

Creating Impossible To Ignore Hooks

www.PLRContentSource.com

Irresistible hooks. This is the one thing that is just completely missing right now in a lot of people's sales copy, in their marketing and in their products.

This is an axiom in my business:

Never Sell or Create Anything Unless it has a Hook

And that's just more than your sales copy.

You shouldn't create your product until you have a good hook or a way to enter the marketplace.

What is a Hook?

What am I talking about? Well what is a hook, let's talk about that.

It is a claim that only you can make that you believe will grab the reader's attention. Something you can offer that is beneficial to the reader that no-one else can offer.

Let me give you an example. I had a client that at one time paid me to do a critique on her sales letter. It was about saving money but it was a pretty weak appeal - here's how you save money, cut back bills etc and it was very boring and bland. There were 3 benefits but I'd seen those benefits stressed over and over again before. I took a look through the copy and there was one sentence that stood out.

It was "This is how you can live above your means or make your friends think you are living above your means so you're living a more extravagant lifestyle than them even though they make more money than you do". And I thought "ooh!" So what I said is this is the headline you need:

How to Live a \$100,000 a Year Lifestyle on a \$20,000 Salary!

See that's a hook. That is something juicy and it grabs the reader and hooks them in - not the standard "how do you save, how to cut debts, yada yada yada".

I had another client that I was coaching, a copywriting client. We were working on his headline about weight loss. In his copy he was explaining how you lose weight without having to diet and eat to your hearts content. He was trying to work in some of the elements that I was showing him. Examples of the type of

thing he was creating was “How a nutrition Nerd...”, “How a (.....) Nerd...” or How a Dietician Nerd...” and similar.

That’s one of the ways you can make it hook. But then I asked him if this appeal was something you’ve seen before? Have you seen people making claims similar to this - Lose Weight without Dieting and Eat to your Hearts Content? And he was like “Yeah!” And so I asked him “Well how did **you** really do it?” He had done it. What was your one thing? And he was said “It was EFT I used EFT” which is a Chinese technique for tapping at certain points in your body. It is supposed to help relieve energy. I asked him to tell me more about this EFT, this sounds interesting. He explained that there are 14 places you tap on your body.

Then I’m thinking BINGO!

I told him to make a headline that says “How I Lost 52 pounds in 6 months just by tapping on 14 Spots on my body, twice (or once) a day”.

THAT is a hook, people have never seen something like that before, that’s going to grab their attention and pull them in. Wow, tapping on your body, huh, I never heard about that, let me see what that’s all about.

So it’s a claim that only you can make that nobody else is making that you make first that you believe will grab the readers’ attention. Something you can offer that is of benefit to the reader that nobody else can offer.

Why Do You Want to Create Hooks?

It’s very simple. This is what’s going to be able to get attention; your ad is worthless if it doesn’t get read. The way it gets read is you hook them and bring them in. This is going to be the biggest change you can make in your product creations. Create products **ONLY** with hooks; write sales letters **ONLY** with hooks.

I don’t create how to make money with affiliate marketing as a product. Boring! When I created my affiliate product it was “How a Former Monk Went from Zero to Fifty Thousand Dollars in Six Months Using Simple Internet Tactics that anybody can Use”.

So in this case the hook was me, a Monk. If a freaking Monk can do it, anybody can do it! That’s a good hook because it grabs them and pulls people in. At the very least they want to read the story. They think “OK well wait a minute”. Then there’s a picture of me underneath that when I was a Monk so I was legitimising it because it was so outlandish - but it pulled people in. That’s a hook.

Where to Look for Hooks?

A lot of people don't understand what a hook is so I'm going to show you some of the elements of the hook and I'll give you some examples. I have these embedded in my mind.

The Story

When I run my copy I always consider:

- What's the story behind this product?
- What's the story about how I came up with the solution?
- What's the story of why I'm offering this to my client?

There is always a story, so whenever you are writing your sales letter or creating your marketing campaigns you want to use that story because that's powerful. You want to look at some element inside that story that you think can grab people's attention.

So in this case the story was simply that of a Monk. "How a Former Monk..." "

The story was the only hook that I really used, besides benefits which are standard run-of-the-mill. Everybody can tell you about how to go from zero to fifty thousand. There are a hundred solutions out there. But a Monk telling you is a unique solution.

So you can look at the story you can think, ok what was the story behind this product? Or what was the story of how I discovered this solution? Or what's the story of why I debuting this? Could I use elements of that in my headline to hook the reader and draw them in?

Proof

Next is proof. Proof is very powerful especially in internet marketing. So if you have proof and it's very dramatic proof then you'd want to lead that in with your copy. For example, I just did a copywriting class and I can't tell you how many people told me over and over again – "this is better than Carlton", "this is better than Carlton". "I've taken Carlton's course and I didn't get as much value as I did with you".

So with the proof I can say "72 Percent of my Students said this was better than Carlton". That would be a hell of a hook for a copywriting product because John Carlton is the big copywriting guy right now. So people would think "Oh my God, wow, statistical proof."

In my product coaching program we had a 68% success rate of people who created products who took that class within the first two weeks. We had five people in that class make their first sale so that came out to 20% of people in the class made their first sale but realistically some people maybe made sales before than, say 50%.basically made their first sale by taking that class.

So I could say: “50 Percent Chance you’re going to Make Money in the First Week Using This Course – it’s a Statistical Fact!”

So that is a great thing to draw from. What’s great is if you could combine these together. I’ll show you some examples of this later.

The Offer

If you have an irresistible offer - if your offer is super, crazy, then you can really pile that up. If you have a 4 hour video course and you are only selling it for \$17 for some strange reason, well then your offer is the most powerful thing about it.

Or maybe you’re trying to get them in at the front end and you are creating something so irresistible to get them on your list, so it’s a low ticket item. You can play up on that fact, for example:

“Why the hell would I give away 4 and a half hours of Million Dollar Advice for just \$7”

That’s a hook because your offer is so unique, it’s so weird. There is something behind it and that’s going to draw people in to find out why.

Instant Gratification

Now instant gratification is my absolute favorite hook: “How to Write an Article in 7 Minutes or Less without Error Including Research and Proofreading”. That is not very hard to sell that because people want to know that right away.

Another hook that I had was “How to be a \$40 an hour Ghostwriter in 7 days or less”. That was the only claim at the marketplace that was substantiated. You have got to substantiate the instant gratification claims with proof.

With the “How to Write an Article in 7 Minutes or Less Including Research and Proofreading” what I did was immediately showed them proof of 16 people who had taken the course and had accomplished that. So I tied those two together with the instant gratification and the proof to form this mega-hook.

I look at all these different facets as mini-hooks and then if I can combine them together to create a good story with proof and instant gratification, all the better.

Incongruent Juxtaposition

Incongruent juxtaposition is the next way that you can come up with a hook. It means simply taking two things that don't belong together normally and putting them together.

The best example ever for incongruent juxtaposition is "The Secret of the One-Legged Golfer" because people are thinking, how can the secret of great golf come from somebody with one leg, its insane!

So you take two elements that don't belong together and you put them together. That is the simplest way you can think of it.

So if you're looking through your product or you are thinking about creating a product, think how could you take two things that should never be together and combine them together? So when people read it they think "What the hell!"

Challenging Conventional Wisdom using Shock or Controversy

With the Internet Marketing Time Management Course, one of my products, I have two different headlines. The first headline I came up with for that is "The 80/20 Rule Sucks!" That's kind of controversial and it is challenging conventional wisdom - that is my hook. I'm claiming about a product that everybody thinks is the greatest thing since sliced bread to say "It Sucks! If you've been following that you've been screwed."

They are thinking "What the hell, I've got to read what this guy's saying because everybody else in the industry has told me that the 80/20 rule is the greatest thing since sliced bread".

Then I created another product about personal development and I said "Self Help Gurus Suck!" So again I'm challenging conventional wisdom here, it's shocking, and it's controversial. I'm getting their attention with controversy.

New and Unique

If you come up with things that absolutely have not been done before as a means of delivering something new to the marketplace then that is the only hook you need.

One of the things I can think of is Gary Halbert's ad "How to Collect Social Security at any Age".

Prior to him nobody had ever made that claim before and just simply making that claim of how to do this is in itself a hook.

Ease of Use

Ease of use is another hook. In a market where everyone else is having trouble then you can use ease of use to say here's how you do this simpler.

One of the hooks that I came up with for a client that I was writing copy for said something along the lines of "The Best Dog Food is Cheap, Takes Less than 2 Minutes to Prepare and can be found in any Grocery Store". This is an example of ease of use. A lot of people hadn't switched to a raw dog food diet because it was too expensive and they thought it would take too long to prepare.

So I say it's cheap actually and it takes less than 2 minutes to prepare. That draws them in because this is typically in a marketplace where there is no ease of use. They think "If I want to feed my dog right I've got to study all these different dog products, I've got to find out what the dog food industry is actually putting in them blah blah blah". Hook! No, now you don't, check this out.

Promise of Little Known Information

The promise of little known information hook is very good. This works very well if you have something that is a big secret that not a lot of people know about and you are promising to reveal it, if you can get away with it. But you really **have** to have a secret to make this work.

So this would have to really be something, it can't be the same recycled crap over again, it really has to be a new cutting edge technique or a new secret, and then you can use that in your headline in your hook.

These are the hardest ones - the easiest one is instant gratification - How to Make Money in 7 Days or Less with no Upfront Investment. That was one of the products that I created. Instant gratification - that's my favourite hook.

Recap

Proof, Offer, Story, Instant Gratification, Incongruent Juxtaposition, Challenging Conventional Wisdom - these are my six that I normally go to.

I first go to Instant Gratification

The second thing I go to is Proof

The third thing that I go to is Incongruent Juxtaposition

The fourth thing I go to is Challenging Controversy

The fifth thing is Story

The last thing is Offer

What I do is come up with different elements – what is the most unique, enticing and interesting part of my story? I write that down.

What is the most powerful and dramatic form of proof I have? So I write that down.

What is my offer? So I write that down.

What part of my thing can be instantly gratified for them and give them some instant results? So I write that down.

What two things are together in this product that shouldn't be together? I write that down.

The last thing I do is say what is unconventional about my product? I write that down.

Then I go and look at everything I wrote down and think - how can I combine all of these together to write my headline? I typically don't get them all, I get parts of them and then that really makes them heavy.

Finally, I forgot this one...

Predictions

People love predictions. For example, "9 out of 10 Business Owners who use this Model will fail in 2009". They are thinking, "I've got to see what model that is because he is making this prediction, I've got to see why he's making this prediction". That is another good hook to play with.

Good Examples of Hooks

Simply go to Digg.com and then you can search for anything, for example, type in "divorce". Sort by Title and Description, All Stories and Most Diggs.

You'll find some amazing hooks here.

"Atheist Divorce Rate is lower than Christian"

That is challenging conventional wisdom. Most people typically think that Christian marriages last the most because they are sanctimonious. So that is a really good hook.

“Eight Year Old Wife Wins Divorce”

That’s an incredible hook, an example of incongruent juxtaposition, because an eight year old being married and then winning a divorce are two things that you normally don’t see together.

Go to Digg.com and look up your niche or just look up random words to find hooks so you can get used to naming them.

Here’s another good one “US Military Threatens to Kill Pet of Deployed US Soldier”

There’s incongruent juxtaposition - the military are trying to kill the pet, there is a story element in here and there’s also controversy, in this case the controversy is why the hell would the military do that to their own? You’ve got to read to find out.

Here is a prediction one “Coming Soon, Super Faster Internet, 10,000 Times Faster”

So that’s a prediction plus it is a new unique thing combined together, those are the two hooks.

“The 5 Scientific Experiments Most Likely to End the World”

That’s another prediction, that’s a good hook because it tied to a story of ending the world, that’s very interesting.

“Pizza Hut Worker Fired for Reporting Mice to Health Department”

That’s ridiculous. That’s another incongruent juxtaposition - why the hell would he be fired for doing something that’s in the company’s best interest?

So that’s where you want to look for hooks, just like I showed you.

Write down the juiciest element of your story, of Proof, Offer, Story, Instant Gratification, Incongruent Juxtaposition and Controversy. Try to combine them all together and then come up with your solid hook.

How to make them juicier? Tie them to specific results. 7 minutes or less is a very specific result - I’m using very specific numbers. That’s another way to make your claims unique, make them as dramatic as possible.

Push as close to the unbelievable threshold as possible without going over it. You don't want to push it too far; you don't want to say "Here's how you make a million dollars in a single day sitting in your underwear". People are going to say "Yeah, right!"

The last thing is use power words you see in headlines over and over again. Amazing, Secret, Discover, for example. These are words that really have big images in people's minds when they hear them - very powerful. Use power words.

Let me give you some examples. You can access these if you click on the Mindmap.

This is a piece of copy that Carlton wrote:

"World Famous Street Fighter Allows a Loaded 45 Automatic to be pointed at his Face and Fired, just to prove he can teach you to safely disarm and disable bare-handed even an armed attacker who's made up his mind to shoot you. As easy as taking candy from a baby."

So here the hook is there is a good story, there's proof in here, and then there's shock, it's shocking. So that's great copy.

And then Carlton talks about it: "Point the gun at you and squeeze the trigger" - that's a great example of a hook in the copy. If you click on the Mindmap you can get this.

Another example:

The Gary Halbert Letter

This is some more background information. He talks about how he came up with he calls The Big Idea. I call it The Hook - same thing. But he shows you how he came up with it - the power of The Big Idea.

This is his most famous big idea:

"Wife of Famous Movie Star Swears under Oath her new Perfume does NOT contain an Illegal Sexual Stimulant!"

So there's controversy here as well as a great story, this is an awesome hook.

Gary Halbert talks about how he came up with that. This is **MUST READING** if you want to learn hooks. It's under his newsletter, it's called The Big Idea. If you click on the Mindmap it is hot linked right to it.

Finally, here's another Carlton one for the golf market that is not the one-legged golfer but it's...

“The Crippled Golfer Stuns LA Open Crowd by Crawling from Deathbed to Beat 110 Pro Golfers with a 67 using a Short Back String and Qualifies for the Last Spot in the Famous 2002 Tournament”

So there’s a story here and there’s great power words too - “Crawling from Death Bed”, “Crippled”, “Stuns”. As well as a great story, there is very specific numbers tied to that, there is incongruent juxtaposition. A crippled golfer crawling from his deathbed qualifying for a famous tournament - that’s normally not possible, Using a short back string - that’s controversial, challenging conventional wisdom because most people think that you can’t do it with a short back string.

So all of these things condensed in this one little headline - that’s one of the best hooks I’ve ever seen. This is another one to study and you can click on the link on the Mindmap and it will take you to it.

◇ ◇ ◇

You want to create hooks because it will grab attention and will really get people to read your stuff. Just getting more people to read that come to your page is automatically going to increase whatever conversion rate you have and increase your profits.

Put this to use and reap the benefits.