

## Caregiver Coaching Hooks for Creating Content

A 'Hook' is a captivating first sentence or first few sentences designed to grab the reader's attention immediately and make them curious enough to keep reading.

The 'Hook' presents something intriguing, surprising, or relatable, like a question, anecdote, statistic, or startling fact.

It's the text's opening lure, setting the tone and leading into the main topic or plot.

In this table, you will find a list of examples for Hooks that I used and still use. You can use them to create written and/or video content.

Here is how I recommend working with the list:

1. Select the Hooks you want to work with
2. Write a couple of bullet points explaining each one
3. Edit the bullets according to the text you want to create: post, article, or video. (If you are creating a video, remember that 100 spoken words = 1 minute of video)
4. Use words and terminology that work for you and reflect the way you coach

### **Caregiver Coaching Hooks**

- Find peace/confidence/empowerment in your caregiver journey—learn how coaching can help you say goodbye with a full
- Looking for a coach who truly understands the challenges of being a caregiver? DM me to start your transformation
- Are you feeling overwhelmed by the challenges of caring for a loved one? You are not alone. Here is how I can help and support you.
- Caring for a loved one with health or medical challenges? I'm a Caregiver coach. Let me coach you through it, so you can \_\_\_\_\_.
- Are you a caregiver overwhelmed by your duties? Here is how I can support you.
- Love, duty, fear, exhaustion—caregiver coaching can help you navigate these challenges with confidence. This is what I can do for you...
  - DM me for more information.
- Empower yourself through Caregiver Coaching - you're not alone in this journey.

Training

Consulting

Professional Development

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- Are you caring for someone? See how Caregiver Coaching can make your role fulfilling/easier/ aligned/effective/playful/loving/compationate/balanced (...) and more fulfilling/easier/ aligned/effective/playful/loving/compationate/balanced.
- Is neglecting your self-care harming your loved ones? Caregiving coaching can help you find your balance/this is how I can help you find your balance
- Are you caring for a loved one and struggling to maintain your self-care? Caregiving coaching can help you find your balance/this is how I can help you find your balance

I recommend adding to this list Hooks that came up for you as you were writing or Hooks that caught your eye on social media (don't copy them, reframe and make them your own).

Enjoy 😊