

THE HOOK GUIDE

15 hook formulas that stop the scroll. Plug in your own trip, your own numbers, your own mistakes.

REAL TRIPS. REAL COSTS. NO FLUFF.

THE HOOK ISN'T DOING WHAT YOU **THINK**

A good hook buys you three seconds. What happens in those three seconds is what actually turns a scroll into a follow.

Nobody stops scrolling for the boarding pass, the itinerary, or the packing list. They stop for the destination, the number they didn't expect, the mistake they don't want to make.

Show the beach, not the admin behind it. Show the price, not the process. Show the mistake, not the mechanism.

HOW TO USE THIS GUIDE

- 01** Pick a formula that fits what you're actually posting about
- 02** Fill in the blanks with something real, specific, yours
- 03** Pair it with a 7-10 second clip or a strong first frame
- 04** Write a caption that actually delivers the value
- 05** Post it, then do it again next week

01 POV you're a _____ who wants _____ without _____ and you find my page.

- POV you're planning Thailand for the first time and want to get around like a local, without booking every transfer through an agent, and you find my page.
- POV you're moving abroad and want to actually make friends, without pretending a group chat with people back home is enough, and you find my page.

02 Phrases that feel like a warm hug to _____

- Phrases that feel like a warm hug to anyone who just found out their cheap European weekend trip doesn't exist anymore now they live in Australia.
- Phrases that feel like a warm hug to first-time Thailand travellers terrified of getting the visa rules wrong.

03 Waiting for _____ in _____ to find my account so I can help them overcome _____.

- Waiting for the person booking a 60-day Thailand trip off outdated visa rules to find my account so I can help them not get turned away at immigration.
- Waiting for the Brit who just landed in Australia assuming healthcare works like the NHS to find my account so I can help them avoid the first bill shock.

04 I stopped trying to _____ and started _____.

- I stopped trying to see everything in Bangkok in three days and started building in one actual rest day. That's the trip I remember.
- I stopped comparing Australian rent to UK rent and started comparing the whole monthly basket. Completely different number.

05 Most _____ think _____.

- Most people think Thailand's visa rules are the same as last time they went. They got cut in half in 2026.
- Most Brits think Australia's healthcare works like the NHS. It really, really doesn't.

06 The annoying truth about _____.

- The annoying truth about moving abroad: the friend group you had for ten years doesn't ship with the furniture.
- The annoying truth about "Australia's cheaper": it's only cheaper if you ignore the grocery bill.

07 You think ____... but here's what's actually happening.

- You think you're paying the same price as the local next to you at that noodle cart. Here's what's actually happening.
- You think 20 days annual leave in Australia sounds generous. Here's what's actually happening once you compare it to home.

08 I wish more ____ knew ____.

- I wish more people knew Thailand now requires 6 months' passport validity from your entry date, not your flight date.
- I wish more people knew Australia's PBS caps most prescriptions at \$31.60. That huge pharmacy bill fear is mostly imaginary.

09 The biggest lesson I learned about ____...

- The biggest lesson I learned about pacing a Thailand trip had nothing to do with the itinerary.
- The biggest lesson I learned about the Australia vs UK pay gap: it's not as simple as "Australia pays more."

10

Nobody talks about _____, but...

- Nobody talks about the two-hour flight to Lisbon you'll miss more than London, but...
- Nobody talks about how much one quiet down day changes a Bangkok trip, but...

11

I thought _____ was the problem until I realized _____.

- I thought the flight was the hard part of moving to Australia until I realized it was month three, not month one.
- I thought Phuket was just crowded until I realized everyone goes to the same two beaches.

12

If you're still _____ in 2026...

- If you're still booking Thailand off the old 60-day visa rule in 2026...
- If you're still comparing Australia to the UK on rent alone in 2026...

13

Here's why you're _____ and still _____.

- Here's why you're checking flight prices and still not budgeting for the actual distance.
- Here's why you're saving on petrol in Australia and still spending more overall.

14

The biggest mistake I see _____ make...

- The biggest mistake I see first-time Thailand travellers make isn't what you'd expect.
- The biggest mistake I see people make moving to Australia isn't the visa. It's the suburb.

15

Not to be dramatic, but...

- Not to be dramatic, but the overnight train saved me more than the flight ever could.
- Not to be dramatic, but nobody warned me an Australian winter could be colder inside than outside.

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