

Paid Social Hook Set: Norlin One Air Purifier

Eight hooks from one angle, and the reasoning behind the selection

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One angle for a direct-to-consumer air purifier, worked into eight opening lines for paid social. The category sits at the awkward end of awareness: nobody wakes up wanting an air purifier, so the hook has to manufacture the problem before anything can be sold against it.

The angle. The smell leaving is not the same event as the air clearing. Your nose is measuring the wrong thing.

The eight

Identity threat

1. You clean your house every week. You have never once cleaned the air in it.
2. Your child sleeps eight hours a night in the room the cooking drifts into.

Loss aversion

3. Four hours after dinner, it is still in your bedroom, and you cannot smell any of it.

Curiosity gap

4. I bought an air monitor to win an argument with my wife. I lost in twenty minutes.
5. The reason your kitchen stops smelling has nothing to do with the air being clean.

Status and standard-setting

6. Every commercial kitchen in the country has to vent outside by law. Yours probably does not.

Objection-forward

7. Opening a window works. On a still night, at roughly the rate of nothing.

Proof and specificity

8. One number tells you whether a purifier will work in your room. Most brands do not print it.

Why these eight and not twenty

The first line does all the work and everything after it is payoff, so the only question worth spending time on is which eight survive.

Trigger spread over trigger volume. Left to run, a hook set will cluster on curiosity, because curiosity is the easiest opening to write and it reads well in isolation. It also fatigues fastest in-feed and it attracts a click that does not carry through to the page. I forced the set across identity threat, loss aversion, status and objection-forward, then cut until each trigger was represented by a line that earned its place rather than filled a slot. Two of the eight are curiosity, which is a share I would defend rather than a default I settled for.

One objection promoted to a hook. Number seven is the most common objection in the category ("I just open a window") used as the opening line rather than buried in the body. Conceding the reader's own position in the first three seconds buys attention that contradicting it loses, and it pre-qualifies: the people who click are the ones who have already thought about the problem enough to have an objection.

Specificity over claim. Numbers three and eight open on a measurement rather than an assertion. In a category crowded with health language, a specific figure is the differentiator, and it is also the line that survives a sceptical audience. The generic version of number three ("harmful particles linger in your home") is the sentence every competitor writes and it converts nobody.

Generation is cheap, selection is not. Producing twenty openings for a single angle takes very little time. Knowing which two to run, which two to hold as controls, and which sixteen are variations on a line that was already weak is the part that takes fifteen years. This document is the second half of that process, not the first.