



YOU'VE GOT THE CAPTIONS,
NOW PLUG THEM INTO
VIRAL-WORTHY CONTENT

LET'S CONNECT

socials@raizeagency.com

[@RAIZE.AGENCY](https://www.instagram.com/RAIZE.AGENCY)

The
PRESENT
is
MALE

the fashion industry—a cadre of women
is rethinking standard practices,
feeling, and putting human values
logographed by Zoë Gherlner.

women leaders, meaningful
conceded by doing little
ways. Micaela P.
Veronica
and

A top-down view of a desk. In the center is a glass of coffee with a brownie on top, sitting on a white napkin with the word 'HOT' printed on it. To the left is a portion of a silver laptop keyboard. To the right is a magazine with the word 'PRESIDENT' and 'is' visible, and a photo of a woman. The background is a light-colored surface.

Unexpected Hooks that go viral! FOR NO REASON

- 1) I don't want to post this, but I will
- 2) I wrote this in 3 minutes - it went viral
- 3) Don't say I didn't warn you
- 4) Unpopular opinion:
- 5) This might not be for everyone but it might be for you
- 6) This is oddly specific, but it needs to be said...
- 7) This shouldn't have worked, but it did >
- 8) You're either going to love this or hate this
- 9) I've been scared to post this
- 10) Watch this before it gets deleted

@RAIZE.AGENCY



Curiosity Hooks

STOP THE SCROLL

- 1) You're not going to like this, but.
- 2) Have you ever wondered why
- 3) The biggest lie about
- 4) What if everything you've been told about. is wrong
- 5) Here's the truth:
- 6) This changed everything for me.
- 7) The #1 mistake I see people making in ? Let's test that>
- 8) Think you know everything about
- 9) Nobody tells you this about
- 10) I never thought I'd say this, but.

@RAIZE.AGENCY

The
PRESENT
is
FEMALE

the fashion industry—a cadre of women
is rethinking standard practices,
feeling, and putting human values
logographed by Zoë Chertner.

executive
strategies
ing her
nary
and

women leaders, meanwhile
conceded by doing this
As. Minsola P
Veronica P
and

A top-down view of a desk. In the center is a glass cup of coffee with a brownie on top, sitting on a white napkin with a large 'LOVE' graphic. To the left is a portion of a laptop keyboard. To the right is a magazine with a woman's portrait and the word 'PRESIDENT' visible. The background is a light-colored wooden desk.

Relatable real-talk

CONNECT & COMMUNITY

1. No one talks about how hard it actually is
2. I was today years old when I learned ---
3. I used to struggle with --- but then I discovered --
-
4. Let me take you behind the scenes of ---
5. If you're feeling --- right now, you are not alone
6. Here's what I wish I knew when I started ---
7. This is for the girl who's trying to ---
8. What they don't show you about ---
9. I used to think success meant ----- but
10. If you've been doubting yourself lately, this is for
you

@RAIZE.AGENCY

30 REEL HOOKS

Use these VIRAL Reel Hooks on screen in the first 1-2 seconds of your reels!

Why?

Because a strong hook is the most powerful tool to grab your **audience's attention** and keep their eyes on your content for longer.

High view time = Higher engagement = Greater RAIZE



TIP: Use these in combination with a visual hook and a caption hook for best performing reels!

RAIZE AGENCY

A top-down view of a desk. On the left is a silver laptop with a black keyboard. In the center is a glass cup of coffee with a brown liquid and a small brown object on top. To the right is a magazine with a black and white photo of a woman. The background is a light-colored surface with a dark wood-grain pattern.

30 Captions that hook

TO GET YOU RESULTS AND INCREASE YOUR REACH

@RAIZE.AGENCY

The
PRESENT
is
MALLE

the fashion industry—a cadre of women
is rethinking standard practices,
feeling, and putting human values
logographed by Zoë Chertner.

Executive
trailblazing
industry
and
women leaders, many of which
ended by doing little
As. Mission: P
Verona
and