copied louder accounts and sounded like a guest in my own business.
 - 67 My website listed everything I could do. Inquiries started once I named one clear offer.
 - 68 I called it being flexible. It was letting every project rewrite my week.
 - 69 For a while I hid the price until the call. Naming it sooner ended the wrong conversations.
 - 70 The posts I almost deleted for sounding too plain were the ones people actually replied to.
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Direct address: "If you..."

Speak to one situation and the reader self-selects. Keep it observational, not accusing.

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- 71** If you rewrite the same offer every week and still hear nothing back, the offer is speaking for you.
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- 72** If you price by the hour and still feel underpaid, the hour was never the thing they were buying.
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- 73** If you post only when you feel like it and wonder why nobody remembers you, the gap is the schedule.
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- 74** If you say yes to every request so the client stays, you are teaching them to ask for more.
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- 75** If you keep a notes app full of ideas and ship none of them, the list is where the work goes to wait.
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- 76** If you explain your service three different ways on one call, the buyer still does not know what to buy.
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- 77** If you write captions that sound like everyone else in your niche, readers have no reason to stop.
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- 78** If you drop your price the moment someone hesitates, you taught them that waiting costs you.
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- 79** If you launch something and then go quiet, the people who almost bought have nothing new to trust.
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- 80** If you call yourself busy and still cannot name what moved, busy is standing in for progress.

Behind the scenes

Show the unfinished part of the work. Process posts invite questions because the reader can see where to jump in.

81 The messy middle of a client project, before the polished version goes out.

82 A look at the draft I almost sent, and the one line I rewrote first.

83 How I decide which unfinished idea is worth finishing this week.

84 The part of client work that never makes it into the portfolio.

85 Walking through a real revision round, from the first note to the final file.

86 What I keep on a sticky note while a project is still in progress.

87 The note I sent when a deadline slipped, written in plain language.

88 The spreadsheet I actually use when I price a small job.

89 What changed in my process after a project ran long.

90 A week of build notes: what shipped, what stalled, and what I learned.

Comment-a-word-to-get-it

Offer one useful thing and ask for one word. Only use these when you will actually send what you promise, and send it fast.

91 Comment BRIEF and I will send the client brief I complete before I write a proposal.

92 Reply RATE if you want the note I send when a client asks what I charge.

93 Type SCOPE below and I will send the checklist I use before I agree to a project.

94 Comment INVOICE and I will send the payment line I add so late invoices get a clear nudge.

95 Leave PITCH in the comments and I will send the short intro I use after a warm referral.

96 Comment QUIET and I will send what I write when a proposal has gone quiet.

97 Reply WELCOME and I will send the note I send the day a new client says yes.

98 Type WEEK below and I will send the content sketch I make before I face a blank page.

99 Comment PROOF and I will send the ask I use when a happy client can put it in writing.

100 Comment HOOKS and I will send you the whole list so you can steal the ones that fit.

Write once, post everywhere.

Draft it, adapt it for each network and schedule it at timetopost.co. Online version:
timetopost.co/guides/100-hooks-that-get-comments/