

18 High-Converting Hook Prompts for Photographers

These are perfect to use in your video scripts, ad copy, or first line of a caption.

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“If You’re a...” Hook

“If you're a mom who's always behind the camera and never in the photo — this is for you.”

“You Don’t Need...” Hook

“You don’t need to lose weight before doing a boudoir session. You’re perfect right now.”

“I Got This Result...” Hook

“I helped a mom of three feel more confident than she has in years — and we did it in just one afternoon.”

“While Everyone Else...” Hook

“While everyone else is taking selfies — you deserve portraits that actually feel like you.”

“Outrageous Offer” Hook

“How does a \$1200 portrait experience... for just \$99 sound?”

“Most People Think...” Hook

“Most people think you need a special occasion for a portrait session. I think feeling confident is reason enough.”

“What If You Could...” Hook

“What if you could finally have images that show the real you — the strong, beautiful, powerful you?”

“Yesterday I...” Hook

“Yesterday I photographed a woman who hadn't stepped in front of the camera in 20 years. She left in tears (the good kind).”

“You Know You Should...” Hook

“You know you should finally update your headshots. Let’s make it fast, fun, and totally painless.”

“Here’s What You Don’t Know...” Hook

“Here’s what no one tells you: the best photos happen when you stop waiting to feel ‘ready.’”

“Show Me The Numbers” Hook

“5 clients booked in 48 hours. Only 3 spots left for this limited offer.”

“Would You Be Surprised If...” Hook

“Would you be surprised if I said your dream photoshoot could be fun, easy, and actually affordable?”

“This is NOT For You If...” Hook

“This isn’t for you if you just want another quick pic. This is for women who want to feel seen.”

“Before and After” Hook

“Before her session: nervous and unsure. After: ‘I’ve never felt more beautiful.’”

“Client Quote” Hook

“‘I walked in terrified and left feeling like Beyoncé.’ — real client words.”

“In Just X Timeframe...” Hook

“In just 2 hours, you’ll have images you’ll cherish for a lifetime.”

“I Thought I Had to...” Hook

“I thought I had to wait until I lost the baby weight. Turns out, I just needed the right photographer.”

“Nobody Talks About This...” Hook

“Nobody talks about how powerful it is to see yourself through someone else’s lens — let me show you.”