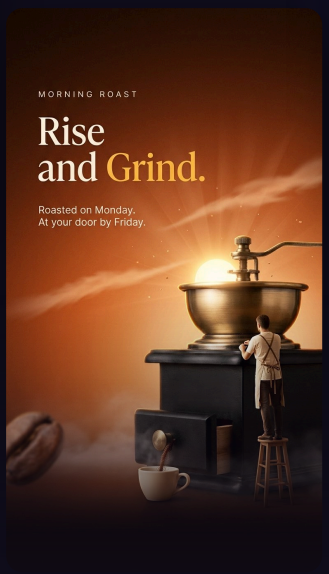
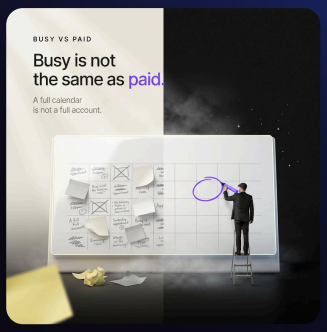
SocialHook AI

FREE GUIDE · 2026









THE SCROLL-STOP PROMPT BOOK

60 prompts that turn one sentence into a post people stop for

Copy a prompt, fill in the blanks, paste it into Claude, ChatGPT or Gemini with SocialHook AI connected. You get the idea, the headline, the layout and the image prompt, checked before you post.

Social media managers · Post creators · Meta advertisers · Google advertisers · Small business owners · Online stores

The posts on this cover are examples from the SocialHook AI gallery.

socialhookai.com

START HERE

Copy, fill in, paste. That is the whole method.

Every prompt in this book is one sentence you type into your AI chat. The parts in <blue brackets> are yours to fill in. You don't need to learn design rules first; SocialHook AI carries them for you.

1

Connect SocialHook AI

Paste your connector address into Claude, ChatGPT or Gemini CLI once. Your dashboard shows the steps and a short video for each app.

2

Set up your brand once

Prompt 01 asks about your colours, audience, voice and style in three short batches, then saves a profile. You never answer those questions again.

3

Pick a prompt and go

Find your role below, copy a prompt and fill in the blanks. Each answer comes with an image prompt you paste into any image generator.

Find your page

PAGE 5
Social media managers
Plans, batches, client reviews, captions

PAGE 6
Post creators
Concepts, image prompts, formats, fixes

PAGE 7
Meta ads
Angles, 4:5 and 9:16, ad copy, fatigue

PAGE 8
Google ads
Image assets, headlines, PMax, remarketing

PAGE 9
Small business owners
30 minutes a week, reviews, seasons

PAGE 10
Online stores
Products, launches, sales, series

Two labels you will see

Prompts with no label work on every plan. Prompts marked PRO use Super Creative 2, the product and offer ad mode in SocialHook AI Pro. On Starter, the assistant tells you so and offers the closest post it can make.

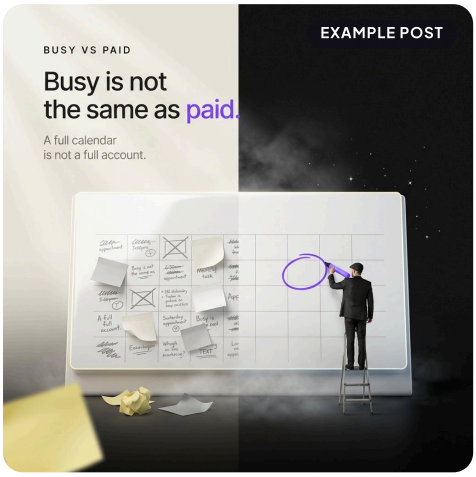
Not connected yet?

The prompts still teach you what to ask for. To get the full answers, with your brand, the 15 hook types and the ten checks built in, connect SocialHook AI from your dashboard.

HOW IT WORKS

One sentence in. A finished post plan out.

A normal chat gives you a pretty picture with a safe line on it. SocialHook AI starts from a belief your reader holds, finds the picture that breaks it, and checks the result before you post.



YOU TYPE

Make a post for <my invoicing app> about being busy but not getting paid.

BELIEF	"A full calendar means a healthy business."
HEADLINES	Three, ranked. The winner: "Busy is not the same as paid."
HOOK TYPE	Hard split: the same calendar, full on one side, paid on the other.
LAYOUT	Headline top left, one accent word in colour, small line under it.
IMAGE PROMPT	Ready to paste, with no text in the picture.
CHECKS	The ten ship gates, passed or failed, with the fix.

Why a vague prompt gets a vague post

A normal chat prompt

Make an Instagram post for my bakery.

You get bread on a table and "Fresh every day!". Nothing to disagree with, so nothing to stop for.

A SocialHook prompt

Make a post for <Rosa's Bakery> about why our bread takes 18 hours.

You get a belief to overturn ("fast bread is fine"), a picture that argues alone, and a headline a rival couldn't copy.

The shape of every good prompt

Action + for <brand> + about <one topic> + one limit = a post you can use

The limit is optional: a format (4:5), a hook type ("use the scale violation hook"), a word count, or a rule ("no prices").

Keep the brand fixed. Change everything else, every post.

Your colours, logo and voice stay the same. The idea, the picture and the layout change each time, so your feed never looks like one post repeated.

FOR EVERYONE

Set up your brand once, then just say its name.

Do this first. It takes about three minutes, and every later prompt gets shorter because the assistant already knows your colours, audience and voice.

PROMPT 01 Set up your brand

> Set up a brand for <brand name>.

It asks about 13 short questions in three batches (who and what, look and feel, voice and rules) and saves the answers to your licence.

PROMPT 02 Start from what you have

> Set up a brand for <brand name>. Here is our logo and two posts we like. Take the colours and style from them and only ask what you can't see.

Attach the images first. Fewer questions to answer.

PROMPT 03 Borrow a style

> Use this style for <brand name>.

Attach a post you admire. It takes the rendering (light, colour, finish), not the idea.

PROMPT 04 See what is saved

> Show my saved brands and what each one is for.

Useful when you manage more than one brand or client.

PROMPT 05 Change a rule

> For <brand name>: change the accent colour to <#hex> and never show <thing to avoid>.

The profile updates; nothing else to redo.

PROMPT 06 See the menu

> Show me what SocialHook AI can do, as a short menu.

The starter menu with an example prompt for each job.

What the setup asks

- [ ] **Who and what**
  The language on the image and in the caption, what you sell, who buys it and what they wrongly believe.
- [ ] **Look and feel**
  Your colours, three words for how images should feel, three they must never feel, and a style.
- [ ] **Voice and rules**
  Your tone, what you must never say or show, and where you post (so it picks the right ratio).
- [ ] **The rotation log**
  After each post it notes what was used, so the next post picks a different idea and layout.

FOR SOCIAL MEDIA MANAGERS

A month of posts that don't look like one post.

Your problem is rarely one post. It is 12 posts a month, for several clients, that all start to look alike by week three.



YOU TYPE

Plan a month of posts for <brand>. 12 posts, 3 a week, no two that look alike.

YOU GET	12 beliefs to overturn, each with its own hook type, layout and type size, in posting order.
EXAMPLE	"Stop burning the midnight oil." Hook type: literalised idiom, the saying acted out as a real scene.
THEN	Say "make post 1" and get the full plan and image prompt for it.

PROMPT 07 Plan the month

Plan a month of posts for <brand>. 12 posts, 3 a week, no two that look alike.

PROMPT 08 Batch the week

Make 3 posts for <brand> this week, about <topic 1>, <topic 2> and <topic 3>. Use three different hook types.

PROMPT 09 Check before the client does

Review this creative for <brand>. List what to fix before the client sees it, most important first.

Attach the design.

PROMPT 10 React to news

Make a post for <brand> about <news or trend>. The headline must be something a <job title> could disagree with.

PROMPT 11 Captions for two platforms

Write the caption for this post for Instagram and LinkedIn. Keep the Instagram one under 60 words.

PROMPT 12 One article, four posts

Turn this article into 4 posts for <brand>, each overturning a different belief: <paste the text>

PROMPT 13 The lineup test

These are our last 9 posts. Do they look too alike? What should the next 3 change?

Attach the 9 images or a grid screenshot.

PROMPT 14 Two clients, one topic

Make a post about <topic> for <client A>, then for <client B>. They must not look alike.

FOR PEOPLE WHO MAKE THE POSTS

Ideas, image prompts and fixes, in the order you need them.

You know how to design. These prompts get you past the blank page, write the image prompt for you, and fix the picture when the generator gets it wrong.



YOU TYPE

Make this post using the scale violation hook: <small things that cost a lot>.

EXAMPLE	"The invoice you forgot is not small." A person on a ladder next to a giant paper clip.
WHY IT WORKS	The wrong size makes the brain look twice. The picture argues even with the words covered.
YOU GET	The image prompt with no text in it, and where the headline goes.

PROMPT 15 From topic to concept

Give me a hook concept for <topic>: the wrong belief, 3 headlines and one picture that argues on its own.

PROMPT 16 Just the image prompt

Write the image prompt for <idea> in 4:5. No text in the picture; keep the top third clear for the headline.

PROMPT 17 Learn from a good one

Why does this visual work? Then give me the same mechanism for <my topic>.

Attach the post you admire.

PROMPT 18 Every format

Make this post in 1:1, 4:5 and 9:16. Move the headline, not the idea.

PROMPT 19 Pick a hook type

Make a post for <brand> about <topic> using the <scale violation> hook.

All 15 hook types are on page 11.

PROMPT 20 Type on top

Here is the generated image. Which font, size and position should the headline have?

Attach the picture. Set the text yourself in a real font.

PROMPT 21 Fix one thing

The image came back with <flat light / extra hands / text in it>. Rewrite the prompt to fix only that.

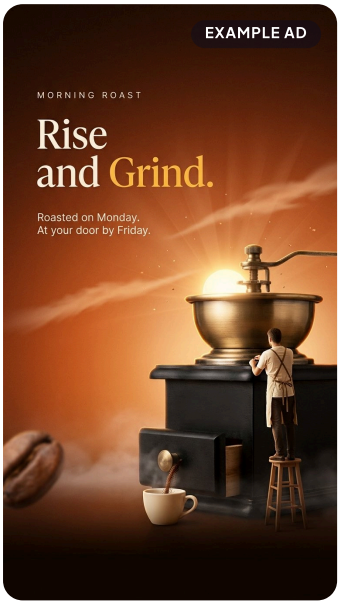
PROMPT 22 Other pictures, same line

Give me 3 other visual ideas for this headline, each from a different hook family: <headline>

FOR META ADS (FACEBOOK AND INSTAGRAM)

More angles to test, fewer ads that look like ads.

On Meta, the picture does most of the work and gets tired fast. These prompts give you several different angles on one offer, in feed and Story formats.



YOU TYPE

Make an SC2 post for <coffee brand> about <fresh-roasted beans, delivered in 4 days>. Format 9:16.

MODE	Super Creative 2 PRO: the product is the hero and the picture acts out an everyday phrase.
EXAMPLE	"Rise and Grind." A giant grinder at sunrise, the product line "Roasted on Monday, at your door by Friday."
YOU GET	12 ideas, the best one picked, and one prompt for the whole finished ad.

Before you spend

Meta reviews every ad. Keep claims you can prove, and check its current ad specs and policies in Meta's Help Centre.

PROMPT 23 One product ad — PRO

Make an SC2 post for <brand> about <product> and its one benefit: <benefit>. Format 4:5.

PROMPT 24 Twelve ad ideas — PRO

Give me 12 SC2 ideas for <product>. Mark the 3 with the strongest scroll-stop.

PROMPT 25 Test three angles

Make 3 ads for <product> that test price, pain and proof. Same offer, three different pictures.

PROMPT 26 Stories and Reels

Turn this ad into 9:16. Keep the headline and product out of the top and bottom strips where the app's buttons sit.

PROMPT 27 Check before spending

Review this ad before I put money behind it. Which ship gates does it fail, and what is the one fix?

PROMPT 28 Ad copy

Write 5 primary texts and 5 headlines for this ad. Plain words, no claim I can't prove.

PROMPT 29 Tired ad

This ad is getting tired. Make 3 fresh ads with the same offer and a new picture idea each.

Attach the old ad, so the new ones move away from it.

PROMPT 30 Offer as the hero — PRO

Make an SC2 offer ad for <brand>: <20% off until Sunday>. The offer is the hero.

FOR GOOGLE ADS (DISPLAY, DEMAND GEN, PERFORMANCE MAX)

Image assets that explain the offer without the words.

Google mixes your images and text into many ad shapes, so a picture that only works with its headline on top often falls flat. Ask for pictures that argue on their own, and write the words as separate assets.



YOU TYPE

Write image prompts for <all-season tent> for Demand Gen in 1.91:1, 1:1 and 4:5. No text in the pictures.

EXAMPLE	A tent on a cloud, a ladder hanging below. Hook type: impossible physics. It reads with no words at all.
YOU GET	One idea, three framings, each with room for Google to crop.
THEN	Use prompts 33 and 34 for the headlines and descriptions.

Check the current specs

Google changes its image sizes and text rules. Before you upload, check the asset specs in Google Ads Help.

PROMPT 31 Three shapes, one idea

Write image prompts for <product> for Demand Gen in 1.91:1, 1:1 and 4:5. No text in the pictures.

PROMPT 32 A picture that explains

Make a post for <brand> about <service> for Display. The picture must explain the offer with no words.

PROMPT 33 Search ad headlines

Write 15 headlines (30 characters max) and 4 descriptions (90 characters max) for <product>, using the belief from this post.

PROMPT 34 Long headlines

Give me 5 long headlines (90 characters max) for Performance Max for <product>. Each overturns a different belief.

PROMPT 35 Meta ad to Google

Turn this Meta ad into a Google image asset: remove the text, keep the idea, landscape 1.91:1.

PROMPT 36 An asset group to test

Plan 4 images for one asset group for <product>, each a different hook type, so Google has real choices.

PROMPT 37 Stock or scroll-stop?

Review these image assets. Which look like stock photos, and which would stop someone mid-scroll?

PROMPT 38 Remarketing

Make a remarketing image for people who saw <product> and didn't buy. Show what they left behind.

FOR SMALL BUSINESS OWNERS

Look like a big brand in 30 minutes a week.

You don't have a designer or a marketing team. You have a business to run. Set up your brand once (prompt 01), then use these when you have a few minutes.



YOU TYPE

Make a post for <our café> about the people who work from our tables.

EXAMPLE	"The deadline was met here." Six empty cups and one still warm. Hook type: aftermath, showing what happened instead of the moment.
WHY IT WORKS	Your customer sees their own week in it. No "Visit us today!" needed.
YOU GET	The image prompt and the caption in your language.

PROMPT 39 Brand setup, short

Set up a brand for <shop name>. We are a <bakery in Kandy> and our customers are <who>.

PROMPT 40 What you do differently

Make a post for <shop> about why we <one thing we do differently>.

PROMPT 41 Festival or season PRO

Make an SC2 festival post for <shop> for <festival or season>.

PROMPT 42 The 30-minute month

I have 30 minutes a week. Plan 4 posts for <shop> next month and give me all the image prompts in one list.

PROMPT 43 A customer said it

Turn this customer review into a post. Don't change their words: <paste the review>

PROMPT 44 Talk about price

Make a post for <shop> about why our price is <higher / lower> than others.

PROMPT 45 News that isn't a flyer

Make a post for <shop> saying we are <open late / hiring / moving>. It must not look like a flyer.

PROMPT 46 Two languages

Write the caption in <Sinhala> and keep the headline on the image in English.

Text in non-Latin scripts is set on the image afterwards, not by the generator.

FOR ONLINE STORES

Make the product the hero, not the price tag.

Product photos on white tell people what you sell. A concept ad gives them a reason to stop and remember it. These prompts cover launches, sales, reviews and full product series.



YOU TYPE

Make an SC2 post for <skincare store> about <night renewal cream: five ingredients, all on the label>.

MODE	Super Creative 2 PRO, for product, offer and launch ads.
EXAMPLE	"Turn over a New Leaf." The jar on a giant leaf, the product line under the headline.
YOU GET	12 ideas, the best one picked, one prompt for the finished ad, and where the logo and price go.
ON STARTER	Prompts 49, 50, 52, 53 and 54 work without Pro.

PROMPT 47 One product ad PRO

Make an SC2 post for <store> about <product> and its one benefit: <benefit>.

PROMPT 48 A product family PRO

Plan an SC2 series of 6 for <product line>, one ad per product, that look like one family.

PROMPT 49 What's inside

Make a post for <store> about the <material or ingredient> most buyers don't know about.

PROMPT 50 Launch

Make a launch post for <new product>. The picture shows the problem it ends, not the box.

PROMPT 51 Sale that isn't shouting PRO

Make an SC2 offer ad for <store>: <offer>, ends <date>. Make it look like an ad, not a price tag.

PROMPT 52 Product shot prompts

Write the image prompt for <product> on a plain <colour> background, plus a lifestyle version, both 1:1.

PROMPT 53 Reviews into posts

Turn these 5 reviews into 5 posts. Each review gets a different picture: <paste reviews>

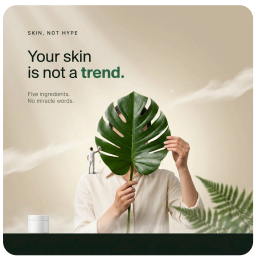
PROMPT 54 Left in the cart

Make an email header image for people who left <product> in their cart. The product is waiting for them.

THE 15 HOOK TYPES

Ask for a hook type by name.

Each picture below breaks the reader's expectation in a different way. Name one in your prompt when you want a certain kind of picture, or leave it out and let the assistant choose one you haven't used lately.



Occlusion
Hide the key part



One of many
The odd one in a row



Scale violation
The wrong size



Hard split
Two sides, one frame



Impossible physics
It can't stand there



Cross-section
Cut it open



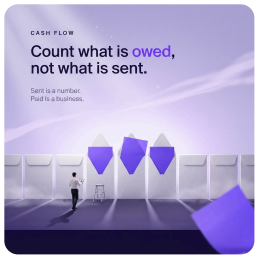
Negative space
Almost nothing there



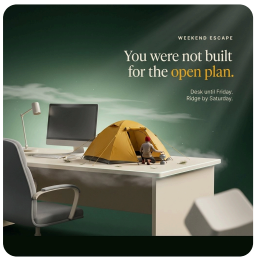
Literalised idiom
The saying, acted out



Aftermath
Show what's left



Data made physical
A number you can touch



Wrong context
Right thing, wrong place



Broken pattern
One breaks the rule



Threshold
A door into the idea



Convergence
Everything points at one



Trace
The mark it left

PROMPT 55 **Ask by name**

Make a post for <brand> about <topic> using the <hook type> hook. If it doesn't suit the topic, tell me which one does and why.

All 15 images are examples from the SocialHook AI gallery. The full list, with what each type is best for, is at socialhookai.com/hook-archetypes.

FROM PROMPT TO PICTURE

The assistant writes the prompt. You make the picture.

SocialHook AI plans the post and writes the image prompt. It doesn't draw the picture itself, so you choose the image generator you like.

1

Paste the image prompt

Into Google Flow (Nano Banana), Midjourney, GPT Image or Seedream. If your chat app has an image tool connected, it can run the prompt for you.

2

Keep words off the picture

Ask for a clean scene with no text in it. Generators still misspell, and you want the headline sharp and easy to edit.

3

Set the headline yourself

In Canva, Figma or Photoshop, with a real font, in the spot the layout gave you. Add your logo last.

Super Creative 2 ads (Pro) are the exception: they are made in one pass, small text included, and the logo and non-Latin text go on afterwards.

When something isn't right yet

PROMPT 56 Shorter headline

> Make the headline shorter: 6 words or fewer, same meaning.

PROMPT 57 Picture too safe

> The idea is good but the picture is generic. Give me 3 stranger pictures for the same line.

PROMPT 58 Run the checks

> Run the ten ship gates on this post and tell me the one thing to fix first.

PROMPT 59 Alt text

> Write the alt text for this post, under 125 characters.

PROMPT 60 Remember what you posted

> Log this post as published for <brand>, so the next one uses a different idea and layout.

The rotation log is what keeps a month of posts from looking alike.

Which shape for which place

4:5
Instagram and Facebook feed

9:16
Stories, Reels, Shorts, TikTok

1:1
LinkedIn, X, carousels, Google square

1.91:1
Google Display and Demand Gen landscape

Common sizes when this guide was made. Platforms change them, so check before a big campaign. Ask for several at once: "Make this post in 4:5 and 9:16."

BEFORE YOU POST

The ten checks every post has to pass.

SocialHook AI runs these on every post. You can run them yourself in a minute on anything, including posts you didn't make with it. The first three fail the most work, and no design polish can save a post that fails them.

- [ ] **1 · Disagreement**
  Could someone in your field disagree with the headline? If not, it's a slogan, not a point.
- [ ] **2 · Swap**
  Put a rival's name on it. If it still works, it isn't yours yet.
- [ ] **3 · Half-cover**
  Cover the picture: do the words argue alone? Cover the words: does the picture?
- [ ] **4 · Thumbnail**
  Shrink it to a thumbnail. Is there still one main shape and one accent you can read?
- [ ] **5 · Squint**
  Blur your eyes. Three or four clear shapes, or twenty?
- [ ] **6 · Three seconds**
  Show it for three seconds. Can someone repeat the headline?
- [ ] **7 · One accent**
  No more than two things in the accent colour.
- [ ] **8 · Physics**
  Shadows where things touch, and light that matches the scene.
- [ ] **9 · Concrete words**
  Could you photograph every noun in the copy?
- [ ] **10 · Feeling**
  Name the feeling: awe, anger, worry or amusement. "Nice" gets liked, not shared.

A week with SocialHook AI

MON	TUE	WED	THU	FRI	SAT	SUN
Plan	**Post 1**	**Captions**	**Post 2**	**Ads**	**Reuse**	**Look back**
Prompt 07 or 42 for the month. Pick this week's three.	Make it, then make the picture (page 12).	Prompt 11 for every post this week.	Use a hook type you haven't used (page 11).	Prompt 25: three angles on one offer.	Prompt 12 or 53: one article or review into posts.	Prompt 13: the lineup test on your last 9.

NEXT STEP

Every prompt in this book, with the method behind it.

SocialHook AI connects to Claude, ChatGPT or Gemini CLI with one address. There is nothing to download or install, your brands are saved to your licence, and updates arrive on their own.

STARTER

$29

- Hook posts that overturn a belief
- The 15 hook types and the ten checks
- Brand profiles with a rotation log
- Reviews, month plans, captions, image prompts

See Starter

PRO · SUPER CREATIVE 2

$79 ~~$99~~

- Everything in Starter
- Product, offer, festival and launch concept ads
- 12 ideas per product, one picked, one finished prompt
- Series that look like one family

See Pro

One-time prices in US dollars when this guide was made. Starter owners can upgrade to Pro for the difference. The current price is always on the pricing page.

Copy prompt 01, set up your brand, and make your first post today.

Get SocialHook AI

socialhookai.com

More free help

GUIDE
Connect guide
Claude, ChatGPT and Gemini CLI, with videos

LIBRARY
The 15 hook types
What each one is and when to use it

GALLERY
Example posts
Finished posts, Starter and Pro

General information only. Results depend on your product, audience, budget and the image generator you use; no result is promised. Meta, Google, Facebook, Instagram, Claude, ChatGPT, Gemini, Canva, Figma, Photoshop, Midjourney and the other names are trademarks of their owners, and SocialHook AI is not linked to or endorsed by them. Ad platforms review ads under their own policies. The example posts are AI-generated images from the SocialHook AI gallery. Brand names in the prompts, such as Rosa's Bakery, are made up.