



# 60 Viral Hooks for Muslim Creators & Entrepreneurs

**Stop the Scroll. Own Your Niche. Build Your Brand.**

Here are 60 fill-in-the-blank templates categorized by the psychological trigger they use.

Each comes with a real-world example for Muslim niches (Halal Investing, Modest Fashion, Islamic Mindset, etc.).

## Category 1: The "Direct Call Out" (Bold & Specific)

*Best for: Attracting your exact ideal client and repelling everyone else.*

1. Template: If you are a [Target Audience] who is tired of [Specific Pain Point], keep watching.

- Example: If you are a Muslim Mom who is tired of feeling guilty for taking time for yourself, keep watching.

2. Template: To the [Target Audience] trying to build a [Result] without [Common Compromise]... this is for you.

- Example: To the Muslim Entrepreneur trying to build a 7-figure business without compromising your deen... this is for you.

3. Template: Stop scrolling if you want to [Desired Result] in 2025 In Sha Allah.

- Example: Stop scrolling if you want to memorize the last Juz of the Quran in 2026 In Sha Allah.

4. Template: I made this video specifically for [Target Audience] who struggles with [Specific Problem].

- Example: I made this video specifically for revert sisters who struggle with feeling lonely during Ramadan.

5. Template: Are you a [Target Audience] making this mistake?

- Example: Are you a modest fashion brand making this inventory mistake?

6. Template: If you are a Muslim creative, you need to hear this hard truth about [Topic].

- Example: If you're a Muslim creative, you need to hear this hard truth about pricing your services.

7. Template: Warning: This strategy only works if you are [Specific Requirement].

- Example: Warning: This strategy only works if you are serious about earning 100% Halal income.

8. Template: Unpopular opinion for [Target Audience]: [Controversial Statement].

- Example: Unpopular opinion for Islamic Content Creators: You don't need a fancy set up to go viral.

9. Template: Dear [Target Audience], stop apologizing for [Action].

- Example: Dear Niqabis, stop apologizing for taking up space in the corporate world.

10. Template: The one thing every [Target Audience] needs to stop doing immediately.

- Example: The one thing every Muslim husband needs to stop doing immediately.

## Category 2: The "Negative Hook" (Stop & Warning)

*Best for: Pattern interruption. People are wired to avoid mistakes more than they seek gain.*

11. Template: Stop [Action] if you want to [Desired Result].

- Example: Stop relying on motivation if you want to wake up for Tahajjud consistently.

12. Template: You are ruining your [Asset/Goal] by doing this one thing.

- Example: You are ruining your Barakah by doing this one thing in your morning routine.

13. Template: Why your [Project/Goal] is failing (and how to fix it).

- Example: Why your Halal investment portfolio is failing (and how to fix it).

14. Template: Please don't buy [Product/Service] until you watch this.

- Example: Please don't buy another smm course until you watch this.

15. Template: The biggest lie you've been told about [Topic].

- Example: The biggest lie you've been told about Ribaa-free mortgages.

16. Template: Stop making Dua for [Result] if you aren't willing to [Action].

- Example: Stop making Dua for business success if you aren't willing to market yourself shamelessly.

17. Template: 3 habits that are killing your [Desired Outcome].

- Example: 3 habits that are killing your Khushoo in Salah.

18. Template: I wasted [Time/Money] on [Topic] so you don't have to.

- Example: I wasted 2 years on complicated editing software so you don't have to.

19. Template: This is why you are still stuck at [Current State].

- Example: This is why you are still stuck at the same income level despite working harder.

20. Template: Do NOT ignore this sign if you want [Result].

- Example: Do NOT ignore this sign if you want Allah to put Barakah in your time.

## Category 3: The "Curiosity Gap" (Secrets & "How I")

*Best for: Getting people to read the caption or watch the whole reel.*

**21. Template:** The secret to [Result] that nobody in the [Niche] industry talks about.

- **Example:** The secret to **glowing skin** that nobody in the **Hijabi beauty** industry talks about.

**22. Template:** How I went from [Old State] to [New State] Alhumdulillah.

- **Example:** How I went from **overwhelmed & burnout** to **peaceful productivity** Alhamdulillah.

**23. Template:** This one Sunnah changed my entire business/life.

- **Example:** This one Sunnah changed my entire **approach to customer service**.

**24. Template:** What I would do differently if I started my [Project] from scratch today.

- **Example:** What I would do differently if I started my **Islamic YouTube channel** from scratch today.

**25. Template:** The exact Dua I recited when I was struggling with [Problem].

- **Example:** The exact Dua I recited when I was struggling with **anxiety about my future**.

**26. Template:** Want to know how I [Result] in just [Timeframe]?

- **Example:** Want to know how I **saved \$10k for Hajj** in just **6 months**?

**27. Template:** I felt like a hypocrite until I realized this...

- **Example:** I felt like a hypocrite until I realized this **about struggling with consistency**.

**28. Template:** The tool that saved me [Number] hours this week.

- **Example:** The tool that saved me **10 hours of content creation** this week.

**29. Template:** Confession: I used to judge people who [Action]...

- **Example:** Confession: I used to judge people who **charged high prices for Islamic courses**...

**30. Template:** This simple mindset shift blew up my [Metric/Goal]

- **Example:** This simple mindset shift blew up my **Instagram engagement**

## Category 4: The "Relatable Struggle" (Empathy & Connection)

*Best for: Building community and trust. Making them feel seen.*

**31. Template:** POV: You are a [Target Audience] trying to survive [Situation].

- **Example:** POV: You are a **Muslim corporate girl** trying to survive **winter prayer times**.

**32. Template:** Can we normalize [Action/Feeling] in the Muslim community?

- **Example:** Can we normalize **seeking therapy** in the Muslim community?

**33. Template:** Raises hand if you've ever felt [Specific Emotion]

- **Example:** Raises hand if you've ever felt **"not Muslim enough"**

**34. Template:** To the sister who is silently struggling with [Topic]...

- **Example:** To the sister who is silently struggling with **taking off her Hijab...**

**35. Template:** I know I'm not the only one who does [Quirky/Specific Habit].

- **Example:** I know I'm not the only one who does **Wudu in public sinks like a ninja**.

**36. Template:** It's okay if you didn't [Achievement] today.

- **Example:** It's okay if you didn't **read a whole Juz of Quran** today.

**37. Template:** The hardest part about being a [Role] is [Struggle].

- **Example:** The hardest part about being a **Muslim Step-mom** is **blending traditions**.

**38. Template:** When you finally realize that [Topic] was never the problem.

- **Example:** When you finally realize that **money** was never the problem, **your mindset was**.

**39. Template:** Don't let Instagram fool you, here is the reality of [Topic].

- **Example:** Don't let Instagram fool you, here is the reality of **running a modest fashion brand**.

**40. Template:** A gentle reminder for anyone feeling [Emotion] right now.

- **Example:** A gentle reminder for anyone feeling **behind in life** right now.

## Category 5: Educational (Authority & Value)

*Best for: Saves and Shares. Establishing you as the expert.*

**41. Template:** 3 steps to [Result] (Halal way).

- **Example:** 3 steps to **growing your wealth** (Halal way).

**42. Template:** How to [Action] without [Negative Consequence].

- **Example:** How to **network with men** without **compromising your boundaries**.

**43. Template:** Save this checklist for your next [Event/Activity].

- **Example:** Save this checklist for your next **Umrah trip**.

**44. Template:** The ultimate guide to [Topic] for beginners.

- **Example:** The ultimate guide to **Halal investing** for beginners.

**45. Template:** 5 [Topic] resources every Muslim needs.

- **Example:** 5 **productivity apps** every Muslim needs.

**46. Template:** Stop asking "How do I start?" and ask "How do I [Action]?"

- **Example:** Stop asking "How do I start?" and ask "How do I **serve my community**?"

**47. Template:** The difference between [Concept A] and [Concept B].

- **Example:** The difference between **Tawakkul (Trusting Allah)** and **being lazy**.

**48. Template:** My top 3 [Products/Tools] for [Result].

- **Example:** My top 3 **books** for **Islamic personal development**.

**49. Template:** A tutorial you didn't know you needed: [Topic].

- **Example:** A tutorial you didn't know you needed: **How to tie a khimar that stays all day**.

**50. Template:** Why [Strategy] is the future of [Industry].

- **Example:** Why **faceless marketing** is the future of **Muslim women's entrepreneurship**.

## Category 6: The "Faith x Dunya" (The unique Muslim edge)

*Best for: Connecting worldly goals with spiritual purpose.*

**51. Template:** How to balance Deen and [Worldly Goal].

- **Example:** How to balance Deen and a **high-pressure medical career**.

**52. Template:** Allah didn't create you to just [Mundane Task].

- **Example:** Allah didn't create you to just **pay bills and die**.

**53. Template:** Proof that you can be [Adjective] and [Adjective].

- **Example:** Proof that you can be **wealthy** and **pious**.

**54. Template:** The spiritual cost of [Action].

- **Example:** The spiritual cost of **chasing viral fame**.

**55. Template:** What Islam actually says about [Topic].

- **Example:** What Islam actually says about **women running businesses**.

**56. Template:** How I use [Islamic Concept] to grow my business.

- **Example:** How I use **Sadaqah (Charity)** to grow my business.

**57. Template:** Your Rizq is written, but your [Action] is required.

- **Example:** Your Rizq is written, but your **effort (Ihsaan)** is required.

**58. Template:** Building a legacy > Building a [Short term goal].

- **Example:** Building a legacy > Building a **quick follower count**.

**59. Template:** When you trust Allah's timing more than your [Topic].

- **Example:** When you trust Allah's timing more than your **5-year plan**.

**60. Template:** Remember: Your [Work/Effort] is also Ibadah if...

- **Example:** Remember: Your **content creation** is also Ibadah if **your intention is pure**.



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Islam First Brand

# You have the hooks.

# Now you need the strategy.

Using these hooks will get you attention. It will stop the scroll.

But **attention without intention is no use.**

If you are tired of guessing your way to growth, posting without a plan, and building a brand that looks good but feels empty...

**This is where I come in.**

I teach you how to build a **Personal Brand of Authority** that honors your values and fills your bank account.

I build businesses that are:

**Authentic** (No fake guru personas)

**Strategic** (No throwing spaghetti at the wall)

**Aligned** (Islam + Dunya working together)

**Ready to stop playing small?**

Click below to apply for my Personal Branding Coaching.

[Click here](#)