

Acquisition.com

\$100M Playbook: Hooks

*How to Double Your Marketing
in Under 5 Seconds*

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Hooks That Get Clicks

“After you’ve written your headline, you’ve spent eighty cents of your advertising dollar.”
— David Ogilvy

Dean Graziosi told me this story over the kitchen table. And it forever changed how I viewed advertising, and specifically...*hooks*. Rather than second hand this story - I transcribed an audio message Dean told me.

In Dean’s Own Words

Decades ago I used to watch Larry King. He interviewed people for 60+ years. Every president. Michael Jackson. Madonna. And anyone you could think of. So 20 years ago I’m watching him interview Author Joel Olsteen... Joel is there presenting his new book. I thought to myself, how hard would it be for someone to buy his book after watching this interview?

They have to write down the name of the book. Then get in the car and drive to the book-store, assuming they didn’t forget about it by then. I thought, ‘imagine if there was a website and phone number at the bottom of the screen where people could get the book.’ And my new book was coming out in a few months. And so I thought how cool would it be to have a Larry King style interview, a Larry King style set, a big Larry King style microphone, Larry King style questions. The whole thing.

I spent a ton trying to recreate it. And we recorded ‘that style’ and it broke all kinds of records. So it worked great.

Then, about 10 years later, someone introduces me to Larry King. We hit it off, and I started telling him about the Joel Olsteen episode. And he goes to me ‘Why don’t we record one together?’ And I was like “Oh my God. That would be amazing.”

So I pulled all the stuff out of storage from when I tried to make it look like his set, except this time it was Larry King doing the actual interview asking questions he thought of, not ones I made.

So 10 days later we sit down to record the show. I get Larry King to interview me about my new book. So we were going to run the show in an infomercial interview style. And before I sit down, I watch every interview to be prepared for this. This was a huge deal for me! I wanted to get the opening just right. So I opened up the show exactly like he had been doing for years. I wrote this out. This was the hook I wrote. “Tonight on Larry King, I’m here with my guest Dean Graziosi he’s a multi New York Time best seller, a multi-millionaire, and tonight he’s gonna show

you how you can have that success too and talk about his book.” Then we went into this amazing interview. I know I knocked it out of the park.

Then, I ran the show as an ad exactly as I had successfully in the past when I tried to copy his style of interview. Except this time, when it was him, the real deal...the ad bombed! I was devastated. I'd put so much into making this happen. And it didn't even work. I tried a few more tv channels, and a few more stations, but it didn't work.

So I keep rewatching the show to try and figure out why it wasn't working. I mean - this was Larry King for god's sake and I had been doing infomercials for years. I thought to myself ‘Why isn't this working?’ So I looked and I looked. Then...it hit me...THE HOOK. The opening sentence. ‘They don't care.’ And I was so excited to get interviewed by Larry King that I let my ego get ahead of me. I wanted him to introduce me like all his other big important guests. To make me feel important. But, it needed to make them feel important.

So I pulled everything out of storage. I set up the entire studio again. Get a film crew out there. Pay to fly Larry back in. And all we did was have him re-record the opening sentence...the hook. And the new hook went something like this...the camera comes on and it pans to Larry King:

“Have you ever in your adult life looked at yourself in the mirror and thought ‘I should be further ahead by now.’? If you have, you’re not alone. And tonight, my guest Dean Graziosi is going to help you see how you can live to your full potential.”

And here’s the thing, only one or two sentences changed. The name of the book didn’t change. The cover didn’t change. The number of pages didn’t change. The offer didn’t change. The price didn’t change. The website to buy the book didn’t change.

You know what did change - Just the opening sentences, the hook.

Then that infomercial became a monster. It went on to sell millions of books and changed my life forever.

This infomercial taught me the most valuable lesson in marketing. Since then, I’ve spent as much thinking about the first sentence as everything else combined. So whether it’s an email or a post or an ad or a webinar or a training— I obsess about the hook. I spend weeks dialing in the first few sentences to convince them to consume the rest of what I’ve got. It frames everything else and determines whether what you made is going to be a monster hit, or bomb. You gotta nail the hook or nothing else matters.

When I heard this story, I doubled down on how much I obsess about ‘the hook.’ And if you want to grow your business, you should too.

What's A Hook?

A hook is *whatever gets the attention of your audience*. All content, ads, and outreach, have hooks. It's whatever people see and/or hear first. Think the first few seconds of a video, or the first thing you hear, or the first line or image your eyes see.

Good hooks get people to notice you *and* pay attention. Bad hooks people never notice. In other words, a good hook makes a sale. It sells the person on paying attention. We want them to think "Oh, this is for me."

I try to make hooks specific enough to get the right people *and* broad enough to get as many of them as I can. So pay close attention to how advertisers use hooks, especially the ones targeting your audience.

What Makes Hooks So Important?

If nobody notices your ad, then nobody buys your stuff. Nothing else matters. Your entire business hinges on these first few seconds. And yet, the vast majority of business owners ignore them!

Here's the crazy part. If you know how to write good hooks, you can *easily* 5x, 10x, and sometimes 100x the amount of people that pay attention to your ads, content, or outreach attempts. Which means - yes - simply by mastering writing good hooks, you could 5x, 10x, or 100x your business. You could change nothing else and immediately get *that many more leads* for the same effort. This is how valuable this skill is. I am not overstating this.

The longer I have been advertising, the less I care about anything else. If you have ten hours to advertise, focus your first eight hours on the hooks. *That's how important they are.*

You might nod your head and think "How can I spend hours on something that only lasts a few seconds?" You just have to know how. And that's what I'm gonna show you.

How Do Hooks Work?

Hooks have two key parts. First, you have some sort of **call out**. This gets the prospect to say, 'This is for me.' This happens verbally and nonverbally. Second, you have some sort of condition for value. This is the hook itself.

The first part - the call out - grabs attention in order to deliver that promise. This is the easiest analogy I can think of for it...

Imagine you're at a club. Lots of people are hooting and hollering. Loud music thumping. In all that noise, a single sound pierces through it all and you turn around. Wanna know the sound? Your name. You hear it, and *instantly* look for the source.

Scientists call it the 'cocktail party effect.' In simple terms, even when there's tons of stuff going on, a single thing can still catch and hold our attention. So our goal with our call outs is to harness the cocktail party effect and cut through *all* the noise.

The second part - the hook - promises some sort of value. *If you consume this thing, you will get value.* If you - the target, do this thing, you will get this value. Sometimes that condition is explicit - you literally say "If [MOMS - target] [WATCH THIS VIDEO - condition] [THEY WILL KNOW HOW TO GET THEIR KIDS TO BEHAVE - reward/value]."

Sometimes the promise is implicit. Think of a mom showing a kid behaving well in the midst of chaos. Then she turns to the camera and says, 'Look how I did it.' Communication has way more factors than I pretend to understand - but the bottom line is - they consume *if* they think the cost of consuming is less than the benefit they get from it. *And the hook sets up those conditions.*

Types Of Hooks: Verbal And Nonverbal

In the broadest sense, anything that gets someone to notice your ad is a hook. So, I'll break hooks into two categories: verbal - think words - and nonverbal - think visuals and sounds.

Verbal hooks: words that get attention. Also - the examples I use here are from my all-time best hooks from content and ads. So these are actual 'winners.'

- Labels: **Local business owners, I have a gift for you** These are words your avatar identifies with.
- Questions:
 - Yes questions: *Would you pay \$1,000 dollars to have the business of your dreams in 30 days?*
 - Open questions: *Which would you rather be?*
- Conditionals: scenarios or conditions, leading to a result, learning, or command

- *If you're working all the time and your business isn't growing, you're working on the wrong sh*t.*
- Commands: Direct commands or suggestions, telling the audience to do something.
 - *Read this if you're tired of being broke.*
- Statements:
 - *The smartest thing you can do today...*
 - *How to get ahead of 99% of people.*
- Lists or Steps:
 - *In this video I'm going to talk to you about the 28 ways to stay poor.*
- Narratives: Stories and Anecdotes
 - *One day I was in the back and this old lady comes in and she was piss angry.*
- Exclamations / Provocative Statements: expresses strong emotion like surprise or sadness
 - *Ahhhhh... This is the blueprint to becoming a millionaire and I'm going to walk you through the levels*

Hooks don't have to be just words. They can also be noises or visuals. Let's go back to the cocktail party. Sure, a dropped tray of dishes would get everyone's attention, but so would the cling*cling*cling* of a knife against a champagne flute. They both get everyone's attention for different reasons—one signals an embarrassing disaster and the other signals important news... *but, in either case, everyone still wants to know what happens next.* So if the platform allows, good advertisers use verbal and nonverbal hooks *together*.

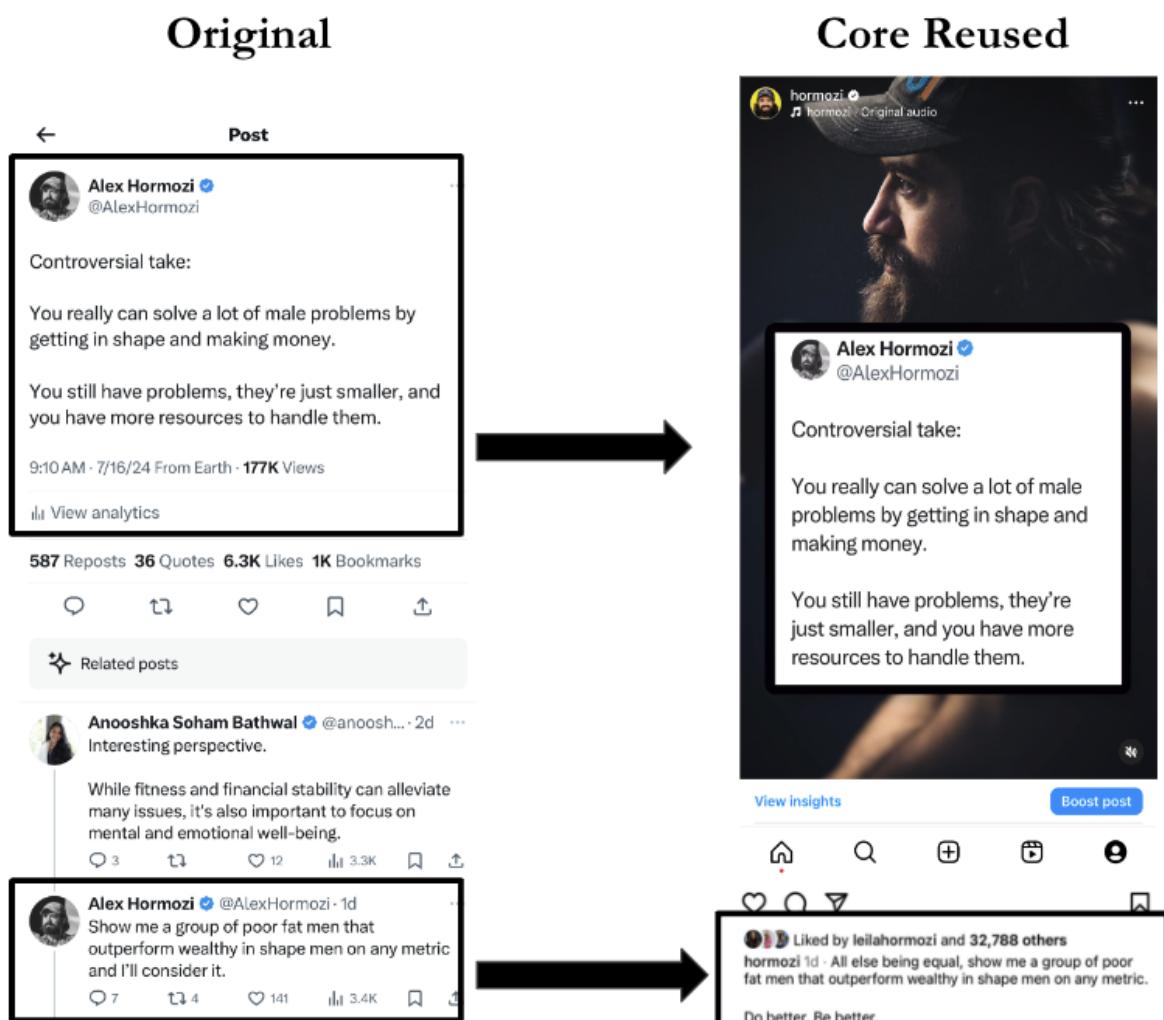
My Process For Finding and Creating Hooks

Once you understand the power of hooks, and see how much money they make you, you'll never look back.

My hook creation process follows Google's 70-20-10 Innovation Rule. Larry Page and Sergey Brin - smarter and richer than me - proved mathematically that this resource allocation strategy got them the best returns. I don't have the brain to prove their math, but I have the hands to profit from it - and so do you.

It works like this.

70% - Core Business. You put the largest chunk of effort into doing ‘core activities.’ For me, that’s using hooks that are already proven in my own content or other people’s. So you’re basically putting the largest bucket of your effort on “more of what works.” This stabilizes all advertising and guarantees a baseline of performance. Super important when your employees want to get paid every month, not just when stuff pops off! For example, my best-performing posts on X get used as hooks for shorts or captions. See below.



Core Action Step: Create a new spreadsheet. Add tabs that are for each platform you advertise on. Put titles across the top. To keep it simple, I put name, hook, views, and link. And every time I go to make content, I review my best hooks of all time. It looks like this.

Name	Hook	Views	Link
Neighborhood Ad	I want to show you something cool...	225k	https://www.facebook.com/nearbyads/
Dollar Shave Club	Are you a gym owner?	300k	https://www.facebook.com/dollarshaveclub/

20% - Emerging Business. The next 20% goes to stuff that's promising but less proven than the core. Within the context of hooks, I think about it like 'Winner Adjacent.' So, if I see something that works in another niche, I may try and model the concept. See the image below from my team.



Core Action Step: You can subscribe to software tools that show you outliers by platform. Just google it. Not trying to promote any. I use a few. They're all a little different. If you're poor or cheap, you can search the platforms you are on by the topics you talk about to see the highest-performing content. We paste it into a slide deck with a screenshot of the outlier *and* a few ideas of how we could repackage or reuse the formula. Here's one from the same deck we've already used.

You're not X: my system for Y

SALES A+
ADS A+
PROFIT A+

You're Not Behind: My System for Outlearning Everyone

363K views • 1 month ago

15.0x You're Not Forgetful: My System for Memorising Everything

@elizabethfilips • 959K subs

2M views vs 193K avg

10% - Big New Ideas. The last 10% is for trying out totally new things. These are risky ideas, but they could lead to huge wins. This is where we work on our craziest ideas. We're not scared to try and fail here. This part helps us stay ahead and keeps us thinking of new, cool stuff to make. We try out new visual formats and hooks we think might work. Like me catching a banana in this ad. And now that we know it worked for us, we keep doing it. It goes into the 70% 'more of what works' bucket. So if an experiment here loses, you document it to not repeat it. And if it wins, it becomes a mainstay until something else tops it.



The 70-20-10 model helps allocate effort work to get the best returns. Most effort goes to what's already working well, some to new ideas that seem promising, and a little bit to trying totally new things. This helps us keep making money now while also staying ahead for the future.

Testing The Hooks

At the end of this process, you have these mondo data sets of hooks. And since the hook dictates the content, and not the other way around, you no longer need to worry about what content to make. You'll have more than you can possibly think of. So here's how I translate these big data sets into recording.

- 1) If I'm making ads, I record 10 or so hooks for every 1 piece of ad content. Yes, 10x.
- 2) If I'm making short content, every winning tweet on every other platform I'll typi-

cally reuse as a short then finish the short off by expanding on the hook.

- 3) If I'm making long content, I record 3-4 hooks which my team looks at in post-production to see which one they think will do better.
- 4) If I'm writing emails, we run active split tests on every campaign we send out and document the winners in a separate file.

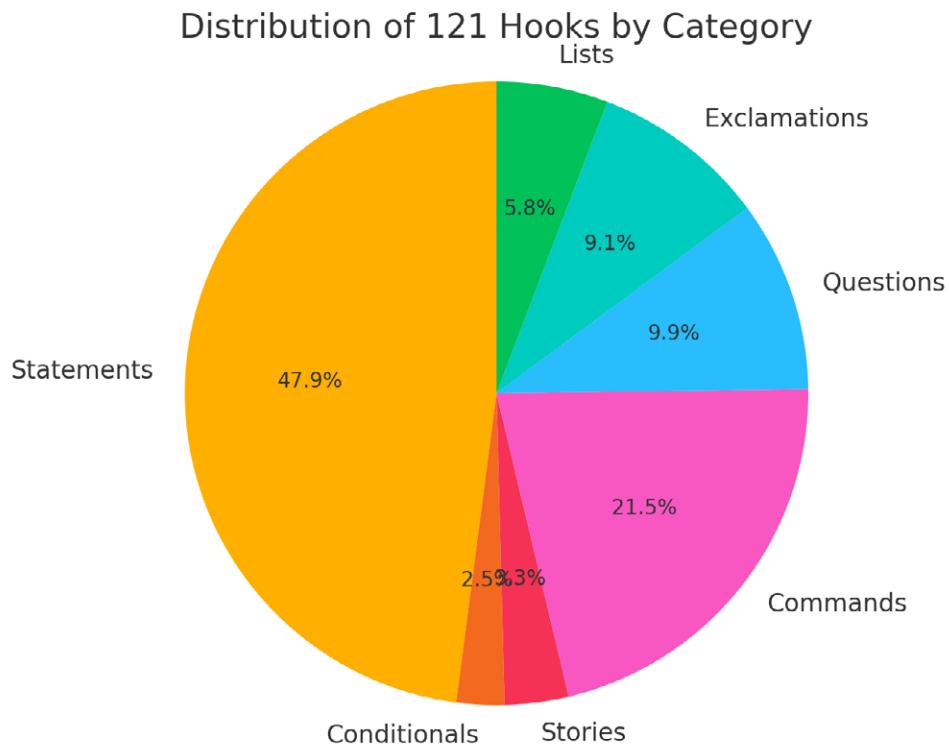
Author Note: Let The Data Do The Teaching

If you have your smart cookie hat on, you'll likely realize that all of these things assume that you actually have past content to look at. If you're starting out, it's even easier. You just make a bunch with no idea what's gonna happen. Then, you see what happened. Then you follow 70-20-10 going forward. My promise is, no matter how bad your content is, some of it will be in the top 10% of that content. Look at the hooks for that content. Make more like that. Look at the bottom 10%. Make less like that. Repeat until the end of time. This is how you get better without a teacher. Let the data do the teaching. Most people have no idea anyways.

My Best Performing Hooks

Alright. Now that we've gone through the appetizers, now it's time for the main course. Listed here are my top 121 Hooks over the past year. This is sorted by views for content/ and performance for ads and emails.

I took top content hooks, top ad hooks, top posts, and top email hooks. Then, I bucketed all the hooks into their categories. Then, made a fancy pie chart for you. This actually took a lot longer than I care to admit.



And of course, here are the actual hooks, separated by platform. I added a page break so you can tear it out if you want. These playbooks aren't museum pieces. They're meant to be used.

The Hormozi's 121 Best Hooks (Across Ads, Content, Email & Twitter)

Ads

- 1) Real quick question... Can I have your email address?
- 2) You might be wondering why I just caught a banana... And the reason why is because the amount of value I'm going to give you in the next 30 seconds is bananas...
- 3) That's weird... I don't see your name on the invite list?
- 4) The rumors are true...
- 5) Would you pay \$1,000 dollars to have the business of your dreams in 30 days? Well, how about \$100 dollars to have the business of your dreams in 30 days? Well... How about free?"
- 6) \$4,664 per month in recurring revenue... That's what Kyle... The last person on the leaderboard... Was able to build...
- 7) Which would you rather be? The guy pushing the boulder up the hill? Or the one with the boulder at the top who can just flick it and let it roll?
- 8) Throw out your morning routine and switch to a money routine. This year we're launching the Skool Games.
- 9) Real quick. The reason for this ad is because...
- 10) Local business owners, I have a gift for you 
- 11) I have a confession... Which is I am sick and tired of seeing people who have never run a business before teaching other people how to grow businesses.
- 12) This is a penny... And I won't even charge you a penny to help you build a business in the next 30 days...
- 13) Business owners: Do you ever wonder if you're working on the wrong stuff?
- 14) Read this if you want to win
- 15) Read this if you're tired of being broke

- 16) How to get ahead of 99% of people
- 17) The smartest thing you can do today
- 18) I wrote this for you
- 19) The best offer I've ever made
- 20) How I made my first \$100M
- 21) For people who want to quit work someday
- 22) At last! It's finally here.

Content (Alex YT)

- 23) You guys want to hear something completely insane
- 24) Agghhhh... This is the blueprint to becoming a millionaire and I'm going to walk you through the levels.
- 25) On November 30th, 2022, the world changed forever.
- 26) This is a video I'm making for Ivante.
- 27) Warren Buffet once told the story of his closest friend at Columbia Business School. He said...
- 28) I f&c*king guarantee you that you will be making more than people who have 4-year degrees. You'll probably start making more by the end of your first year.
- 29) I've been in business for 13 years. I've sold 9 companies. My last company I sold for \$46,200,000 dollars. I own Acquisition.com, which does around 17 million a month. I'm going to compress 13 years of brutal business truths and lessons into this video.
- 30) In this video I'm going to talk to you about the 28 ways to stay poor
- 31) One in every 250 businesses does over 10 million dollars a year. That means 99% of entrepreneurs never hit it. Every business I've started since I was 25 has crossed \$10 million.
- 32) Thirteen lessons I learned after graduating college from the real world that I wish I learned earlier.

- 33) What I want to do is show you how to win and impress the only person that really matters.
- 34) People are making podcasts and thinking in 90 days they're somehow going to blow up. In the beginning, I had 150 episodes of me just talking about how to run a gym better.
- 35) What's going on everyone? Today we're going to talk about a fun topic which is: I got a message: "I'm dead broke, what do I do?"
- 36) I started 4 businesses that cracked ten million in a row. I want to share the framework and lessons I learned from the many mistakes that led to those 4 in a row. So hopefully the next business you have (or the current business you are on) can achieve that level and beyond.
- 37) This is my most brutally honest advice to my younger self.
- 38) We're all one decision away from changing our lives and a lot of us don't even know it.
- 39) I build wealth without reading a book a week.
- 40) Kylie Jenner became a billionaire at 21 and here's what I learnt from how she did it.
- 41) To become confident, you do something enough times that it loses its excitement. So many times that you become bored of it.
- 42) My actual productivity routine: Sleep until I wake up. Caffeine. Nicotine.
- 43) Fear is a mile wide and an inch deep.

Leila top 7 hooks (YT)

- 44) How I brainwashed myself to succeed
- 45) I've bought and sold 3 companies. One of which is worth over \$100 million dollars and I'm building my 4th right now and my goal is to get it to a billion.
- 46) Today I want to share with you four unsexy and unheard of businesses that can actually make you pretty rich.

- 47) I reached a \$100M net worth by the age of 29 so I want to walk you through the whole journey with the goal so you can take the lesson and apply it to your life and at the end I want to break down the goal I have next.
- 48) Today I'm going to rank the best business opportunities of 2023, starting with Youtuber.
- 49) 40% of women have had something done and they don't talk about it. I'm going to talk about it.
- 50) In this video, I want to talk about the five books that changed my mindset while I was in my twenties.

IG Hooks (Alex)

- 51) If you want someone to treat you differently, you have to address it as soon as possible when they do something against it.
- 52) I'm at her parents' house in an extra bedroom. I'm the guy she met from the internet that she quit her job for, who's just lost everything. I had \$1000 left.
- 53) If you wanna become obscenely wealthy and have your parents question if it's ethical or illegal what you're doing...
- 54) Here's a sign that you're hiring dumb people
- 55) The world belongs to optimists. Because if you're going to do anything big, you have to believe it can happen.
- 56) I learned from this tactic from Eminem that he used in rap but actually makes sales way more effective.
- 57) I was talking to a world champion and I texted him out of the blue because I woke up just thinking about him and I said "Hey man I think you should know that I think you should win this next championship and cut it."
- 58) If you have no money, you just start by selling your time, because you have time.
- 59) You don't know anything, and you're not going to learn it by watching another podcast.
- 60) A cheat code I know at 34 that I wish I knew at 24. Anything worth doing takes exceptionally longer than you want it to.

- 61) Poor people stay poor because they're afraid of other poor people judging them for trying to get rich.
- 62) I was talking to these college kids. They were all like "Yeah, I really want to start a business!" and 6 months later...
- 63) 3 hacks to make life suck less
- 64) I work all the time. I have no hobbies. Besides working out if you consider that a hobby.
- 65) The most miserable place in business is \$1-3 million. It's the swamp.
- 66) If I were a single guy and I wasn't married to a woman who loves nice things, I would have a blacked-out Dodge Caravan.
- 67) I just cracked one day and I was like "F&ck happiness."
- 68) What are we going to do about Sarah? We've put a lot of time into Sarah. I think she's trying. It's been three quarters in a row. Get "f*cking rid of Sarah, we know she sucks."
- 69) My first nine businesses didn't really amount to anything. Nine.
- 70) He was like the only thing you can do is win so big that all of them constantly compare themselves to you and then you forget they exist
- 71) If you're working all the time and your business isn't growing, you're working on the wrong sh*t.
- 72) When I was in a fraternity, I found out that like clockwork, every single pledge class revolts.
- 73) People want you to lose because it helps them justify the risks that they chose not to take.
- 74) When I was 18 years old, I started working for a fur coat dealer. One day I was in the back and this old lady comes in and she was piss angry.
- 75) America was built on the backs of men who smoked cigarettes drove without seatbelts and ate bacon. If you missed your biohacking routine this morning, you're going to be okay.
- 76) List all the things you aren't willing to give up for the dreams that you have and that's what the person who will beat you is willing to give up.

- 77) If you can be in a bad mood for no reason you might as well be in a good mood for no reason.
- 78) If you were trying to get in shape, you don't win at getting in shape. The point is staying in shape for the rest of your life.
- 79) I did a f*ck load of shit I hate and I did it for a very long period of time.
- 80) \$6 dollars for 100 grams of protein that tastes delicious with zero prep.
- 81) There was a guy in my fraternity he had a terrible reputation for paying people.
- 82) The more expensive it is, the easier it is to sell because you're dealing with better people.
- 83) Entrepreneurship f&cking sucks most of the time.

Leila IG (Top Ten)

- 84) The most successful people I've met in life are willing to experience a wider range of emotions than those who are not
- 85) If you act depressed you will feel more depressed.
- 86) The sixth time I was arrested, they took me back to my parents' house.
- 87) F&ck it, every single person in marketing and sales, I want you to write 4 ads.
- 88) The best leaders are almost chameleons.
- 89) You fight. You f&ck. You forgive.
- 90) If you're trying to figure out this year, how am I going to make more money? Gun to the head, if I had to make \$2,000,000 this year, what would I do?
- 91) We are so good now at communicating.
- 92) Imagine if you used your spare time to build a life you love rather than escape from your current one.

Email (Book Launch + Scaling Workshop)

Book launch

- 93) The final top ten leaderboard (for affiliates only)
- 94) SHHHHH It's a SURPRISE!!
- 95) Unlocked: New ads before they go live (for Affiliates only)
- 96) Your first goodie (for affiliates only)
- 97) Btw... (I have a favor to ask)
- 98) I've got a new book
- 99) Valuable Video You May Enjoy
- 100) Hop on
- 101) Revealed: My Whisper-Tease-Shout Method
- 102) 1 week out (warning inside)

Scaling workshop

- 103) I want to give you this from the ACQ vault...
- 104) Business Scaling Playlist (free gift)
- 105) Only open this if you have a business and want to scale
- 106) Your new testimonial SOP (grab with a click)
- 107) Here's a winning ad you can model
- 108) Because you (thing you just did)
- 109) We made a boo boo
- 110) Thank you (here's a private invite)

Bonus: Ten Twitter Outliers

111) Winners define themselves by what they made happen.

Victims define themselves by what's happened to them.

Your call.

112) Everyone wants the view from the top, but no one wants the climb.

113) Losers become winners by trying again.

114) At first, you avoid hard fights.

Then, you get used to hard fights.

Finally, you start looking for hard fights.

Warriors need wars.

115) You just have to be willing to look like an idiot while you figure it out.

Because once you figure it out, everyone else looks like an idiot for doubting you.

116) Either they make your life better or they don't get to be in it.

No exceptions.

117) You either grow into your potential or you keep living the same six months over and over again.

The difference is how many hard conversations you're willing to have and how fast you have them once you realize you need to.

118) Youth

Free time

Money

Pick two.

119) The sooner you accept that everything is your fault, the sooner you can do something about it.

120) Cheat codes at 34 I wish I knew at 24:

Anything worth doing takes a lot longer than you think. And until you work for 1000 hours on one project, you don't begin to know how much work it takes to make something great. And, as a result, how few things can you really make?

121) If you're poor, it makes sense to buy a suit and pretend you have money.

If you're rich, it makes sense to hide your wealth and look like an everyday guy.

"When you're strong, appear weak.

When you're weak, appear strong."

– Sun Tzu

There's 0 advantage to being accurately judged.

Why You Should Actually Take The Time To Improve Your Hooks

The first impression is the strongest impression with every human, let alone, every customer. It's either a tailwind or headwind for your goals. The hook is that first impression. And for most businesses, it's underwhelming. But when you nail it, you can unlock scale *crazy fast*.

When you nail your hooks, you...

- Get more clicks on your content, ads, and outbound which results in more revenue
- Get *better* clicks on your content, ads and outbound which results in *even* more revenue
- Get *more, better* customers for the same dollars spent. This decreases your cost of getting customers - which either results in more revenue, more profit, or both.
- Unlock new markets that mediocre hooks couldn't get you into profitably
- Unlock new levels of scale as colder traffic still converts

When you suck at hooks, you...

- Waste money on ads that don't work
- Spend more money to get worse customers and make less money
- Struggle to scale past a certain spend
- Struggle to generate as many leads as you think you should get based on your impressions
- Get worse customers who aren't as likely to buy
- Get capped in all your advertising efforts, because you can't expand.

DO YOU WANT TO SCALE YOUR BUSINESS?

Hooks are literally the *first thing* all customers see when they come into your business. They set the stage for everything to come. They last just a few seconds but can take weeks to perfect. Nailing them has 2x-5x-10x'd many businesses *overnight*. Misunderstanding them has done the opposite... *also overnight*.

If you'd like my help creating a system of hooks for advertising that scales,

BOOK A 1-ON-1 CALL AT: ACQUISITION.COM/SCALE.

You can also scan the QR code if you hate typing.



Hook Checklist

FIRST TIME THROUGH:

- Look at top-performing ads or content of other people**
- Isolate the hooks**
- Write down your favorite 50**
- Use all of them in ads and content**

EVERY TIME AFTER:

- Look at top 10% performers (top 5)**
- Make 70% of your next batch of ads using those top 5 hooks**
- Make 20% doing permutations of those hooks (think both visuals and words)**
- Make 10% completely different hooks (model what you did in “FIRST TIME THROUGH”)**

GOOD HOOKS CONTAIN:

- Some way to catch their attention (call out)**
- Some implication of value if they consume it**

CREATE MORE VARIETY USING:

To make this easier for you/your team, I put the same example in each format.

- Conditions:** *If you're a chiropractor, this video will get you more leads.*
- Labels:** *Chiropractors I have a gift for you.*

- Questions:** *Would you rather struggle to get patients for the rest of your life or fix it in 6 weeks?*
- Commands:** *Watch this if you want to get more patients.*
- Statements:** *The top 1% of chiropractor clinics follow these rules...*
- Lists Or Steps:** *11 ways Chiropractors get more patients without paid ads*
- Stories:** *All of a sudden, my phone starts ringing off the hook...*