Azzura *Legal*

10

# 10 Viral Hooks for *Attorneys.*

The opening lines behind attorney videos with up to 40 million views, ready to fill in for your practice area.

Free guide | Any practice area | Includes 1 full script

BEFORE YOU START

# Why the first 3 seconds *decide everything.*

On Instagram and TikTok, people decide in about two to three seconds whether to keep watching. The hook is the first sentence you say. Get it right and the rest of your video gets seen.

**1**

### Start with the situation, not your name

"Hi, I'm attorney Smith" loses viewers. Open with the problem or the question your client is living.

**2**

### Be specific

"After just 12 months" and "$933,000" stop the scroll. Numbers, places and real situations beat general advice.

**3**

### Promise something worth staying for

An answer, a warning, a verdict or a list. The viewer should know what they get if they keep watching.

**4**

### Put the hook on screen too

Many people watch with the sound off. Write the hook as text in the first frame.

THE HOOKS

# 10 hooks. *Real results.*

Each hook below is the pattern behind a real attorney video. Fill in the highlighted blanks with your practice area.

**01**

### How to spot [DANGER] before it is too late.

Used in **"How To Spot An Undercover Cop" (Law By Mike)** · 40M views

**Real estate:** "How to spot a rental scam before you send a deposit."

**02**

### What happens if you [COMMON ACTION]?

Used in **"What Happens If You Call 911 And Don't Speak?" (Law By Mike)** · 19M views

**Criminal defense:** "What happens if you miss your court date?"

**03**

### [SITUATION] at your door? Do these 3 things.

Used in **"Cops At Your Door, What Should You Do?" (Law By Mike)** · 19M views

**Immigration:** "Immigration agents at your door? Know these rights."

**04**

### Can you legally [EVERYDAY ACTION]?

Used in **"Can You Legally Fake Your Own Death?" (Law By Mike)** · 17M views

**Real estate:** "Can your landlord legally enter without telling you?"

**05**

### If you are [SPECIFIC PERSON], watch this.

Used in **"If Your Child Plays Roblox, Watch This" (Law By Mike)** · 6.6M views

**Personal injury:** "If you were hurt at work in the last year, watch this."

## 06 [SITUATION] after just [TIME]. Who pays?

Used in **"His New Home Is Cracking After Just 12 Months. Who Pays?" (Attorney Ugo Lord)** · 1.2M views

**Employment:** "Your boss promised a bonus, then refused to pay. Who's right?"

## 07 [NUMBER] things you should never say at your [APPOINTMENT].

Used in **"5 Things NOT to Say at Your U.S. Visa Interview" (Szew Law Group)** · 1.07M views

**Personal injury:** "3 things never to say to the insurance adjuster."

## 08 [PERSON] [DID SOMETHING SMALL]. The court ordered [BIG RESULT].

Used in **"Her Neighbor Cut Down 9 Trees. The Jury Ordered Him to Pay $933,000!" (LegalEagle)** · 1M views

**Business:** "A bakery used a name that looked like a big brand's. Here is what happened."

## 09 What no one tells you about [PROCESS].

Used in **"What NO ONE tells you, Lawyer Tips" (inmigraciontv)** · 913K views

**Family:** "What no one tells you about divorce."

## 10 Why your [APPLICATION/CLAIM] keeps getting denied.

Used in **"Why Your US Visa Is Being Denied, According to an Immigration Lawyer"** · 786K views

**Bankruptcy:** "Told you don't qualify for bankruptcy? This might be why."

BONUS · ONE FULL SCRIPT FROM THE PLAYBOOK

# Who *pays?*

**08**

30–50 s | Goal: Comments | Format: Story + verdict

> **Proof:** Real examples: "His New Home Is Cracking After Just 12 Months. Who Pays?" 1.2M; "Homeowner Promises $1,000 Weekly Bonus, Then Won't Pay!" 986K (Attorney Ugo Lord).

**Why it works:** The viewer wants to guess the answer before you reveal it. That makes them watch to the end and comment their opinion.

| | | |
|---|---|---|
| **HOOK** 0–4 s | " [SHORT SITUATION WITH A NUMBER]. Who pays?" | Text: the situation + "Who pays?" |
| **STORY** 4–18 s | "Here is what happened: [3 FACTS]." | Tell it like a story, not a lecture. |
| **ASK** 18–22 s | "Before I answer, what do you think? A or B?" | Pause. Text: A or B. |
| **ANSWER** 22–40 s | "Legally, it usually comes down to [KEY RULE]. In this case, [ANSWER]." | Cut to closer frame. |
| **CTA** 40–50 s | "Comment if you guessed right. And if something like this happened to you, [INVITATION]." | Point to comments. |

FILLED IN FOR THREE PRACTICE AREAS

### Real estate

"His new house started cracking 12 months after he bought it. Who pays?"

"It may depend on warranties, what the seller knew, and the contract." VERIFY

"Comment your guess: the builder, the seller, or the buyer?"

### Personal injury

"A delivery driver slips on your icy front steps. Who pays?"

"It often depends on whether the owner knew about the danger and had time to fix it." VERIFY

"Homeowner's insurance may also play a role." VERIFY

### Employment

"Your boss promised a bonus, then refused to pay. Do you have a case?"

"It may depend on whether the promise was in writing, and on your state's wage laws." VERIFY

"Comment: was the promise binding or not?"

### Caption template

[SITUATION]. Who pays? Comment your answer before you watch the end. *General information, not legal advice.*

### Make it yours

Use public stories, news or hypothetical cases. Never use a client's case without written permission.

LIKED THESE HOOKS?

# Get all *30 scripts.*

This guide is a small part of The Attorney Reel Playbook: the complete system to plan, write and record a month of Reels for any practice area.

## The Attorney Reel Playbook

**$37**

- ✓ 30 fill-in-the-blank scripts, each built on a proven viral pattern
- ✓ 90 examples across 9 practice areas
- ✓ 60 hooks, caption formula and 10 compliant calls to action
- ✓ 30-day posting calendar
- ✓ Attorney advertising checklist and phone recording guide

**Get your copy at legal.azzuraagency.com/playbook.html, or reply to the message that sent you this guide.**