

# NO-STRESS PROMO HOOKS SWIPE FILE



10 HOOKS YOU CAN USE EVEN WITH  
ZERO SALES (YES, REALLY)



## WELCOME TO THE NO-STRESS PROMO HOOKS SWIPE FILE

If promoting your product makes you freeze, overthink, or suddenly remember 47 unrelated tasks... you're in the right place.

This swipe file was created for one very specific reason:

To help you talk about what you're selling without pressure, perfection, or pretending you're further along than you are..

You do not need:

- Sales screenshots
- Testimonials
- A big audience
- Confidence that magically appears out of nowhere

**YOU JUST NEED A STARTING POINT — AND THAT'S  
EXACTLY WHAT THESE HOOKS GIVE YOU.**

# WHY THESE HOOKS WORK (EVEN IF YOU HAVEN'T SOLD YET)

Most promo advice assumes you already have proof. But when you're early, the real problem isn't selling — it's explaining.

These hooks are designed to:

- Start conversations instead of pitches
- Share context, not claims
- Build trust without exaggeration
- Let you show up as a real person, not a “brand”

You're not selling results yet.

You're inviting people into the why and the process. That's more than enough to begin.

# HOW TO USE THE HOOKS (WITHOUT OVERTHINKING)

Here's the only system you need:

## *Pick One Hook*

Read through the hooks once.

The one that makes you think “ugh... yes, that’s me” is the one to use.

Do not try to choose the “best” hook.

Choose the easiest one.

## *Use It in ONE Place*

These hooks work anywhere words live:

- Instagram captions
- Emails
- Sales page openings
- Simple promo posts
- Even DMs or replies

One hook. One place. That’s it.

## *Personalize It Lightly*

You don’t need to rewrite the hook from scratch.

Use ChatGPT to help you adjust it to your product and your voice:

“Rewrite this hook so it fits my product and sounds like me:

[paste the hook]

My product helps people with: [short description].

Tone: calm, honest, not salesy.”

Read the response once.

Fix anything that doesn’t sound like you.

Stop before it turns into a rewrite spiral.

## *Post It As Practice, Not Performance*

This is important:

You are not trying to:

- Go viral
- Convert everyone
- Prove anything

You’re practicing:

- Being visible without stress
- Talking about your product simply
- Showing up before you feel ready

That’s how momentum starts.

# A QUICK PERMISSION SLIP (YOU MIGHT NEED THIS)

YOU ARE ALLOWED TO:  
PROMOTE BEFORE YOU FEEL CONFIDENT  
SHARE BEFORE THINGS FEEL “FINISHED”  
SELL WITHOUT HAVING IT ALL FIGURED OUT  
YOU DON'T BECOME CONFIDENT THEN POST.  
YOU POST... AND CONFIDENCE CATCHES UP LATER.

## HOW OFTEN SHOULD YOU USE THESE?

THERE'S NO SCHEDULE TO FOLLOW.

USE ONE HOOK:

- WHEN YOU FEEL STUCK
  - WHEN YOU'RE AVOIDING PROMOTION
  - WHEN YOUR BRAIN SAYS “I DON'T KNOW WHAT TO SAY”
- THAT'S YOUR CUE.

*Final Reminder*

THESE HOOKS AREN'T HERE TO MAKE YOU LOUDER.  
THEY'RE HERE TO MAKE STARTING EASIER.  
AND EASIER IS HOW THINGS FINALLY MOVE.  
WHEN YOU'RE READY, TURN THE PAGE AND CHOOSE ONE HOOK.  
THAT'S ALL YOU NEED TO DO TODAY.

# 10 HOOKS YOU CAN USE EVEN WITH ZERO SALES (YES, REALLY)

## 1. THE “I BUILT THIS BECAUSE I WAS STUCK” HOOK

You’re not selling results yet — you’re selling relief. This hook is about why the product had to exist.

**Swipe example:**

“I built this because I was tired of overthinking what I was selling and never actually putting it out there.”

**ChatGPT Prompt:**

“Rewrite this hook in my voice for my product:

‘I built this because I was tired of [problem] and needed a simple way to [desired outcome].’

My product helps with: [describe product].

Tone: honest, calm, not hypey.”

## 2. THE “IF THIS SOUNDS LIKE YOU...” HOOK

You call out your ideal person so clearly they feel seen (and slightly exposed, but in a good way).

**USE IT WHEN:**

**YOU KNOW THE STRUGGLE, EVEN IF YOU DON’T HAVE RESULTS YET.**

**Swipe example:**

“If you’ve been sitting on an idea, tweaking it instead of selling it... this might be for you.”

**ChatGPT Prompt:**

“Create a ‘If this sounds like you’ hook for my product.

My audience struggles with: [list 2–3 struggles]. Keep it supportive, not salesy.”

## 3. THE “I’M NOT AN EXPERT, I’M ONE STEP AHEAD” HOOK

This removes pressure instantly. You’re not claiming mastery — you’re sharing momentum.

**USE IT WHEN:**

**YOU’RE EARLY, LEARNING, OR LAUNCHING FOR THE FIRST TIME.**

**Swipe example:**

“I’m not an expert. I’m just someone who finally stopped overthinking and built something simple that works.”

**ChatGPT Prompt:**

“Rewrite this hook so it sounds confident but relatable, not guru-ish.

Product topic: [topic].

Audience level: beginners.”

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## 4. THE “HERE’S WHAT THIS IS NOT” HOOK

You reduce resistance by clarifying what people don’t have to worry about.

**Swipe example:**

“This is not a 97-step system or a ‘post 5 times a day’ situation.”

**ChatGPT Prompt:**

“Help me write a ‘This is NOT’ hook for my product.  
List 3 things my audience hates or avoids: [list].  
Keep it friendly and slightly humorous.”

## 5. THE “QUIET WIN” HOOK

You share a small internal shift, not a flashy external result.

**USE IT WHEN:**

**YOU’VE EXPERIENCED CLARITY, RELIEF, OR CONFIDENCE — EVEN BEFORE SALES.**

**Swipe example:**

“The biggest win wasn’t making money. It was finally knowing how to explain what I’m selling.”

**ChatGPT Prompt:**

“Turn this idea into a calm, relatable hook about a small but meaningful win.  
My product helps people with: [problem].”

## 6. THE “I USED TO THINK...” HOOK

This shows growth without claiming success you don’t have yet.

**USE IT WHEN:**

**YOU’VE SHIFTED BELIEFS OR SIMPLIFIED SOMETHING.**

**Swipe example:**

“I used to think I needed a full funnel before I could sell. Turns out I just needed a clear offer.”

**ChatGPT Prompt:**

“Write an ‘I used to think... now I know...’ hook for my product.  
Old belief: [belief].  
New realization: [realization].”

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## 7. THE “BEHIND THE SCENES” HOOK

You let people peek into the process instead of the outcome.

**Swipe example:**

“Behind the scenes of turning a messy idea into something I can actually sell.”

**ChatGPT Prompt:**

“Create a behind-the-scenes style hook for my product.

Focus on the process, not results.

Platform: [Instagram / Email / Post].”

## 8. THE “YOU DON’T NEED MORE…” HOOK

You call out the real problem: overload.

**USE IT WHEN:**

**YOUR PRODUCT SIMPLIFIES OR NARROWS FOCUS.**

**Swipe example:**

“You don’t need more ideas. You need one idea packaged clearly.”

**ChatGPT Prompt:**

“Write a ‘You don’t need more \_\_\_, you need \_\_\_’ hook for my product.

Keep it short and clear.”

## 9. THE “PERMISSION SLIP” HOOK

You give your audience emotional permission to stop waiting.

**USE IT WHEN:**

**FEAR OR PERFECTIONISM IS THE REAL BLOCKER.**

**Swipe example:**

“You’re allowed to sell something simple. It doesn’t have to be perfect.”

**ChatGPT Prompt:**

“Create a permission-based hook for my audience that removes pressure around selling.

Tone: reassuring, empowering.”

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## 10. THE “START WHERE YOU ARE” HOOK

You meet people exactly where they are — no glow-up required.

**Swipe example:**

“You can start selling from notes, drafts, or half-finished ideas. I did.”

**ChatGPT Prompt:**

“Rewrite this hook to match my product and audience.  
Emphasize starting imperfectly and moving forward.”

## 11. THE “I’M FIGURING THIS OUT IN PUBLIC” HOOK

This hook reframes “I don’t have it all together yet” as honesty, not a weakness.

**Swipe example:**

“I’m figuring this out as I go—and instead of waiting until it’s perfect, I’m sharing what I’ve built so far.”

**ChatGPT Prompt:**

“Rewrite this hook so it sounds confident but honest, not unsure.  
Product topic: [your product].  
Audience: beginners who feel stuck or behind.  
Tone: grounded, real, encouraging.”

## 12. THE “THIS MIGHT BE SIMPLE... BUT THAT’S THE POINT” HOOK

You own the simplicity instead of apologizing for it.

**USE IT WHEN:**

**YOUR PRODUCT IS INTENTIONALLY STRAIGHTFORWARD AND YOU WANT TO ATTRACT PEOPLE WHO ARE TIRED OF COMPLEXITY.**

**Swipe example:**

“This is simple on purpose—because complicated is what kept me stuck.”

**ChatGPT Prompt:**

“Create a short hook that positions simplicity as a strength for my product.  
Focus on relief, not minimalism hype.”

# BEFORE YOU CLOSE THIS...

## **IF YOU'VE MADE IT THIS FAR, I WANT YOU TO NOTICE SOMETHING:**

You now have words.

Not hype.

Not scripts that make you feel fake.

Not pressure to prove anything.

Just clear, honest ways to talk about what you're building — even if it's still new.

That alone is progress.

## **YOUR ONLY JOB AFTER THIS PAGE**

Don't "use the whole swipe file."

Just do this:

1. Pick one hook
2. Post it once
3. Walk away

Tomorrow, you can do nothing.

Or you can do it again.

Both count.