Bestea

Hook Bank

50+ first lines to remix forever. Pick one, film, post.

The first 1 to 3 seconds decide everything. Open on a feeling or a blurred text, never a logo. Follow every hook with a quick "why you care" line, then your CTA: **link in bio, your code, #ad**.

POV

"POV: it's your 73rd talking stage"

"POV: he said 'I'm not ready for a relationship' but acts like your boyfriend"

"POV: you're re-reading his last text like it's a crime scene"

"POV: you typed it, deleted it, and just sent a thumbs-up"

"POV: situationship Christmas"

Green flag / red flag

"green flag or the biggest red flag you've ever seen?"

"he texts 'wyd' at 11pm, green or red?"

"rating his texts: red flag, green flag, or run"

"tell me your situationship's worst red flag and I'll tell you if you should block him"

Rate / score

"drop his last text and I'll score your situationship"

"I scored my talking stage out of 100 and it's bad"

"this app gave my 'boyfriend' a 34/100 and honestly? fair"

"green flags: 2. red flags: 9. we're keeping him though."

Text-decode / screenshot reveal

"texts with my situationship: a horror series"

"decoding 'haha yeah we should hang sometime'"

"he sent this. watch what it actually means."

"I ran his text through the app and the translation is brutal"

"swipe to watch a green flag turn into a red one"

Storytime

"storytime: how a 'good morning' text ended a 9-month situationship"

"you won't believe what he texted me after 8 months of 'no labels'"

"I wish someone told me this before my last talking stage"

"so I logged every text he sent for a month, here's what happened"

Things he says vs what he means

"things he says vs what he actually means, situationship edition"

"he says 'I'm just really busy.' he means: you're not a priority."

"he says 'wyd' at 10pm. he means: I'm bored and you're convenient."

"he says 'I don't want to label it.' he means: access without accountability."

"he says 'we should hang sometime.' he means: I'll never plan it."

Duet / stitch-bait

"stitch this with the worst text your situationship ever sent"

"reply with his text and I'll decode it"

"tell me you're in a situationship without telling me you're in a situationship"

"duet this and rate your last talking stage out of 10"

Controversial / hot-take

"hot take: the talking stage is a waste of time"

"unpopular opinion: a situationship is just a relationship he's getting for free"

"everything you think is a green flag is actually a red flag"

"am I the only one who thinks 'good morning' texts mean nothing now?"

"if he calls it a situationship, he already knows he's not picking you"

Relatable pain

"tell me why I felt that 'k.' in my entire body"

"the way I'll overanalyze 'haha' for three business days"

"nobody warns you that the situationship hurts more than the breakup"

"when he goes from texting all day to once a week and you pretend you're fine"

"is it just me, or does 'I'm bad at texting' always mean 'I'm bad at caring'?"

Self-worth / empowerment

"you deserve to know where you stand"

"logging him doesn't make you crazy, it makes you informed"

"attention isn't effort and I have the receipts"

"I stopped explaining his texts to my group chat and started writing them down"

Send-to-a-friend

"send this to the friend who's been 'talking' to him since March"

"tag the bestie who needs to hear this"

why these work

POV / relatable pain: viewers self-identify and tag a friend. Recognition beats persuasion.

Flag / rate: binary judgment splits the room, and comment wars are what the algorithm rewards.

Decode / screenshot: a blurred text is a literal curiosity gap and reads as real evidence.

Hot-take: a defensible debate fires agree-likes and disagree-comments at once.

Stitch-bait: every reply is a new distribution node pointing back at you.