

# The **Hook** Book

## Attract Clients, Sell More Courses & Premium Programs

...By Using Powerful “Hooks” That Are Irresistible to Clients, Provide Unique Positioning and Allow You to Seemingly “Levitate” Above Your Competitors

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# Part 1:

## Congratulations & Welcome

Welcome, thank you, and most of all congratulations.

You've just made a great decision by downloading The Hook Book.

The purpose of The Hook Book is to make you more money by showing you how to create powerful hooks that give you:

- The “I Want This” factor, making your offers instantly desirable to prospective clients and customers
- A unique competitive edge – helping you cut through the noise and “me too” offers in your niche so you can stand clearly on your own with unique offers that are untouchable by other marketers and competitors

The beauty of hooks is that they can accomplish this very quickly, usually within 2-3 seconds (the time it takes to read your hook).

That's why I used the phrase "*instantly* desirable" above – a huge advantage in today's world where you only have a few seconds to grab a person's attention before they click off your page and never come back.

I've had many clients struggle with creating hooks, which is the main reason I decided to write The Hook Book.

I hope it helps you to achieve great financial results in your business.

Let's dive in...

## **IMPORTANT (PLEASE DON'T SKIP THIS BIT!)**

Hooks can be immensely powerful to make significant amounts of money in coaching and information product sales – that's exactly the purpose of this book.

BUT...

Without top-quality products that genuinely help people, hooks are only going to cause you **trouble**.

Using a super-potent hook with a lousy product may well make lots of sales but it won't help the customer.

To me (and I'm sure you too) that's unethical.

So, as important as hooks are, helping clients and customers should **always** be our **number one priority**.

Obviously, that's good for them but it's also great for us too in terms of profit growth, reputation, testimonials, low refunds, and so on.

I've no doubt **you** already know this but I always like to point it out, just in case we have any "fly-by-night merchants" that have slipped though the net.

## Part 2:

# Good Hooks Vs Bad Hooks

### Example 1

For most people, pensions and retirement planning is one of the dulllest and most boring subjects on earth.

We all know we need to plan our retirements, but vast numbers of people continually put it off (sadly, in many cases, until it's too late).

So, imagine yourself, if you can, as a financial adviser or retirement planning consultant.

How do you even begin to attract people with a free lead magnet when your products and services are widely perceived as so mind-numbingly dull?

A novice marketer might create something like:

“Pensions 101 - Your Complete Guide”

...or maybe...

## “Step-By-Step Guide to Retirement Planning”

But these hooks are bad.

You can see some effort has been made: “Pensions 101” and “Step-By-Step” are okay, but this will really not overcome the challenge we have in this niche.

Here’s an example of a great (or at least much better) hook in this niche:

FISHER INVESTMENTS UK\*



**Get your FREE copy of**  
*The 15-Minute Retirement Plan—How to Avoid Running Out of Money When You Need It Most!*

**[CLICK HERE TO DOWNLOAD YOUR COPY.](#)**  
No cost and no obligation beyond completing a short request form and survey.

**In this must read guide you will learn :**

- The truth about how long your savings will last. (It's worth requesting your free report for this information alone!)
- Why it is vital to prepare for a long retirement.
- How inflation can impact your retirement plan.
- And much more!

**This offer contains timely information.**

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As you can see, the hook is:

“The 15-Minute Retirement Plan”

It takes about 2 seconds to read.

The prospect’s thought process might go something like:

“Mmmm, retirement planning...”

“I need to do that.”

“But I’ll have to find an adviser, arrange a meeting, trawl through paperwork, sit in a meeting for hours, and probably not understand what they’re saying...”

“**15-Minute** Retirement Plan? Free? Download Now?”

[Rationalising their desire to download the report...]

“I could put the kettle on, take a break for 15 mins and do this. At least it’d be a start.”

Click.

An extremely fast, almost “reflex” thought process like this happens **every time** a prospect lands on your squeeze page, sales page, or blog.

Crucially, it determines very quickly whether the prospect takes the action you want them to or not.

Having empathy with your ideal prospect and understanding – feeling, even – what they feel, what

their problems, objections and desires are, is immensely powerful.

So, it's worth taking the time to sit at your computer (don't touch the keyboard) and just try to **imagine** yourself as the prospect.

It's an acquired skill – difficult if you've never done it before, but it gets easier and easier the more you do it.

It also costs nothing and can make you a lot of money.

I do it almost every day and I recommend that you do, too.

## **Example 2**

Next, imagine you have a product which teaches how to create small information products such as reports, templates, cheat sheets, and so on.

What would your hook be?

How about:

**“The Small Product Creation Blueprint”**

Not bad, but not really that different or new: There are loads of “blueprints” around and “product creation” isn’t actually a benefit, so why put it in your hook?

Well, this example is actually from my own business and I decided upon the following hook:

“Nano Products”

Actually, the full title with tagline is:

“The Nano Product Publisher: Tiny Products, Big Profits”

I’ve sold multiple six-figures’ worth of this particular program and part of the reason is the hook.

- “Nano” gives it a unique twist and piques curiosity – *“What on earth is a Nano Product? I must find out!”*
- It implies less work, because the product is smaller, a direct benefit that prospects want in **any** niche (see later for more on this!).

I got the idea for the “Nano Product” hook from Apple’s “iPod Nano”.

I also thought of the term “Nano Technology” and so adapted these ideas to suit my offer.

Incidentally, can you imagine if Apple had called it “iPod Small” instead?

Or even worse, “Apple MP3 Small”?

Equally, what if I’d chosen “How to Create Small Profits for Profit”?

The intrigue, curiosity, and uniqueness would be instantly lost, resulting in less engagement and fewer sales.

Hopefully, this starts to show just how incredibly powerful hooks can be.

If you get them right that is – I’ll show you my method for creating them later.

## Part 3:

# Where to Use Hooks in Your Business

At this point you might be wondering where exactly hooks fit into your business.

We've just seen hooks with product names, but what about in headlines, taglines, or blog post titles?

The answer is: hooks can work in all those places.

However, it is most helpful to think about using hooks in three areas of your business:

### **Brand Hooks**

Here you can use a hook as the name of your business, for example:

The Book Midwife  
(<https://bookmidwife.com>)

Or, you can use a hook in your website's tagline, for example:

“Achieve All of Your Goals Faster Than You Ever  
Thought Possible”

(<https://www.briantracy.com>)

This is great for when people arrive at your website because the hook instantly tells them what you do and what's in it for them.

For me, my brand hook is “Gain Higher Ground” with the tagline hook, “Profit Strategies for Coaches, Experts & Information Marketers”.

Personal and business branding is much hyped and, to some extent, rightfully so.

But it's **nowhere near as powerful** as deploying hooks in your offers and content.

## Offer Hooks

By “offers” I mean your products and services, whether that's 1-on-1 or group coaching, strategy sessions,

eBooks, online courses, membership sites, or premium programs.

We saw a couple of examples of offer hooks in the previous section with **The 15-Minute Retirement Plan** and **Nano Products**.

We'll look at lots more as we continue...

## Content Hooks

Like offer hooks, content hooks are amazingly powerful but are significantly unused (which is a key advantage for you and I).

Content hooks are names you can give to the concepts, ideas, systems, and techniques that you deliver **inside** your products and services.

A classic example would be **The Pomodoro Technique**.

To be slightly over-simplistic, The Pomodoro Technique is a productivity method whereby you set a timer for 25 minutes, do focused work, and then take a short break before repeating the process.

Incredibly simple, yet it's become world-famous because of its hook.

Without that hook it'd be far less successful and melt into the hundreds of other productivity methods in existence.

The same goes for the "Pareto Principle" a.k.a "The 80/20 Rule."

So, by naming parts of your content – the **methods** you teach – you immediately create:

- Curiosity and intrigue
- Higher perceived value of your teaching
- A USP (Unique Selling Proposition)
- More IP (Intellectual Property)

For example, in a sales pitch you could say something like:

"In module 2 I'll show you a simple little technique for getting more muscle growth with very little effort."

Or, you could say...

“In module 2 I’ll walk you through the ***Muscle Accelerator Method***, which is a little tweak to your existing workout that can rapidly boost your muscle growth.”

Of course, I just made up the “Muscle Accelerator Method” hook for this example, but you can see how powerful content hooks can be.

As I mentioned, in my experience they are vastly underused, which is another great reason to use them yourself!

## Part 4:

# Seven Things Your Clients & Customers *REALLY* Want

Next, I'd like to share with you what your customers, clients, and prospects **really** want.

Why?

Because once we know these desires we can then implant them into our hooks to generate maximum desirability.

These seven things are the same for virtually **all** markets because we're dealing with core human psychology here.

### **Core Client Desire 1: Fast Results**

Whatever people want, they want it as soon as possible.

We can reflect this desire in our hooks explicitly by using words like "rapid", "fast-track", and "shortcut".

An example hook (from my business) is a Nano-course I created called “**Startup Shortcuts**”.

Another is the very successful 5-minute workout cardio fitness program “**Fit-In-5**”.

## **Core Client Desire 2: New**

Try sending an email to your list with the subject line “**BRAND NEW**” and watch just how high the open rate is.

Here’s the real reason why your audience perpetually craves things that are “new and different”.

In most niches, clients **already** know how to solve their problems and achieve their goals.

But, crucially, they doubt their **own ability** to succeed and so are always looking for new methods, strategies, and tactics.

For example, in weight loss, every single overweight person on the planet knows how to lose weight: eat less.

But they've tried that and, for whatever reason, it didn't work.

They also tried different diets but came unstuck there, too.

Therefore, they are always looking for a **new and different** method they haven't tried before.

That's exactly why we see a constant stream of new diets being popularised, one after the other.

The market is highly competitive, so to sell well you've got to be different.

And what is the fastest, most effective way to show that you're different?

A hook, of course!

So, in the diet niche we have: DASH Diet, 5:2 Diet, MIND Diet, Whole30 Diet, Atkins Diet, and many, many more.

## Core Client Desire 3: Secrets

This is a pure play on curiosity, one of the most hard-wired human emotions.

In terms of hooks you can literally use the word “secrets”, if you wish.

For example, I used the content hook “**Bonus Creation Secrets**” within one of my products.

This approach is highly effective but personally I’d reserve it for smaller products (such as lead magnets) and maybe product bonuses.

In other words, “**Forex Secrets Revealed**” could be a half-decent offer hook for a free lead magnet, but it would massively devalue and not in any way do justice to an \$8,000 6-week group coaching program.

## Core Client Desire 4: Voyeurism

Email subject lines like:

“Video tour of my home office”

Or:

“[PIC] my new computer monitor”

These may seem trivial but they always result in extremely high open rates.

The reason is that people **love** to have little peeks inside other people’s lives.

Really, we’re all quite voyeuristic!

When it comes to hooks, I recommend you only play on this desire in smaller elements of your products such as bonuses.

For example, I included a “fun” bonus in one of my bigger programs using the hook title:

“10 Minute Monthly Income: What I Did Last Summer”



It was a short video explaining the details how I took 4 months off over the summer, working just 10 minutes per day to manage my monthly recurring income.

A hook like this can work wonders, but of course it's **never** a substitute for solid content and value: I shared several actionable strategies and methods that I knew would be useful to my clients.

I just **framed** it using this voyeuristic-type hook to encourage more people to invest in the program.

### **Core Client Desire 5: Minimal Effort**

Everybody knows it takes commitment and work to achieve success.

Your ideal clients and customers will recognise and understand this.

However, bubbling away inside remains the core desire to do less work.

Any offer or part of your content that enables people to achieve more success with less work is something that you should emphasise strongly and consider creating a hook for.

A classic example is the **4-Hour Work Week** from Tim Ferriss. It's a direct play on minimal effort, although as you read the book (and listen to Tim's interviews on it) you understand its true meaning is to do with productivity.

Nevertheless, it has massive pulling power.

### **Core Client Desire 6: Scarcity**

People want things they can't have – it's hardwired from the caveman days, and any parent (I have 2 children) knows this all too well.

The luxury sector plays on this all the time:

“Limited Edition”

“Only 500 Made”

“Join the Waiting List”

It’s also something that you can use.

Make your program “by application only” or include filmed footage from an exclusive live seminar you held available as a bonus to selected clients of another program.

Both these methods have worked extremely well for me.

As with all hooks, these should never be gimmicks: The exclusivity should always be 100% real and done for genuine reasons.

For example, if you use “by application only”, then that really is because you can only help a limited number of clients that have certain characteristics.

Exclusivity can be reflected in hooks, too.

A while back, I had a high-ticket consulting offer called:

“The 30-Day VIP Business Accelerator”

That sounds a little dated to me now, but it did very well and is one example of how you can inject exclusivity into your hooks.

### **Core Client Desire 7: Dream Lifestyle**

What do people **really** want above the six core desires we’ve just looked at?

- To lose weight?
- To make money?
- To be rid of stress & anxiety?

Yes, they certainly want these things.

But **only** because they deliver **deeper emotional benefits** that reflect their dream lifestyle.

For example, they want to make money so they can experience the lifestyle freedom of financial independence.

They want to lose weight so they can feel socially confident walking out on the beach next summer.

They want to be rid of stress to experience a new life of happiness and confidence.

These deep emotional desires transcend the other six core desires we've looked at and it's extremely potent to reflect them in your hooks.

Some examples:

- “Forex for Freedom” (Currency Trading)
- “Wake Up Productive” (Self Improvement/Productivity)
- “10 Years Younger” (Fitness)

Hooks like these paint a picture of what the client's life could be like once they've received the results that your product can help them to achieve.

These hooks are especially powerful in higher-ticket, premium-priced programs.

## **The 7 Core Client Desires**

1. Fast Results
2. New
3. Secrets
4. Voyeurism
5. Minimal Effort
6. Scarcity
7. Dream Lifestyle

Implant one or more of these Core Client Desires into your hooks to generate maximum desirability

## Part 5:

# 7 Methods for Brainstorming Hooks

At this point you should have a clear idea:

- What hooks are
- How hooks give you a unique competitive advantage
- How hooks can create instant desirability for your offers
- How to use hooks to tap into the 7 Core Client Desires

Now let's look at some methods for creating hooks. The exact methods I use.

The bad news is that there is no single magic formula for creating the perfect hook.

This is because it depends upon:

- The nature of your offer (e.g., free lead magnet vs. a premium program)
- Your niche (the language nuance that is most appropriate in your market: hard/soft, formal/informal)
- Your personal preference of how you wish to position yourself

The good news is that there are some concrete ways to brainstorm hooks.

### **Method 1: Do It Faster**

As you know this plays directly to one of the seven core desires your clients have.

Let's say your offer teaches how to launch an information product online.

One of the key objections prospects have with this is that launching can be a drawn-out process that takes weeks to complete.

We can proactively deal with that objection with an offer hook (i.e., the name of our product) like:

“3 Day LaunchPad”

...or...

“The RAPIDLaunch Method”

To gauge the excitement hooks like these can create, imagine sending out an email to your list with the subject line:

“[BRAND NEW] The RAPIDLaunch Method”

Instantly, you’re unique, different to all other “how to launch your product” courses out there.

That means more email opens, more clicks, more people watching or reading your sales pitch, and more sales.

## **Method 2: Do It Simpler**

Keeping things simple is a beautiful thing.

Complexity can be appropriate but usually it's massively overemphasised and most of us forget about the extra on-going maintenance overhead it inevitably creates.

This is the reason I love using "Do It Simpler" hooks in my offers and content.

The first product I created that made over 6-figures in sales was back in 2011 in the stock market niche (stocks and shares rather than forex).

As I'm sure you know, this is a thriving niche with loads of competition, so it's important to have the right hook to cut through.

Something like:

"Stocks Made Simple"

...would be highly effective and again it pre-empts the objection many prospects have of the stock market being really complicated and difficult to understand.

### **Method 3: Do It Cheaper**

This can be a great angle but be careful where you use it.

It's generally not good positioning for high ticket or premium programs where it's better to place emphasis on value rather than doing things on a low budget.

But for a small product/lead magnet it can be extremely powerful.

If your product was about starting a new business, then you could brainstorm hooks like:

“The Thrifty Start Up”

...or...

“The Bootstrap Start Up”

### **Method 4: X-Ways**

This type of hook is most appropriate for lead magnets.

For a productivity offer we could brainstorm something like:

“Productive TODAY: 27 Lifestyle Hacks to Get More Done in Less Time”

### **Method 5: Synonyms**

After you have a few hooks that you’ve brainstormed, a great way to tune them up is to look at any synonyms you can use.

Your goal here is to replace any generic words with ones that are more emotive.

So, for example, “small” might become “nano” or “micro”.

And “fast” might become “rapid” or “accelerated”.

This can be amazingly powerful and it’s quick to do using a site like Thesaurus.com (<https://www.thesaurus.com>).



## Method 6: Alliteration

This is another tweak that I always consider for any hook I'm creating.

Alliteration is the occurrence of the same letter or sound at the beginning of adjacent words.

My hook "**Startup Shortcuts**" would be an example.

To me, alliteration makes your hook more memorable, a clear benefit for your brand and offers.

Some more examples:

"Weekend Workouts"

"Predictable Profits"

"Perfect Presentations"

## **Method 7: Amazon Non-Fiction Books**

Whether you're deciding what product to build, designing your sales page, or creating a hook, it always pays to look at the work others have already done.

As always, we're not looking to copy but instead draw influences from what is already successful and making money.

For hooks, perhaps the best place to look is at Amazon non-fiction book titles and subtitles.

This is because book publishers are the true masters of hooks and have been for many decades, before the internet even existed.

Think about some classic examples such as:

## “How to Make Friends and Influence People”

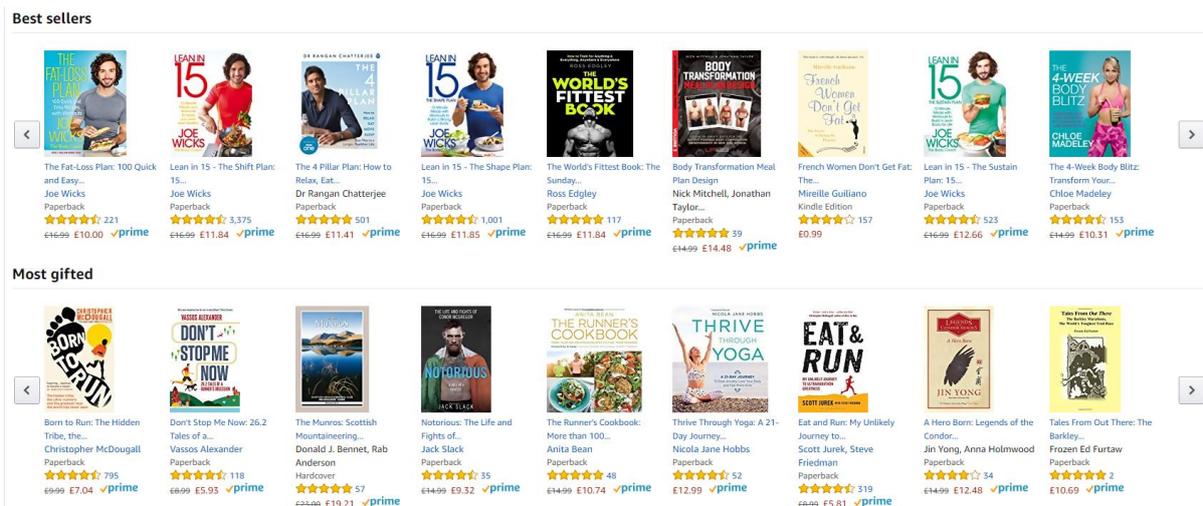
...or...

## “Think and Grow Rich”

Bear in mind these are books not online courses, group programs, or other types of information products.

Nevertheless, I always like to make a cup of tea, sit down, and browse the Amazon non-fiction titles when I’m creating a new hook.

You’ll often see a certain word that you like or title hook that you can adapt to suit your offer.



Here are some hooks that stood out for me browsing the fitness category:

“The 4-Week Body Blitz”

“Perfect Fit”

“New Body Plan: Your Total Body Transformation Guide”

Notice how these contain various **power words** like:

Perfect; 4-Week; Blitz

All of which we could consider using in our own offer and content hooks:

“*Perfect Peace*”  
(Stress/Anxiety niche)

“*4-Week Relationship Rescue*”  
(Divorce/Relationship niche)

“*Blogging Blitz* Blueprint”  
(Blogging niche)

Now imagine if you do this with other categories on Amazon like personal development, relationships, business, weight loss...

**And** if you focus on the bestsellers, you know you're drawing influence from winning hooks to create your own.

It's the thing to do if you're feeling stuck when creating a new hook!

## 2-Step Hook Creation

(Including The Fool-Proof Backup Option)

I'm reluctant to call anything "fool-proof" because, in my experience, there is no method for anything that works 100% of the time.

However, in this case I would say the backup option below works ***almost*** all the time!

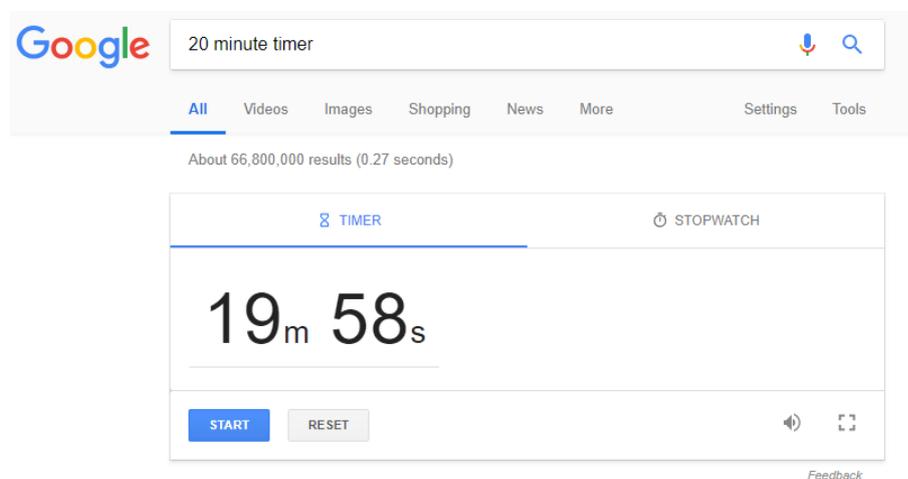
It's certainly very effective and can get you out of a hole if you're feeling totally stuck with your hook and have tried absolutely everything else.

So, here's the 2-step overall process that I use to create hooks.

## Step 1: Brainstorm

Use the seven brainstorm methods we looked at above and write down as many hooks as you can in 20 minutes.

Set a timer on your phone or computer so you're ultra-focused:



Remember to consider the seven core desires we looked at as well. This really helps to guide your hook creation towards what your customers and clients really want.

## Step 2: The Fool-Proof Backup Option

I will stress clearly (in red ink, no less!) that this is a backup option and not a substitute for doing the work in Step 1, which includes using all the brainstorming methods we've gone through while considering the seven core desires.

We all want to get things done quickly, but if you cut corners and take the lazy road with hooks then your business will underperform.

So, raise the bar for yourself, aim higher and do the work. It's so incredibly worth it because hooks are so fantastically powerful.

That said, if all else fails you can make your hook focus on the short time it'll take to **consume or start implementing** the product.

Here's some examples to illustrate:

- 20-Minute Diet Plan
- 7-Minute Productivity Blueprint
- 24-Hour Relationship Rescue

- 40-Minute Bitcoin Investing Toolkit
- 1-Day Expert
- 60-Minute Wedding Speech Success
- 10-Minute Anxiety Solution
- 3-Day IM LaunchPad
- 3-Day Baby Sleep Secret
- 7-Minute Confidence
- 30-Second Shortcuts
- 3-Day Forex

When it comes to hooks, this is as fool-proof as it gets.

But again, don't jump straight into this as your default option.

Do the work and your business will reward you!

## Big Hook List

You've now got everything you need to come up with great hooks for your offers, content, and (if you wish) your personal/business brand.

However, I thought it would be useful to include my personal list of hooks that I've collected over time.

I like to record interesting ideas that I see on a day-to-day basis, so there's quite a list.

**VERY IMPORTANT:** Some of these are products that other people have created and some of these are my own hooks that I use in my business.

As always, never copy directly, but use them for inspiration.

I know **you** know this, I'm just saying this for any plagiarists who might be reading.

A quick Google search is always useful to check to see if your hook has already been thought of and used by someone else.

**Acting:** Acting 101 For Adults

**Blogging:** Blogging Blitz Blueprint

**Business:** The Sandler Method, Startup Shortcuts, The Thrifty Startup, The Bootstrap Startup

**Careers:** Congratulations, You're Hired!

**Confidence:** The Lone Wolf Guide To Confidence, Comfortable Confidence

**Cooking:** 5 Ingredients (Jamie Oliver), Eat Well for Less (Greg Wallace)

**Copywriting:** CopyLab, CopyProfits, Best of The Best

**Declutter Your Home:** The KonMari Method

**Fishing:** Double Your Catch

**Fitness:** The 4-Week Body Blitz, Perfect Fit, New Body Plan: Your Total Body Transformation Guide, Muscle Accelerator Method, Weekend Workouts, The Truth

About Abs, Fit In 5 Cardio, 10 Years Younger (Fitness For 40+), Body for Life

**Forex Trading:** 45-Minute Forex Secrets

**Golf:** Drop 7 Strokes In 7 Days

**Guitar:** Play in a Day

**Happiness:** 7-Days to Happiness, Unwrapping Your Passion

**How to Guides:** Dummies Guides, The 45-Minute Expert Series

**Influence:** Black Belt Communication, Presenting to Persuade

**Investing/Trading:** CryptoProfits, Stocks Made Simple, Forex for Freedom, Predictable Profits

**Life Coaching:** From Goal to Success

**Marketing:** Nano Product Publisher, 3-Day Launchpad, The RAPIDLaunch Method, 1-Day Expert, Presentations That Pay, Perfect Presentations, 7-Day eBook, 7-Hour

Profitable Projects, Micro Continuity, The Zero Cost Method, The Traffic Escalator, Smart from Scratch ®, The Book Midwife

**Meditation:** 10-Minute Mind Detox

**Parenting:** 3 Day Baby Sleep Secret, The Bradley Method, Talking to Toddlers

**Personal Branding:** The Climb: 6 Steps to a Powerful Personal Brand

**Podcasting:** The Podcast Masterclass

**Productivity:** The 5 A.M. Club, The Pomodoro Technique, Wake Up Productive, The 20-Minute Work Day, 30-Second Shortcuts, 80/20 Rule (Pareto Principle)

**Public Speaking:** Congratulations: They Loved You!

**Relationships:** Double Your Dating, 24-Hour Relationship Rescue, What Men Secretly Want, Text Your Ex Back, Breakup Breakthrough

**Retirement/Pensions:** The 15-Minute Retirement Plan

**Self Improvement:** 7-Minute Confidence, The Sedona Method, Double Your Confidence

**Singing:** Superior Singing Method

**Sleep:** The Best Sleep of Your Life: Steps to Try Tonight, The SleepSolid Method

**Speed Reading:** The SuperLearner™ Method

**Stress/Anxiety:** 10-Minute Serenity, Panic Away Program, Rapid Peace, Instant Peace, Perfect Peace

**Survival:** RAPIDSurvival

**Travel:** Big Travel Small Budget

**Web Design:** SpyBar

**Weight Loss:** DASH Diet, 5:2 Diet, MIND Diet, Whole30 Diet, The Brave Body Method