

02 — Hook Library

Ready-to-use hooks for primary text and video openers • Your Pro Marketing Assistant

Copy these hooks into your Primary Text or video first 3 seconds. Test 3–5 different hooks for every offer. The right hook can cut your CPL in half.

Pain / Problem Hooks

- “Is your roof looking tired, leaking, or just plain dirty?”
- “That moss and fading isn’t just ugly — it’s costing you money.”
- “Most roofers will try to sell you a full replacement. We won’t.”
- “Your roof doesn’t need replacing... it needs the right team.”
- “Cracked pointing, broken tiles, rusting valleys — ignore them and the damage multiplies.”
- “Homeowners are overpaying big roofing companies by \$10,000–\$40,000.”

Savings / Value Hooks

- “Save \$10,000–\$55,000 by restoring instead of replacing.”
- “Not every roof needs replacing — but every damaged roof needs the right solution.”
- “Get the look of a new roof for a fraction of the price.”
- “Why pay \$25,000+ when a proper restoration can do the job?”
- “\$2,499 roof restorations that look brand new.”

Risk Reversal / Trust Hooks

- “Free honest roof inspection. No hard sell. Just the truth.”
- “Or we pay YOU \$500 if we can’t beat your current quote.”
- “Zero upfront. 100% satisfaction guaranteed.”
- “We only recommend what your roof actually needs — nothing more.”
- “Local team. Real photos. No pressure.”

Urgency / Scarcity Hooks

- “First 5 bookings this week get a FREE gutter clean (\$400 value).”
- “Storm season is here — get inspected before the next big rain.”
- “Only a few free inspection slots left this month.”
- “This week only: 30% off restoration + free gutter clean.”

Social Proof Hooks

- “47 jobs booked last month from Facebook alone.”
- “Homeowners in [City] are saving thousands with this method.”
- “Real before & after from last week’s jobs.”
- “See why local homeowners choose us over the big companies.”

Pro Tip: Always pair a strong hook with a matching visual (before/after for savings hooks, process video for ASMR hooks, etc.). Test one variable at a time.

How to Use This Library

1. Pick one offer from Letter-Offer-Templates.pdf.
2. Choose 3–4 hooks from different categories above.
3. Write short primary text around each hook (keep it under 100–120 words).
4. Create matching creatives.
5. Put them into different ad sets or use Dynamic Creative so Facebook tests them for you.