

21 Hooks That Work For Any Market

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Virtually every method of marketing communications can be substantially enhanced with stronger hooks. But where do they come from?

Following are 21 common types of hooks with examples of each to help you understand each type and where they might be used most effectively. Many of the examples have been borrowed from my extensive collection of direct mail, brochures, flyers, display ads, postcards, and the like. Several others were created on the fly to illustrate a particular hook type.

1)The Direct Statement Hook

The direct statement hook is a straightforward assertion or claim about your product or service. It's usually quite short in length and to-the-point.

There's nothing subtle about it. The more effective direct statement hooks have the quality of being able to raise an eyebrow, or drop a jaw just a bit, to increase the chances of future interest and involvement. You want to strive for some kind of hook that makes prospects take notice of your statement.

- ◆ The Shocking Truth About Becoming A Millionaire!
- ◆ Gentle Dental Care For Adults, Kids And Great Big Babies.
- ◆ 5 Billion Dollars. It's No Accident. In 2 Days I Can Teach You How To Get Your Fair Share Of This Huge Opportunity.
(Robert Allen)
- ◆ \$10,000. You Have Been Pre-Approved For A Scotia Line Personal Line Of Credit With A Limit Of \$10,000
- ◆ Discover A World Of Natural Beauty
- ◆ The Best Chocolate Cake You Ever Ate (Ladies Home Journal)
- ◆ Get Up To 1.25% Cash Back And Become Home-Free Faster.
- ◆ Financial Strategies For Successful Retirement
- ◆ 7 Cents A Minute Any Time, Night And Day, To Anywhere In America!

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2) The Question Hook

Question hooks are great involvement devices. A question often commands a reaction from the prospect, thereby involving him in your concept, idea or thought process. Questions by their very nature beg to be answered.

However, the key to using this type of hook is to focus your question clearly on the prospect.

You need to ask questions of the prospect that make him want to read on to discover the ultimate answer. Questions that are of particular interest to a targeted audience, are even more involving for those readers to whom the message is directed. The purpose is to get the reader to quickly assess his situation or to start to think about his current condition. Involve them and they'll be drawn inside.

- ◆ Do Fears Hold YOU Back?
- ◆ Do You Feel Frustrated With The Money You've Been Making? (Jeff Paul)
- ◆ Would You Like To Save 45% On Your Next Vacation?
- ◆ Is Your Future Worth Ten Bucks? (Gordon Alexander)
- ◆ What Would You Do If You Had The Money?
- ◆ Will You Accept The Enclosed German REICHSBANK NOTE For 100,000 MARKS, With Our Compliments? (Robert Collier)
- ◆ What Makes Some Companies So Successful At Pleasing Customers?

Often questions are used as the initial component of a hook to first activate and involve the reader. They're then followed immediately by a benefit statement or an offer. Once your prospect starts thinking about the question, even if for a brief moment that's the time to deliver a benefit-packed message.

- ◆ Are You Paying To Much For Auto Insurance? Look Inside To Discover How To Save Hundreds Of Dollars.

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- ◆ What's The Key Secret To Increasing Your Income By 917% If You Don't Know, Read On. You'll Find Out What It Really Takes To Pull More Sales And Profits From Every Ad Or Sales Letter You Ever Use.
- ◆ Serious About Making A Fortune In Mail Order? Here's How To Make \$1,062,693 Selling Information By Mail! GUARANTEED Or Your Money Back! (Don Massey)

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3) The Testimonial Hook

Testimonial hooks work best when the comments you use are quite different from most other testimonials you see around. It's the actual words of a satisfied customer, so it carries the benefit of instant rapport and increased believability with new prospects.

- ◆ CARD Is An Integral Part Of My Day. I Couldn't Do My Job Without It.
- ◆ WalkFit Is The Best Thing That Ever Happened To Me!
- ◆ I Paid This Marketing Genius \$600,000 In One Year Alone, Because He Made Me \$2,000,000. Now You Can Hire Him For Less Than 1/10th of One Percent Of The Amount I Paid Him. (Jay Abraham)
- ◆ I Was Desperate To Lose Weight. It Felt Like I Tried Everything And Nothing Worked. So, Naturally I Was Skeptical About The SlimTrim Program, But Am I Ever Glad I Ordered It! I Lost 47Pounds In The First 75 Days And Have Kept It Off Since!

Testimonials can also be used as part of a longer hook. Here are two examples:

- ◆ Join The More Than 1 Million Canadians Who Have Said 'Thank YOU Molly Maid' Since We Started Cleaning Homes In 1978.
- ◆ I Lost 33 Pounds In 30 Days! No It Wasn't A Diet. No It Wasn't Exercise. Read About A Miracle Proved By Thousands Of Users.

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4) The Command Hook

This one is a directive that is used to get prospects out of their comfort zones by giving a clear indication of what they should do now. The actual command component of these types of hooks begins with a verb. It's a direct call to action of some sort. *Do This to Stop... Suffering From... Claim Your Free Pass...* are a few examples of phrases that indicate a command.

- ◆ Speed-Reading Secrets Of The World's Fastest Reader. Don't Spend Another Second Struggling To Keep Up With Information Overload--Read This NOW!
- ◆ This Is Your Window Of Opportunity. Open It.
- ◆ Select A New Career. Choose From Any Of Our 15 Free Booklets.
- ◆ Enroll Now! Try An NRI Course For 60 Days IN Your Spare Time.
- ◆ Go Fish In Your Own Backyard.
- ◆ Join Me And 5 Other Top New York City Chefs For An Evening Of Fine Dining For A Great Cause.

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5) The How-To Hook

This format offers the easiest, and in many times, the most effective approach to hook creation. All you have to do is begin with the words how-to and follow that up with a hard-hitting benefit, a string of multiple benefits, or any one of a number of combinations of benefits, offers, questions, etc.

The How-To technique is also an easy place to start the hook creation process. If you're ever struggling to find a good hook in a hurry, there's no more reliable approach than the how-to. Try it and you'll see for yourself. It's also a favorite technique of some of the highest-paid, and most highly regarded professional copywriters.

Using the How-To combination, or simply, the word "how" can turn a somewhat flat, uninteresting statement into one that pulls remarkably well.

Consider the following statement.

Soil preparation can help your garden produce a more abundant harvest.

Now insert just one word and watch how this one word makes it far more appealing.

How soil preparation can help your garden produce a more abundant harvest.

Did you notice the difference? With the second variation, there's a promise of a payoff. It's not merely a statement, but an offer to reveal the information the reader would like to know.

- ◆ How To Promote Your Web Pages For Maximum Response!
- ◆ How To Increase Profits In Any Economic Climate!
- ◆ Discover How To Turn What You Already Know About Your

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Work, Hobby, Or Personal Interests Into A Million Dollar Information

- ◆ Products Empire! (Anthony Blake)
- ◆ How To Cash In On The Mail Order Business And Earn An Easy
- ◆ \$15,000 Per Month With Simple, Homemade Products That Can Be
- ◆ Automatically Re-Produced And Sold Around The World!
- ◆ How To Deliver Exceptional Customer Service
- ◆ How To Get The Exact Name And Address Of Every Man, Woman And Child Who Is Every Likely To Become One Of Your Customers! (Gary Halbert)
- ◆ How To Recruit, Interview And Hire The Right Person. A Step-By-Step System For Selecting The Best Person For Every Job.
- ◆ How To Have The Best Sex Ever!
- ◆ How To Tease Him Mercilessly, Seduce Him Slowly, And Then Rock His World In Ways He's Only Dreamed About! (Cosmopolitan)
- ◆ How To Manage Multiple Projects, Meet Deadlines And Achieve
- ◆ Objectives
- ◆ How To Understand, Access And Use The Internet
- ◆ How To Use Cheap Little Classified Ads To Make As Much As \$10,000 Per Day! (Gary Halbert)
- ◆ How To Play Music By Ear
- ◆ How To Create Seminars And Workshops
- ◆ How To Live Rich On Any Income!
- ◆ How To Make An Ordinary Business Into An Extraordinary Money Machine!
- ◆ How To Attract Clients And Make Money Online Cheaply, Effectively and Risk-Free 24 Hours A Day (Mark Lengies)

Another alternative to the standard how-to hook is the how you can variation.

- ◆ How You Can Make \$87,000 a Year As A Successful

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Magazine Writer! (Steve Manning)

- ◆ How You Can Build Your Own Successful Direct Mail Business From Home--- Starting With Just \$500!
- ◆ Revealed: How You Can See The World For Free As An In-Demand Travel Writer.

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6) The Indirect Hook

The indirect hook is supposed to arouse curiosity and interest to get the reader to read on. The intention is to tempt, tease, and intrigue readers enough so they continue reading. But in reality, it's difficult to pull off. This kind of hook is usually meaningless when left alone. It requires some other component, like a graphic, working together with the hook to be completely understandable.

If there's one format I suggest you avoid completely, it's the indirect hook. This style of hook seems to break all the rules of good hook development. It isn't a clear, complete statement in itself. The indirect hook meanders like a stream through the countryside, never delivering that channeled, power-packed, direct hit that is characteristic of great hooks.

This technique is often used, but I suspect the failure rate is exceptionally high among the majority of these efforts. It takes a highly-skilled writer and a strong concept to craft an Indirect hook that captures the attention and compels the interest of the audience.

- ◆ 10 Reward Dollars Are Waiting For You At The Finish Line
- ◆ The Best Of All Worlds Is Waiting Inside.
- ◆ A Very Special Opportunity Is Waiting AND IT HAS YOUR NAME ON IT.

As you can easily see by reviewing the above samples, most indirect hooks leave a lot to be desired in terms of interest and appeal. There's no real attraction & no compelling reason to read beyond the hook. All these samples offer is a general appeal that is at best, a weak attempt to snare attention. They leave too many questions busy prospects can't be bothered to answer.

In the first example: The hook makes no reference to what the reward dollars are for. Instead, the writer expects (or hopes)

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you'll take the time to figure it out for yourself. Who has time for that today? Exactly right. Nobody.

The second and third examples are much the same. A suggestion of something that's waiting for us, but no clear indication as to what that something might be. These are weak appeals to the curiosity of the recipient and nothing more.

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7) The Guarantee Hook

One powerful way to get attention is to use a strong guarantee hook---particularly a guarantee that's unheard of in your category or industry. Such a hook grabs the reader's attention because the guarantee is so different that it jumps right out at the reader.

Adding a guarantee to a strong, benefit-oriented hook makes that hook stronger. If your guarantee is better than anything your competitors offer, or, if you feel safe in doing so, consider featuring it in your hook.

- ◆ Double Your Appointments In 30 Days Or I'll Pay You \$500 Cash!
- ◆ I'll Teach You How To Quickly & Easily Get All The Credit You Ever Wanted - 100% Guaranteed - Or I'll Pay You \$50 For Wasting Your Time!
- ◆ Project Management Guaranteed To Help You Complete Your Projects On Time, On Budget, And On Target.
- ◆ The Art Of Negotiating Guarantees To Make You A Better Negotiator.
- ◆ Guaranteed New Techniques For Managing Stress, Reducing Anxiety & Staying Cool In Any Pressure Situation!

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8) The Frustration/Problem Hook

The frustration/problem hook works to establish rapport with the prospect by identifying, right-off-the-bat, a major pain the prospect is experiencing, that your product helps to resolve. The first step is to define the problem. Usually this is done in question format to involve targeted prospects. The benefit follows immediately afterwards.

You only want to remind your prospect of the frustration or anxiety he feels in order to establish a connection. No need to dwell on the problem in the hook, simply project your understanding of the prospect's plight. You want him to see that you're empathetic to the cause. Then, present your solution as the ultimate answer to his painful situation.

- ◆ Paying Too Much For Poor Workmanship And Constant Delays? Fire Your Contractor NOW And Do It Yourself! It's Easier Than You Think With The Home Improvement Video Series By Time-Life!
- ◆ Tired Of Paying Scalpers Prices For The Best Concerts And Sporting Events In Toronto? Here's How To Find Out About Available Tickets To Every Major Performance, Game, or Special Event, BEFORE Anyone Else!
- ◆ If The Unexpected Happened To Your Computer Data Today, Would It Still Be Business As Usual Tomorrow? Here's A 100%- Guaranteed Way To Make Sure That Never Happens!
- ◆ There Were 63 Different Ways Thieves Broke Into Houses Last Year In Allegheny County Alone! Is Your Home And Family Safe? Call For Our Free Home Protection Kit And Enjoy Your Peace Of Mind.
- ◆ Tired Of Those Cheap, Amateur \$10 Haircuts? Now You Can Look And Feel Your Absolute Best Every Time With The Help Of Our Professionals-Only Salon. Your Satisfaction Is Guaranteed 100%-- Or You Pay Nothing!

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9) The Deep Discount Hook

The discount hook is a straightforward approach built around a special price, an introductory offer, or an unbelievably low price designed to capture immediate attention. This technique is common among book and CD clubs. It can also be particularly effective in highly competitive retail markets such as electronics and clothing.

- ◆ Up To 30% In Insurance Savings And 15 Minutes Of Long Distance Calls FREE For One No-Obligation Call.
- ◆ Buy 100 Pens At 49 Cents Each And Get 100 FREE!
- ◆ A Best-Seller Now Available For 25% Less!
- ◆ 4 Books. 4 Bucks. No Commitment. No Kidding. If You Love To Read, This Offer Is A No-Brainer.
- ◆ 12 CD's For The Price Of 1! No More To Buy.
- ◆ Take 6 Books For \$1 (plus shipping and handling) With Membership.
- ◆ MILLION DOLLAR SECRETS: ONLY \$19.97
- ◆ It's The Cookbook Store's 10th Anniversary And To Celebrate, Here's Your 10% --Off Thank You Coupon--Good On Any Purchase Until Dec 31st.

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10) The Personalized Hook

This technique is a surefire way to attract intensified interest in your message. Nothing hits home like a communication that addresses the individual on a personal, first name basis. Few expressions are more attractive to anyone than the sound of his or her own name.

Don't you naturally feel better about people who address you by name? It's like having a friend or trusted advisor calling you over to share something they know is important to you.

This type of callout captures attention and heightens interest as the reader recognizes that this message is specifically, addressed to him. This boosts the perceived value of the message, in the mind of the recipient.

When you use the personalized approach you've got an audience that is listening to every word with their undivided attention, until they're either led to action, or their interest fades away.

- ◆ If You Have And Return The Grand Prize Winning Entry And Correctly Answer A Skill-Testing Question, We Will Be Pleased To Announce That THE RESULTS ARE NOW IN: Kelly Ann Smith Has Won One Of Our Two \$1,666,675 Prizes! (Publishers Clearing House)
- ◆ Pauline, Please Accept The FREE GIFT, Along With Your 50% Off Savings Voucher. But Hurry, This Voucher Expires June 20th, 1998.
- ◆ If You Would Like To Do Something Exciting and Yet, DIFFERENT For Allison's Birthday Party This Year Then Here's An Inexpensive, 100%--Guaranteed Way To Do It With The Least Amount Of Hassles And The Most FUN!
- ◆ Finally, Here's How You, Rae Brent, Can Use 1,479 Of The Best-Kept Secrets Of The Worlds Greatest Gourmet Cooks And Impress
- ◆ Your Dinner Guests Like Never Before!

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- ◆ Top Marketer Lorrie Morgan Makes Brilliant Decision. Starts Own Subscription to Marketing Magazine at Over 50% Off The Cover Price.

You could also use a form of personalization to channel your message to an identifiable audience by virtue of their association with a specific group. Simply preface your hook with a flag that clearly identifies your audience and in so doing, magnifies the perceived importance of your words. This in turn leads to higher readership and better returns for you.

- ◆ A Special Message To My Fellow Toronto-Area Firefighters (Hook Follows Here)
- ◆ Attention All Bay Area Cottage Owner
- ◆ Nudists!
- ◆ Formula-One Racing Enthusiasts!
- ◆ Attention Detroit Real Estate Professionals!

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11) The Benefit Hook

Virtually all hooks should contain at least some form of benefit. The exception being a hook that's designed solely to stop readers in their tracks before delivering the benefit payoff. When a strong benefit isn't part of the main hook, it should immediately follow it as the sub-heading or opening line of copy.

The trick with a simple benefit hook is to come up with the ultimate advantage for your audience. It's this big benefit that people want and if you can give them something they crave, something they hunger for, they'll be more inclined to maintain their focus on your message and take action on your offer.

Simple, concise, benefit hooks work well in display ads of all sizes.

- ◆ Yes YOU Too Can Learn To Create Beautiful Crafts With Ease!
- ◆ 15 Ways To Help You Qualify For The Job You Want
- ◆ The Secrets Of Successful advertising By Mail.
- ◆ Make An Unforgettable Entrance and 15 More Ways To Focus Everyone's Attention On You (Cosmopolitan)
- ◆ 50 Idiot-Proof Ways To Make Money On The Internet!
- ◆ Tips Tools, And Tactics To Boost Your Online Sales By Thousands Of Dollars!
- ◆ 43 Tips For Smooth, Sexy Skin (Redbook)
- ◆ \$11,600 A Month With Tiny Classified Ads! You Can Do It Too, Once
- ◆ You Discover These Inside Secrets!
- ◆ Experience The Kind Of Profoundly Pleasurable Sex Most Men Only Dream About! (Prevention Health Books)
- ◆ Financial Strategies For Successful Retirement.
- ◆ Sexy Hair In Minutes (Redbook)

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12) The Reasons Why Hook

The reasons why hook can work well because it promises to reveal some important information the prospect should know about. This technique usually begins with a specific number and lures prospects in with an approach that arouses their curiosity. People love to know the answers and a Reasons Why hook promises such answers. It's almost a challenge to the reader to learn these reasons and compare them with his own ideas and beliefs.

- ◆ 7 Reasons Why You Should Choose Pro Window Installers Over All The Others!
- ◆ 3 Reasons Our Boxing Day Sale Is The Only Electronics Event You
- ◆ Need To Attend All Year Long!
- ◆ 47 Invigorating Reasons To Enjoy First Class Pampering At Our New
- ◆ Luxurious Spa And Resort On Lake Of The Bays.
- ◆ 9 Reasons Why You Should Visit Us Before May31st.

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13) The Short Hook

On occasion, a hook of one to three words may be just the thing you're looking for. Although short in length, this kind of hook must still pack a huge wallop through its directness and visual presentation.

Short hooks are best used in small display ads where space is at a premium. In most cases, these kinds of ads are often surrounded by many other ads all calling out for the readers attention.

In the case of the Yellow Pages, those other ads are often from direct competitors, so grabbing attention with a short hook is even more challenging.

The best way to make these hooks stand out is to simply magnify the size of the hook. Make it as big & bold as you can so it jumps right out at the viewer.

- ◆ What If
- ◆ That Faint Cry For Help You
- ◆ Thought You Heard Last Night,
- ◆ Actually Came From YOUR Child?

The idea of the short hook is to capture the eye of the prospect. These hooks seem to break all the rules of good hook writing except for that one. They command attention largely due to the oversized type, relative to the size of the whole ad.

All the other goodies that other formats allow should be placed in the follow-up text those words that run right under the hook. This includes benefits, offers, guarantees, and anything else you would consider placing in a longer hook.

- ◆ If Only
- ◆ Rupture?

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- ◆ Wet Bed?
- ◆ Millionaire Secrets!
- ◆ Oh My God!
- ◆ Gosh!
- ◆ Amazing Mileage Multiplier! (Jerry Fisher)
- ◆ Find Help. (Jerry Fisher)
- ◆ Wife Wanted. (Singer Sewing Machines)
- ◆ Sheesh!

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14) The Case History Hook

This hook illustrates through actual examples, the kind of results prospects can reasonably expect. That's the implication, anyway. Through a summarized story, readers are provided with a true picture of actual, measurable results.

This type is very similar to a testimonial hook. The information is basically the same, but the delivery may be different. Where testimonial hooks are a first-person account of that individuals genuine experience, case histories are often expressed in the third-person format. It's the true story of an actual experience or result, however, it's usually expressed by someone else who tells it from their perspective. It's the same way a journalist would do a story by delivering their interpretation of the information gathered.

- ◆ Starting Off With \$56,000 In Debts - A Young Divorced Mother Tells How She Became A Millionaire In Only 34 Months. Here She Explains How You Can Start Earning Enough Money Easily Working At Home, to Retire A Millionaire In 5 To 10 Years.
- ◆ You Can Start With Less Than \$100 And Make Lots Of Money With Classified Ads! I Did, And I'll Teach You How! (Melvin Powers)
- ◆ The Amazing Story Of The Frustrated Librarian Turned Millionaire Property Developer Who, Started With A Single Home And Amassed A \$5,000,000+ Fortune In Less Than 10 Years!

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15) The News Hook

Most of us are interested in news of some kind. New discoveries fascinate us. If news of a general nature lacks appeal, news that relates to individual preferences, biases, and personal interests, is always worthy of attention from that particular type of person.

The key again is in targeting. Target your news hook so the message is seen as crucial, must-have information of value. Press releases are the most common application of the news hook, but they can also work in many other areas.

- ◆ A Surprising New Discovery For Those Who Always Suspected They Had The Right Stuff To Succeed In Their Own Businesses But Who Haven't Quite Got Going.
- ◆ Ex-Marketing Director Of International Publishing Giant REVEALS Priceless Trade Secrets That Have Been Kept Under Wraps For Years!
- ◆ Announcing A Captivating New Collector Plate Presented By The
- ◆ American Society For The Prevention Of Cruelty To Animals.
- ◆ Everything Else Has Gone Electric To Save You Time And Money. Now We've Done The Same For Postage!
- ◆ Here At Last Are The Unspoken Sexual Health Secrets You'll Never Hear From Your Doctor. Your Husband. Your Wife. Or, Heaven Forbid, Your Mother!
- ◆ The World's First Personal Postage System. Never Run Out Of Stamps Again!
- ◆ Doctors Astounded By The Possibility Of These Miracle Self-Healers!
- ◆ Car Saved By Massive Transfusion
- ◆ 100% Uncensored Sex Survey -- 3,500 Guys Confess Their Raunchiest Romps, Most Mortifying Moments, And Biggest In-The-Sack Freak Outs. (Cosmopolitan)

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16) The Numbered Hook

This technique features a specific number as an actual reference point. It's similar to the reasons why hook in this regard, but the number can actually reflect many unique points such as the number of secrets a book reveals, or the number of ways your customer is greater advantaged by using your product or service.

Numbered hooks work well because of their reference to a specific number which appear much more credible and believable to the prospect.

- ◆ 47 Idiot-Proof Ways To Train Any Dog In Just 30 Days!
- ◆ The 7 Secrets That Can Make YOU A Better Speaker.
- ◆ 13 Secret Marketing Tools That Will Help You Build Your Business,
- ◆ Gain More Free Time And Put More Money In Your Pocket Every
- ◆ Week!
- ◆ 9 Steps To Sponsorship Success. What To Do And When To Do it.
- ◆ 32-Page Guide FREE When You Subscribe.
- ◆ 6 Ways To Make Your Site Search Engine Friendly (Monique Harris)
- ◆ 12 Symptoms You Must Not Ignore (Ladies Home Journal)

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17) The Not This-- But This Hook

This approach is designed to clearly and decisively distinguish your business, product or service from the rest of the pack. By identifying what you are not, first, you create a unique position--one that's very different from all the others.

- ◆ No MLM, No Chain Letters, No Pie In The Sky Schemes, No Recruiting, And No Get Rich Quick Scams! Proven Strategies Anyone Can Use To Sell Any Business, Product Or Service Online To Generate Extra Cash Flow On A Weekly Basis!
- ◆ No Annoying Reply Cards. No More Pressure. No Unwanted Shipments. Now, Start With 12 CD's Free!
- ◆ No Horoscopes. No Fashion Tips. No Perfume Strips. Just Smart, Clear Financial Advice For The Independent Woman. (Jerry Fisher)

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18) The If/Then Hook

This technique outlines the problem to be solved, the goal to be reached, or, the pre-qualifying statement before delivering the details of the payoff. It's a great strategy to remind the prospect of the problem he'd like to overcome and deliver the ultimate solution in the same statement. This helps to more clearly focus your reader on the message as he anticipates the details of your proposed solution.

- ◆ If You Have A Good Driving Record, Better Insurance Rates Are On The Horizon
- ◆ If You Qualify You And 5 Friends Could Be Off To A Week-Long Ski Vacation In Vermont!
- ◆ If Your Home Is Plagued By Ants, Earwigs, Roaches, Or Any Other Creepy Pest, We Can Quickly And Easily Eliminate These Annoyances Forever With Our Automatic, Bi-Monthly Fast-Blast Service! It's Guaranteed 100%!
- ◆ If You Would Like To Write Your Own Best-Seller And You're One Of The First 75 To Respond To This One-Time Offer, You'll Not Only Learn The 21 Steps To Becoming A Winning Author You'll Also Get This Huge FREE Bonus Kit Worth \$979.00 To Jump-Start Your Own Success!
- ◆ If You Want To Lose 10 Pounds, Comfortably, In The Next 3 Weeks, Gold's Health Club Can Help You Do It In Just 30 Minutes A Day, 3 Times A Week - 100% Guaranteed! Only \$29 Dollars When You Book Your 1 Month Special Before March 15th! And There's Never Any Obligation To Continue.
- ◆ If You're Really Serious About Making A Fortune In Mail Order, Here's How To Make \$1,062,693 Selling Information By Mail Guaranteed Or Your Money Back!

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19) The Invitation Hook

Straightforward and to-the-point. An invitation is a soft-sell technique. It's a communicative approach that is more prone to being accepted by the recipient. The Invitation hook is a simple offer that has the implication of reaching only a selected audience and the more effective it delivers this perception of exclusivity, the more success you'll likely experience using this technique. Works best with direct mail.

- ◆ A Remarkable Invitation To Enhance Your Life!
- ◆ You Are Cordially Invited To Take Advantage Of A Very Special Offer From The Financial Post.
- ◆ You Are Invited To Join Our Grand Opening! Sneak Preview For Our Local Customers Only. Shop Early And Save An Additional 15% On Red Sale Prices!
- ◆ You Are Personally Invited By Raymond Aaron To Attend A Very Special Event

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20) The Offer Hook

Offer hooks are focused around a limited special of some kind of an introductory price, a free trial or sample, or any kind of package deal. These hooks work best when the offer is both outstanding value and representative of something the prospect is deeply interested in acquiring.

The offer hook is similar to the discount hook, however, the offer doesn't have to be directly related to the price.

- ◆ Get Your Hands On A FREE Trial Issue Of FAST COMPANY. You'll Never Let It Go.
- ◆ Examine Any Book Free For 15 Days.
- ◆ Do Not Pay For One Full YEAR On A Huge Selection Of Home Furnishings, Home Appliances And Home Electronics! NO INTEREST. NO DOWN PAYMENT. Plus, We Pay The Tax!
- ◆ This Book Is Invaluable, Indispensable And It's FREE!
- ◆ Try The NRI Writing Course Of Your Choice For 60 Days Risk Free! See Details Inside!
- ◆ Here's A Special Opportunity To Reserve An Advance Copy Of Canada's Most Powerful Business Intelligence-Gathering Tool. To Take Advantage Of This Pre-Publication Offer Please Reply By June 30th.
- ◆ To Us You're As Good As Gold! Presenting A Rare 2 for 1 Opportunity

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21) The Combination Hook

So far, you've learned several different types of hooks. Here's another twist that gives you infinite possibilities for hook ideas that can work for virtually any form of communication. This method is sure firepower! The right mix can produce an avalanche of response!

The Combination hook is nothing more than a mixing or combining of two or more of the other hook techniques. The end result of several combinations is a new version that has even more attention-getting and interest arousing capability.

Here are a few different combinations. See if you can identify the various hook techniques that are used.

- ◆ What's The Key Secret To Increasing Your Profits By As Much As 917%? If You Don't Know, Read On. You'll Find Out What It Really Takes To Pull More Sales And Profits From Every Ad Or Sales Letter You Ever Use.
- ◆ Free Video Tape Reveals 11-New Ways To Make Huge Amounts Of Cash Even During A Recession! Discover The Key To Making Money Anytime, Anywhere And Take Control Of Your Finances Forever!
- ◆ Do You Have What It Takes To Succeed At Your Own Business? This Free Book Will Help You Find Out. YOURS FREE! Starting Your Own Business 12 Steps To Success!
- ◆ Now You Can Easily Double Your Income By Learning The Insiders Secrets Of The Most Successful Self-Publishers In The World and I Guarantee Your Satisfaction! Plus If Act Now, You'll Also Get Valuable FREE BONUS Tools Worth \$299!
- ◆ Busy? Want Ideas That Work? Invest 20 Minutes Per Month In Your Career. You'll Get More Than 100 Communication Tips And Techniques Ideas That Will Help You And Your Staff. You'll Get More Done Faster, With Less Effort And Resistance. Guaranteed Or Your Money Back!

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Whatever type of hook you choose, make sure it's as strong as it can be and that it fits in with whatever you are doing. A long combination hook or a lengthy testimonial hook is better suited to a full-page magazine ad or a sales letter as opposed to an article, small display ad or classified.

A short, direct, big-benefit hook has the advantage of a more widespread application. But it may or may not prove to be the most successful from a marketing point of view.

That's why testing is so important. Make your hook as powerful as it can be and then test it. Try a variation. Add other elements to create a combination effect or line up 3 strong benefits in a row. The available space, the medium, the format, and the type of communication can all impact your decision in choosing a hook.

Take as much space and use as many words as you need for maximum impact. Make sure that when you edit or shorten your hook, you don't weaken its power in the process.

21 Hooks That Work For Any Market

Meet Lorrie



Lorrie Morgan is considered an industry trailblazer in the world of emotional response copywriting & marketing.

She founded her first company Red Hot Copy in 1999 so she could work anywhere, raise her family, and make a good living.

After studying closely with legends Dan Kennedy, John Carlton, and Gary Halbert, she takes established marketing formulas and adds her own conversational rapport to the mix for proven increases in conversions.

Lorrie and her businesses have been featured in Dan Kennedy's Gold Membership, Copy Chief, AWAI (American Writers & Artists Institute), John Carlton's SWS (Simple Writing System), Mal Emery's Business School in Australia, Ladies Who Launch, Office Depot, NAWBO (National Association for Women Business Owners), Mark Victor Hansen's Mega Events and more.

Lorrie has appeared in many print publications such as Armand Morin's Traces, Ali Brown's Ali, Savvy Business Women's Magazine, Parenting, Dan Kennedy's Gold & Platinum Newsletters plus her own previous newsletter, Hot Off the Presses.

She is regularly invited to John Carlton's Masterminds as the go-to voice for selling to women. In addition to running her own podcast, Red Hot Factor, Lorrie is frequently interviewed on other popular podcasts in a variety of industries.

Lorrie's copywriting products have won awards for publishing excellence. She was also nominated for outstanding business contributions by a woman for the Los Angeles Business Journal Awards, The Stevie Awards and others.

Today she lives in Arizona on a 13-acre horse ranch with her partner. When she's not working on copy or is mentoring other business owners, she's usually living out my Big Valley fantasies by riding her horse, feeding chickens, or shooting competitively.

Follow her at www.RedHotCopy.com.