GrowDesk
DIGITAL

FREE SWIPE FILE

60 Reel hook ideas for restaurants, clinics & salons

Proven opening lines and shot ideas to stop the scroll in the first 2 seconds, plus a simple 4-part Reel formula.

Fill the [brackets] with your own dish, price or place. Use the hook as the first line spoken **and** as on-screen text.

For restaurants & takeaways (25)

1. Here's what really goes into our [dish].
2. This is how [dish] looks at 8am vs 8pm.
3. You've been eating [dish] wrong. Here's how we serve it.
4. One dish we'd order every time.
5. POV: you walk in on a Friday night.
6. Our chef's 20-second secret for [dish].
7. Rate this plating from 1 to 10.
8. What £10 / $12 gets you here.
9. We made 200 [item] today. Here's how.
10. The dish our regulars never stop ordering.
11. Watch this before you order biryani anywhere.
12. Behind the kitchen door during the dinner rush.
13. 3 sauces, 1 winner. Which would you pick?
14. From raw spices to a finished curry in 30 seconds.
15. Our family recipe, started in [year/place].
16. Takeaway or dine-in? Here's the difference.
17. How we pack your order so it arrives hot.
18. New on the menu this week.
19. The most underrated dish on our menu.
20. Sizzling sound on: [dish] straight from the pan.
21. How to book a table in 10 seconds.
22. What our kitchen looks like at closing time.
23. Making [sweet/dessert] by hand, start to finish.
24. Spice level challenge: mild, medium or fire?
25. If you only try one thing here, make it this.

The 4-part Reel formula (15–30 seconds)

1. **Hook (0–2s):** say or show one line from this list, with text on screen.
2. **Show (2–20s):** 4–6 quick shots of the real thing, each 1–3 seconds.
3. **Proof (optional):** price, a fact or a short real review.
4. **Action (last 3s):** "Message us 'BOOK'" / "Order on WhatsApp".

Keep clinic Reels informative and calm. Avoid promising outcomes; follow your professional body's advertising rules and Meta's health ad policies.

For clinics & health services (20)

26 3 questions to ask before booking [treatment].

27 What actually happens at your first appointment.

28 Is [common worry] normal? Here's what we tell patients.

29 A quick tour so you know what to expect.

30 How long does [procedure] take? Here's the honest answer.

31 Myth or fact: [common myth].

32 What to bring to your first visit.

33 How we keep our clinic clean between patients.

34 Meet the person who'll look after you.

35 5 signs it's time to book a check-up.

36 Your questions, answered: [FAQ].

37 What we wish everyone knew about [topic].

38 Before you search Google, watch this.

39 How to book with us in 3 steps.

40 The equipment we use, explained simply.

41 Prices explained: what's included in [service].

42 A day in our clinic, in 30 seconds.

43 What aftercare looks like for [treatment].

44 Why we ask these questions at reception.

45 Wheelchair access, parking and timings, all in one clip.

Shot list that works on any phone

- Film vertical (9:16), by a window or bright light, lens wiped clean.
- Hold each shot steady for 3–5 seconds; you can cut it shorter later.
- Get close-ups: hands, texture, steam, the finished result.
- Record 10–15 clips per visit; that is enough for 2–3 Reels.
- Add captions: many people watch with the sound off.

For salons, barbers & local services (15)

46 Watch this transformation in 15 seconds.

47 The cut everyone is asking for this month.

48 Before → after: same client, 45 minutes.

49 What to tell your stylist so you get what you want.

50 3 mistakes that make your [service] fade fast.

51 How we prep before every appointment.

52 Guess the price of this look.

53 Your first visit, step by step.

54 The product we use most, and why.

55 Booking takes 10 seconds. Here's how.

56 A tiny change that makes a big difference.

57 What happens behind our counter on a Saturday.

58 Ask us anything: answering your top question.

59 Tools of the trade, explained.

60 Small business, big care: meet the team.

Plan your next 4 Reels

#	Hook (from this list)	Shots needed	Post date
1			
2			
3			
4			

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