

"A must-read for everyone who cares about driving customer engagement."

—ERIC RIES, author of *The Lean Startup*

HOOKED



How to Build
Habit-Forming Products

NIR EYAL

WITH RYAN HOOVER

Hooked: How to Build Habit-Forming Products

By
Nir Eyal
Portfolio

When choosing the location of shopping and eating in the city, there are some things to think about. One consideration is how the location is connected to the city's main roads and public transport. This is important for most businesses, as it affects how many people can reach the location. Another consideration is the type of people who live in the area. For example, if the area is a residential area, then the location might be a good idea. However, if the area is a commercial area, then the location might not be a good idea. There are many other factors to consider when choosing a location, and it is important to think about all of them before making a decision.

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There are also some other things to think about when choosing the location of a business. For example, the cost of the location is an important factor. A business that has a high cost of location might not be able to start. Another thing to think about is the competition. If there are many other businesses in the same area, then it might be difficult to start a new business. Therefore, it is important to think about the location of the business before starting it.

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 5. **Conjunctions** (and, to be and) - *to* (and, not and) - *the* (and, not and) - *and* (and, not and)
 6. **Interjections** (oh, to be oh) - *to* (oh, not oh) - *the* (oh, not oh) - *and* (oh, not oh)
 7. **Exclamations** (wow, to be wow) - *to* (wow, not wow) - *the* (wow, not wow) - *and* (wow, not wow)
 8. **Questions** (how, to be how) - *to* (how, not how) - *the* (how, not how) - *and* (how, not how)
 9. **Answers** (yes, to be yes) - *to* (yes, not yes) - *the* (yes, not yes) - *and* (yes, not yes)
 10. **Commands** (go, to be go) - *to* (go, not go) - *the* (go, not go) - *and* (go, not go)
 11. **Requests** (please, to be please) - *to* (please, not please) - *the* (please, not please) - *and* (please, not please)
 12. **Offers** (would, to be would) - *to* (would, not would) - *the* (would, not would) - *and* (would, not would)
 13. **Agreements** (yes, to be yes) - *to* (yes, not yes) - *the* (yes, not yes) - *and* (yes, not yes)
 14. **Disagreements** (no, to be no) - *to* (no, not no) - *the* (no, not no) - *and* (no, not no)
 15. **Explanations** (because, to be because) - *to* (because, not because) - *the* (because, not because) - *and* (because, not because)
 16. **Conclusions** (therefore, to be therefore) - *to* (therefore, not therefore) - *the* (therefore, not therefore) - *and* (therefore, not therefore)
 17. **Summaries** (in short, to be in short) - *to* (in short, not in short) - *the* (in short, not in short) - *and* (in short, not in short)
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 7. **Particles** (a, to be a) - *to* (a, not a) - *the* (a, not a) - *and* (and, not and)
 8. **Quantifiers** (many, to be many) - *to* (many, not many) - *the* (many, not many) - *and* (and, not and)
 9. **Comparatives** (more, to be more) - *to* (more, not more) - *the* (more, not more) - *and* (and, not and)
 10. **Superlatives** (most, to be most) - *to* (most, not most) - *the* (most, not most) - *and* (and, not and)

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