

HIYA,
CREATIVE
.com



20 HOOKS

+ 10 Calls to Action
for Artists & Creatives

BY HIYA CREATIVE

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We really appreciate your understanding!

Thank you

Welcome *my friend*

Social Media huh. It can feel a little less social and more like a minefield these days. And yes, a lot of things over at Instagram have changed, and now you need to figure out Tik Tok and whatever else, when all you want to do is to make your stuff, post it, and for people who like it to see it!

To help with content confusion, I put together this little guide in order to give you some ideas you can use as hooks and call to actions specifically as an artist or a creative in order to get your work seen. I hope it helps!

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Marianne

Creativity Cheerleader

20 hooks

Using a hook - a headline that grabs the viewers attention - isn't anything new. You've seen it in advertising since advertising was a thing, and in newspapers and magazines for even longer.

Now that social media tends to be the main media we all consume, it's hard to grab anyone's attention among the volume of content without an attention grabbing headline - i.e. a hook.

I'm sure you've seen and even tried many hooks, but the problem is that if your hooks are not specific to what you do AND interesting to your audience, they'll probably not get you far.

I created these hook examples to show you how you can craft hooks that speak specifically to your audience as an artist or a creative.





POV: you're an artist who...

HOOKS FOR BEHIND THE SCENES
FOOTAGE OF CREATIING

- 01 Guess how long this piece took me to finish?
- 02 Watch me while I paint a [commission/my favourite piece/new idea].
- 03 POV: you found the perfect present for [that art lover in your life/your bestie/ someone difficult to buy for].
- 04 Create an art print with me from start to finish.
- 05 Posting my art until... [I make x in sales/gain x followers/finish a series of..]



POV: you're an artist who...

HOOKS FOR BEHIND THE SCENES
FOOTAGE OF CREATIING

- 06 Before and after [your old work vs your new work].
- 07 Wich one is... [your favourite piece/best colour treatment/etc].
- 08 30 second process [speeded up timelapse of making a piece].
- 09 I can't believe this happened! [new piece/new sale/award/small success/etc]
- 10 POV: youre a [describe your life as an artist]...



No-one will tell you this...

HOOKS FOR CREATING A
COMMUNITY AND EDUCATING

- 01 I bet no other artist evet told you this...
- 02 The biggest lesson I've learned in my career as an artist....
- 03 How I taught myself...
- 04 This one piece of advice changed how I create my art...
- 05 This experience was [painful/bruised my ego/...] but I'm grateful for it, because...



No-one will tell you this...

HOOKS FOR CREATING A
COMMUNITY AND EDUCATING

- 06 You've been doing [sharpening pencils/
stretching canvas/etc] wrong your entire life.
- 07 3 tips to achieve [a certain look/colour/etc].
- 08 Busting 3 myths about creating art...
- 09 Do you feel like you're [stuck/
procrastinating/uninspired/etc]? Here's an
easy fix...
- 10 Here's the reason why I [started an art
business/dropped out of art school/etc]...

10 CTAs

A CTA – or call to action – is a short phrase that invites the viewer to take a specific action. This could be engaging with the content, signing up to an email list, or inviting to buy.

CTAs are crucial for getting viewers to move from passive watching into actively engaging with your content and even becoming paying customers

Don't be afraid to tell your viewers exactly how you want them to engage with your content!

I created these CTA examples to show you how you can combine your hooks with calls to action that speak specifically to your audience as an artist or a creative.



20 CTAs for creatives

01 Click the link in my bio to get started!

02 Read the caption to find out how!

03 Share this post on your story.

04 Leave a like if you can relate.

05 Explore the gallery for more inspiration.

06 Discover the secret by subscribing.

07 Subscribe for behind-the-scenes access.

08 Leave a review on the website.

09 Join the waitlist for early bird pricing.

10 Tag a fellow creative.

I hope these *hooks and CTAs* sparked your imagination

My mission is to help you have more time for creating. I feel strongly that the world needs more creators, and if I can give you tools that make other aspects of running a creative business easier, all the better! I really hope these ideas help pave way for you to keep sharing your work with more ease.

SHARE YOUR
THOUGHTS IN THE
FACEBOOK GROUP

Create your *artist's roadmap*

I wrote an eBook that will guide you through setting your artistic goals and help you unlock your creative potential.

[CHECK IT OUT HERE](#)



Ready to get serious about your art?

We'll take deep dives into the power of setting artistic goals in all the important areas, from developing your skills to overcoming creative blocks and staying inspired. I also created a workbook full of supporting material that you can fill in along the way and create your road map as an artist.

GET EBOOK NOW!

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Unlocking Your Creative Potential

A GUIDE TO ACHIEVING ARTISTIC GOALS

BY HIYA CREATIVE

CHAPTER 1

THE ART OF GOAL SETTING

Why Set Artistic Goals
Setting Short-term and Long-term Goals
The SMART Approach to Setting Goals

THE SMART APPROACH TO SETTING

Setting goals is not just about having a vague idea of what you want to achieve, making your aspirations concrete, achievable, and actionable. The SMART is a powerful framework that transforms your artistic dreams into realistic goals.

S **SPECIFIC** A goal should be precise and clear. Instead of saying, 'I want to be a better painter', make it specific: 'I will master watercolor techniques to create more vibrant paintings by the end of the year. Specific goals help you focus on a particular area of improvement.'

M **MEASURABLE** Measurable goals have clear criteria for success. Instead of saying, 'I want to do more art', say, 'I will complete ten new photos by the end of the month. This way, you have a quantifiable target.'

A **ACHIEVABLE** Your goals should be realistic and attainable. While it's great to aim high, setting goals that are impossible to reach can be discouraging. Consider your resources, time, and current skill level when defining achievable goals.

R **RELEVANT** Goals should align with your creative passions and contribute to your overall artistic growth.

ARTICULATING YOUR ARTISTIC VISION

Once you've identified your sources of inspiration and honed your creative voice, it's time to articulate your artistic vision. Your artistic vision is a clear statement of what you aim to convey through your work, what you want your art to represent, and the emotions you hope to evoke in your audience.

CLARITY THROUGH SELF-AWARENESS
What themes, emotions, or concepts consistently inspire you? Your artistic vision often arises from your deep-seated passions and convictions.

VISUAL LANGUAGE
Identify the visual language that conveys your vision. This language includes the style, techniques, and elements that give your art a distinct identity. The more consistent and unique your visual language, the clearer your artistic vision becomes.

ARTICULATE YOUR MESSAGE
Define the message you want your art to convey. It could be a commentary on societal issues, a celebration of beauty, or a deep exploration of emotions. Your art can tell stories, both personal and universal and your artistic vision becomes a channel for your message.

EXPLORE SYMBOLS AND MOTIFS
Identify symbols, motifs, and recurring elements in your work that represent your artistic vision. These visual cues can serve as powerful communicators of your message and vision.

EMBRACE CONSISTENCY
Consistency in your work is key to articulating your vision. Your artistic voice and style should be evident in each piece, creating a unified body of work that speaks to your vision.

CRINGE + INTERESTING



ARTICULATE YOUR WHY
Define the 'why' behind your art. Why do you create? What impact do you want your art to have on the world? A clear understanding of your motivation will illuminate your artistic vision.

ENGAGE WITH OTHERS
Open a dialogue with your audience to gain insights into how they interpret your work. Their responses can provide valuable feedback on how effectively your vision is being communicated. Collaborating with other artists or experts in related fields can gain fresh perspectives on your vision. External insights can help you refine your message and its articulation.

ARTIST STATEMENT
Crafting a well-defined artist statement that encapsulates your artistic vision in words will serve as a guide for both you and your audience, providing clarity about your artistic purpose. It will transform your vision from an abstract idea into a concrete and communicative force.



Thank you and keep in touch!

I hope these hooks and CTAs help you to keep sharing your art.
Do stay in touch over on Instagram and in my Facebook group!

Marianne

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