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The Review Hook Pack

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The extraction prompt, 20 hook patterns that work from reviews, and the claim-check list that keeps every hook something you can stand behind.

Why reviews make better hooks

A seller writes about the product. A buyer writes about their day. Nobody stops scrolling for "premium water-resistant 15-inch". People stop for "got caught in the rain on the way to work" because they've been there.

Your 4 and 5-star reviews are a pile of those moments, already written, in your buyers' own words. Most of the work is reading them properly.

Step 1 — Export and anonymise

1. Export the 4 and 5-star reviews for **one** product. Start with your best seller. That's where the real buying reasons are.
2. Strip buyer names, usernames and order numbers before anything goes into an AI tool. Replace them with nothing — the hook never needs them.
3. Aim for 40–80 reviews. Fewer and you'll get the same two moments repeated.

Step 2 — The extraction prompt

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Here are [number] reviews for one product: [product name].

Find lines that describe a specific moment or situation the buyer was in —
not general praise. "Great quality" doesn't count. "Wore it to a wedding and
three people asked where I got it" does.

For each moment:
1. Quote the review line exactly.
2. Write a video opening line: under 12 words, first person, sounds natural
   spoken out loud.
3. Label which pattern it uses (from the list I give you, or "other").

Rules:
- Never add a claim the review doesn't make.
- Never upgrade an experience into a guarantee ("stayed dry" must not
  become "waterproof").
- No numbers unless they're in the review.
- If a review has no specific moment, skip it.

Give me the 15 strongest, strongest first.

Reviews:
[paste]
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"Quote the review line exactly" is the important rule. It keeps every hook traceable to a real buyer — which is what makes the claim check fast.

The 20 hook patterns

Paste this list under the prompt so it can label them. Each works best when the blank is filled with a buyer's real situation, not your guess at one.

The moment

1. "I was [situation] when [problem] — and [outcome]."
2. "[Time/place], [problem]. Here's what happened."
3. "The day I [situation], this is what saved me."

The before 4. "I used to [old frustration] every [day/week]." 5. "My last [product] [failed how]. This one..." 6. "I almost didn't buy this because [doubt]."

The surprise 7. "I didn't expect [small detail] to matter this much." 8. "I bought it for [reason A]. I use it for [reason B]." 9. "Nobody told me [product] could [unexpected use]."

The other person 10. "My [mum/partner/colleague] asked where I got this." 11. "I bought one for me. Then one for [person]." 12. "[Person] said [quote from review]."

The repeat 13. "This is my [second/third] one." 14. "[Number from review] months in, [what still holds up]." 15. "I've tried [number] of these. This is the one I kept."

The specific 16. "It fits [exact thing the buyer mentioned]." 17. "[One sensory detail]. That's the whole review." 18. "Here's what [time period] of [use] looks like."

The objection 19. "I thought [common doubt]. I was wrong about [specific]." 20. "If you're worried about [concern from reviews], watch this."

Patterns 14, 15 and 18 need a number — only use one that's in the review.

Step 3 — Film three, keep one

Same product, same footage, three different opening lines. Post them over a week and let watch time decide. You're not testing the product — you're testing which situation your buyers actually recognise.

When one wins, go back to the reviews and find more moments like it.

The claim-check list

Run every hook through this before filming. Any "no" — rewrite or drop.

#	CHECK
1	Can I point to the review this came from?
2	Does the hook describe what happened, not promise it'll happen to you?
3	No absolute words the review didn't use: waterproof, unbreakable, 100%, forever
4	No health, safety or medical benefit implied
5	Any number in the hook is in the review
6	No competitor named or implied as worse
7	The product in the video is the same variant the reviewer bought
8	The buyer can't be identified from the hook
9	It still reads fine as an on-screen caption with sound off
10	Would I be comfortable if the reviewer saw it?

Number 2 is the one that catches most problems. "Laptop stayed dry in the rain" is one buyer's experience. "100% waterproof" is a product claim you now have to honour — and check against your platform's rules on product claims.

The monthly loop

1. Export new reviews at the start of each month.
2. Run the prompt.
3. Film three openings for one product.
4. Keep the winner, retire the other two.

Your buyers keep writing your scripts. You just have to read them.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.