

10 Hook Points

Hook Points are parts of your content that capture attention and create curiosity or intrigue. Weaving these into your content is important because they increase watch time, an important signal to the social media algorithms that your content is high quality.

Higher watch time not only helps your content spread on social media, but it also leads to people becoming more familiar with you and your brand. Higher consumption of your content creates more trust which in turn leads to more sales.

In this hyper-competitive world with massive amounts of content being published every day, mastering the skill of capturing and keeping people's attention is *not* optional if you want to prosper in the coming years.

1. Future Pacing

Give the viewer the sense that more value is right around the corner. In general, people have very short attention spans and are quick to move on if they aren't being stimulated intellectually or emotionally. Tap into the power of curiosity as often as possible to keep people watching (just avoid using click bait). Think "hook, value, hook, value" etc.

2. Unresolved Problems

Speak to the unresolved problem and reveal the solution gradually. People are motivated by problems. When there's a gap between where someone is and where they want to be, there is pressure to close that gap. In your content, "open" up problems and "close" them with solutions. But with every solution comes another problem. Think "problem, solution, problem, solution" etc.

3. Situational Relatability

Get inside people's minds and speak to exactly what they are thinking, feeling, or experiencing in their daily life. Tell stories about yourself that are relatable and make the viewer think, "I know exactly what that's like" or "I've been there" or "I can totally relate" or "story of my life." Relatability creates trust and makes it more likely that they'll listen to everything else you have to say.

4. **Context Framing**

Describe or show the “end” in the beginning. Think: “Why should they care to watch this until the end?” For example, if you’re teaching someone how to make a beautiful garden in their backyard, you could show them an actual picture or video of what the final result looks like. Help people visualize the “end” and they’ll be more motivated to start from the beginning.

5. **Stories**

Well-told stories create anticipation and make the viewer want to know the conclusion of the story. Start your stories at a point of high drama or a tense moment where a major problem or obstacle presents itself. Use descriptive language to help the viewer see the story unfolding within their mind.

6. **Controversy**

Controversial perspectives create polarization which increases engagement on your content and magnetically attracts those who have a similar belief system. Everyone has controversial beliefs, but most people never share them publicly. It takes courage, but being a bit brutally honest will help attract your “true fans.”

7. **Novelty**

People love “new” - find ways to share old ideas in new one-of-a-kind ways. You can do this by combining ideas together, applying old concepts to new areas, challenging commonly held beliefs, inventing new methods, or by packaging and presenting your ideas in a unique way that people haven’t seen before.

8. **Insight**

Help people see things in a different way. People want to feel that “aha” moment of inspiration where they see the world in a new and improved way. Don’t just give tips and tricks and factual information. Put a unique spin on something,

challenge the status quo or common belief systems, and give people the feeling that they just discovered something brand new.

9. **5 Senses**

Appeal to as many senses as possible to hook people's attention. E.g. Visual elements, sounds, movements, highly descriptive language, painting the scene in their imagination. The more you engage the 5 senses, the more attention you'll be able to keep. When you're not engaging people's senses is when they get bored and continue scrolling.

10. **Common Enemies**

Humans love to rally behind a cause to defeat the "bad guy" - this can be a person, corporation, situation, belief system, philosophy, or way of doing things that you don't agree with. Speak out against it and you'll magnetize people with a similar viewpoint.