



NZPUC · NEW ZEALAND PACIFIC

60 Hooks

Openers that stop the scroll, for faith content

You have about two seconds. These are the four shapes that keep working, with sixty ready lines you can use as they are, or adapt and film today.

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How to use this

A hook is not an introduction. It is the opposite of one. It is the most interesting thing you have to say, said first.

Do not read this list looking for the perfect line. Pick a shape, take a line that is true for you, or write ten of your own in that shape and throw away nine. Your first idea is usually everyone's first idea.

These are written for the person who believes in God but does not go to church. Not for the people already inside.

Shape 1. The question

Genuinely curious, never rhetorical. If they can answer it in their head, they have already stopped scrolling.

- Have you ever prayed and felt nothing?
- When was the last time somebody really listened to you?
- What do you do with the worry that does not go away at night?
- Do you believe in God, or do you just hope He is there?
- Who do you call when everything falls apart?
- What would you do with one more year?
- How long have you been carrying that on your own?
- When did church stop feeling like it was for you?
- What did you want to be before life got loud?
- Who is the one person you would text at 3am?
- Is it possible to forgive somebody who never said sorry?
- Why do we say we are fine when we are not?
- What would you ask God if you had one question?
- When was the last time you felt truly at peace?
- Have you ever felt closer to God outside a church than inside one?

Shape 2. The flat claim

Say it plainly, with no build-up, then stop. Let the silence do the work before you explain.

- Most people who believe in God never go to church.
- More than half of New Zealand says they have no religion.

- You are not too far gone. That is not a slogan.
- God is not disappointed in you.
- Doubt is not the opposite of faith.
- The worst thing you have done is not the whole story.
- You can be surrounded by people and completely alone.
- Nobody has it all together. Some people are just better at hiding it.
- Anxiety is not a character flaw.
- You do not have to fix yourself before you talk to God.
- Being busy is not the same as being okay.
- Rest is not laziness. It was God's idea.
- You can lose everything and still not be lost.
- The people who hurt you the most were probably hurting too.
- Hope is not a feeling. It is a decision you make in the morning.

Shape 3. The confession

Start with something true about you that costs a little to say. This is the hardest shape and the most effective one. Only use a line if it is actually true for you.

- I used to think God was angry with me.
- I did not pray for about two years and I told nobody.
- I have said "I will pray for you" and then forgot.
- I went to church for years and never really felt anything.
- I was the one judging, and I thought I was the good guy.
- I have given advice I was not taking myself.
- I have walked out of church angrier than I walked in.
- I still do not know what to say when someone is grieving.
- I was jealous of somebody in my own church last month.
- I know what the Bible says about forgiveness. I still have not done it.
- I used to be embarrassed to say I believe in God.
- I have blamed God for things that were my own choices.
- I pretended to be fine at church for a whole year.
- I used to think church people were fake. Then I became one.
- The first video I made about my faith, I deleted three times.

Shape 4. The contradiction

Say something that goes against the current. It triggers curiosity, and sometimes a little annoyance, and that is the point. But a contradiction is only half a hook. The next line has to turn it.

Example. "Reading the Bible more will not bring you closer to God." Then: "If you read it just to tick a box, it is not helping you. Read it to meet Jesus, and reflect on it." The hook opens the door, the next argument walks them in. Every line below needs its turn.

- Reading the Bible more will not bring you closer to God.
- Going to church every week does not make you a Christian.
- The most religious people in the room got it the most wrong.
- Jesus was harder on the church people than on the sinners.
- God does not want your Saturday or Sunday. He wants your Tuesday.
- The strongest person I know cries in the car park.
- The Bible was not written for good people.
- Praying more will not fix your anxiety. Something else will.
- The best conversation about God I ever had was with somebody who does not believe in Him.
- Everyone wants community. Nobody wants to go first.
- Loneliness went up while connection went online.
- The Bible is not a rule book. If you read it that way you will hate it.
- God is not waiting for you at church.
- Jesus never asked anybody to join a religion.
- Being a good person will not get you to heaven, and that is good news.

Two rules that beat any list

- Say it first. Whatever you were saving for the end goes at the start.
- Read it out loud. If you stumble on it, the line is wrong, not your mouth.

Written a hook you like? Put it in the comments, or build a whole script around it at lvoice.nz/scripts