

Health and Medical 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

Health & Medical Coaching Hooks

- Facing a health or medical challenge? You're not alone—this is how I can help.
- Living with an invisible illness? Health & Medical coaching offers the support you need to thrive. This is how/ DM me for more information
- Is neglecting your self-care harming your health? Here are X tips that can help/ things you can do differently
- Receiving a health or medical diagnosis can be overwhelming and stressful. Here are X tips that can help you prepare/ things you can do to prepare/ X ways to feel confident and empowered
- Are you struggling to regain control of your life as a patient? Here are a few things you can start doing now/ here is how working with me/a Health & medical coach, can help
- Want to create your own roadmap to rehabilitation? Here are a few things you can start doing now/ here is how working with me/a Health & medical coach, can help
-

Training Consulting Professional Development

+972-522-421045 office@h-mci.com www.h-mci.com

- Is your health causing you burnout? Here are a few things you can start doing now/ here is how working with me/a Health & medical coach, can help
- Are you struggling with work-life-health balance? Here are a few things you can start doing now/ here is how working with me/a Health & medical coach, can help
- Want to reclaim your confidence to manage your health? Here are a few things you can start doing now/ here is how working with me/a Health & medical coach, can help
- Want to create a roadmap to manage your health and improve your quality of life? Here are a few things you can start doing now/ here is how working with me/a Health & medical coach, can help

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 😊