


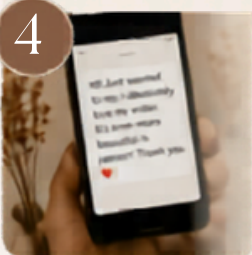




HOOK EXAMPLES

6 Content Pillars. Examples. Why It Works. Hooks That Get Attention.

		WHY THIS WORKS	CONTENT EXAMPLES	HOOK IDEAS
 <p>1</p> <p>BEHIND THE SCENES</p> <p>People LOVE seeing how things are made.</p>	<p>People are naturally curious. They love seeing how things are made because it builds trust, shows craftsmanship and makes handmade products feel more valuable.</p>	<p>Packing an order Pottery process videos Candle pouring Seasings Woodworking clips "A day in the studio" Before and after process Packing market orders</p>	<p>"What people don't realize about ..." "Come spend a day in the studio with" "Here's how this piece comes to life" "This part of running handmade business is so underrated." "POV: your small business just came in" "This takes longer than people think..." "The most satisfying part of my job..." "One thing I'll never outsource."</p>	
 <p>2</p> <p>YOUR STORY</p> <p>People buy from people not just products.</p>	<p>Your story is something big brands can replicate. People connect emotionally with the person behind the brand.</p>	<p>Why you started your business Your first market stall Your loyalty as a maker Challenges in the scenes Business lessons Your workspace evolution "How it started vs now" Meet the maker videos Sells Your inspiration/story</p>	<p>"I started this business because..." "What nobody tells you about owning a small business..." "This almost makes me quit..." "From my kitchen table to this..." "I wish I knew this soon..." "Running a small business is not as glamorous as it looks" "A little reminder that every small business starts somewhere" "Here's what X years of consistency looked like..." "This business changed my life..." "The reality behind being a maker..."</p>	
 <p>3</p> <p>EDUCATIONAL</p> <p>Teaching builds trust.</p>	<p>Educational content position you as an expert without feeling salesy.</p>	<p>How to style/use your product Care instructions DIT tips Product knowledge Material explanations "3 ways to use this" "What people don't know about..." Product comparisons Tips & tutorials Common mistakes</p>	<p>"3 things you should know before buying handmade." "Here's how to make your products last longer." "Most people use this wrong..." "What nobody tells you about this material" "3 ways to style this..." "A quick tip is changing everything..." "Here's what I'd recommend instead" "You are probably overthinking this" "This one small change makes a huge difference..." "Let's me save you time/ money/ frustration"</p>	
 <p>4</p> <p>SOCIAL PROOF</p> <p>People trust other customers.</p>	<p>Social proof reduces risk. People feel safer buying when they see other people already trust you.</p>	<p>Customer reviews Feedback UGC/custom customer photos Reposting customer stories "Best seller" posts Real customer reactions Market/custom customer interactions Repepen customers Frequently asked</p>	<p>I'll still believe this customer message..." "This is why I do what I do." "POV: your customers become your biggest supporters." "One of my most loved products..." "This sold out faster than expected" "Customer reactions never get old..." "When your customers send photos like this." "Proof that handmade always wins..." "You guys loved this one." "Reading customer reviews will never feel normal"</p>	
 <p>5</p> <p>ENTERTAINMENT & PERSONALITY</p> <p>Connection matters more than perfection.</p>	<p>People don't just follow products, anymore, they follow personalities.</p>	<p>Relatable business moments Studio chaos "Expectation vs reality" Voicevo humour Day-in-the-life content Trendy Funny Funny and struggling</p>	<p>"Small business owners will understand this" "POV: trying to do everything yourself" "Expectation vs reality" "Things that make sense only to makers" "Me pretending I'm organised" "The chaos behind running a small business" ".When your reeise you forgot to film content" "One thing about small business owners..." "I know I'm not the only one" "Running a business basically just..."</p>	
 <p>6</p> <p>EVOKE FEELING</p> <p>Make people feel something</p>	<p>The best content creates a feeling, not just a sale.</p>	<p>Cozy studio clips Slow peaceful videos Emotional storytelling Selfishness Warm morning routines Relaxing packaging videos Comfort/aesthetic trends Aesthetic process videos Quiet moments in the studio</p>	<p>"A little moment of calm" "Slow mornings in the studio" "If you needed a sign to slow down today..." "This feels like home to me" "Creating things by hand will always mean more" "Romanticising small business life" "The internet needs more slow content" "For people who love cozy things" "A peaceful moment before the chaos" "There's something so comforting about this process"</p>	

Be you. Be consistent. Share what you love.