

Worksheet for: Discover the ONE Strategy My Team & I Use To Dominate Every Market We Enter... And How You Can Too

What's the best way to stand out in a 3 second world?

Use hook points! Big companies use it, Podcasts, politics, etc. They all use this hook point technique.

How do you plan to stand out? Make some notes about how you can stand out in a crowded market:

What's the Secret that Netflix, Amazon and Tesla use to generate billions of dollars of revenue?

What is a hook point

HOOK POINT = Grabbing attention - to provide value to the audience I'm trying to acquire

What a hook point IS NOT:

NOT clickbait, taglines, mission statement, not my purpose/why, not my branding materials

A hook point is: SOMETHING THAT GRABS YOUR ATTENTION

- Text (phrase, title, copy)
- Insight (statistics, professional insight, philosophy, someone's thoughts)
- Concept/Idea
- Format (image, video)
- Personality
- Performance (cadence, music, sports, acting)
- Product/Service
- Or a combo of some or all of these elements

Are there any hook point TEXT examples you have seen?

- Air Asia = cheap enough to say, phuket I'll go
- Corvette - They don't write songs about Volvo's
- Taxi service of NYC - If you hate waiting, raise your hand. (billboard/signage outside in NYC)

Are there any hook point INSIGHT examples you have seen?

- Doctor Youtube Example (good for NBA INjury report)
 - His insight as a doctor matched with strong headline to bring people in
 - Format allows the insight to drive performance
 - Shitty insight = lack of performance
 - Lack of format = shitty performance

Are there any hook point CONCEPT examples you have seen?

- Ten Second Songs
 - Name intrigues you straight away
 - CONCEPT is so intriguing

Are there any hook point FORMAT examples you have seen?

- TASTY example
 - Format - makes you feel like a cook just by watching

Are there any hook point PERSONALITY examples you have seen?

- Difference between Jamie Fox on Joe Rogan, vs Robert Downey Jr vs ET

Are there any hook point PERFORMANCE examples you have seen?

- Prince EA is one of the top inspirational content makers on the planet
- His performance separates him from everyone else and carries his message

Are there any hook point IMAGE examples you have seen?

- Kirby Jenner
- Really stands out

Are there any hook point PRODUCT/SERVICE examples you have seen?

- Product: Tesla Cybertruck
 - Divisiveness generated attention
- Service: Instacart (groceries delivered in an hour)

USP (Unique Selling Proposition) vs. Hook Point

USP: a feature or characteristic of a product, service, etc. that distinguishes it from others of a similar nature and makes it more appealing.

Example

- Warby Parker glasses: Home Try-On Program and Pricing were the USP

What are some examples of a USP that IS NOT a hook point?

- Disney USP: bringing families together through experiences and content BUT 10 other companies can do it
 - However they invested into hooks that bring people into the Disney brand = Star Wars, Marvel, Pixar, Disney Park etc.

Case Study - How Brendan built his own personal brand from scratch

- Growing in a very crowded market, I need to stand out
- His plan to stand out was with a COMPELLING HOOK POINT around rapid social growth = Zero to a Million Followers in 30 days
 - This caused 16k people to apply to work with him
 - 50k copies sold around the world
 - Led to numerous speaking opportunities

Why does it matter

The average person is exposed to 4k to 10k ads a day. (have to be in the top 10 to have a chance to survive) - MUST design a properly effective hook point before it's too late

Netflix are king of hook points

- Initially no late fees, then unlimited streaming, then binge watching, then original content

Find what annoys customers - turn them into something that delights customers (Blockbuster vs Netflix)

- E.g. time-consuming store visits vs instant access from home, late fees vs no late fees

Taylor Swift - Hook points

- The opportunity = TaylorNation relaunch which converted Facebook page information into official Taylor Swift fansite

Takeaways:

- If you are in a crowded market you can still win (even if you are just starting) with a strong hook.
- If you are Goliath you must innovate or die
- If you are David you must learn from and differentiate but not duplicate what others are doing (if you duplicate these bigger companies will outspend you)

How you can you do it

The 5 step process

Step 1: Study what works

Hooks can be pulled from:

- Book titles
- Social content
- Launch campaigns
- Article headlines
- TV commercials
- Social ads ([facebook.com/ads/library](https://www.facebook.com/ads/library))
- Print ads

Find great examples within my food industry/niche. Create a document with these examples - swap out words and insert to work for Food Mood

Look at Facebook Ad Library - look at other hook points, use this to learn from ad examples

Air freshener ad - Woman talking about doing huge shits and then introducing a product

Step 2: Learn from what doesn't work

Hooks are generally ineffective because they are:

- Too wordy - makes people think too hard, takes longer than 3 seconds
- Confusing
- Vague - don't use text to explain your hook point
- Overused/too common - Motivation example (Never give up - inspirational speech vs Little Boy Gives Mom Inspirational Life Advice). Much more unique - leveraging the hook can be difference between 3k views and 400k views
- Not relevant to their specific audience - World Economic Forum video examples to their audience ("This app lets you buy meals that would otherwise be thrown away" 23k views vs "Want to be a great parent? Let you children be bored" 58 million views)
- Outdated
- Assuming that people are already interested in a topic - Stonehenge in Nebraska. **For food mood, show people what they can get by going there**
- Inauthentic - Don't be opportunistic on social justice etc.
- Not catchy/don't stand out enough

Step 3: Create your own

Look at magazines or newspapers you would like to be featured on. **What is the headline you want to put on the front cover of this magazine?**

Step 4: Compare your hook points; ask, learn, revise

- Take the original hook points you've just created and compare them to the hook points that were inspired by modelling other brands in Step 1. To do so, **create a combined list with all of these hook points.**
- **Now, rank the top hook points from this master list.** Ask other people (colleagues, friends, family) to rank the ones they like best as well. If your original hook points are not at the top of this new combined list, then it's time to **revise your hooks until they outrank the most successful ones you've found from other brands. Start the process over again until my Step 3 hooks are BETTER than the Step 1 hooks.**
- Remember, more than 60 billion messages are sent out online each day. Your hook point must get past this noise.

Step 5: Test and innovate

- You can land on an amazing hook point - it will likely fatigue and I'll need another one or several more
- Hook point fatigue. Innovate or die
- Practice makes perfect

Katie Couric - Case Study in Hook Point Testing and Innovation

- The Problem = every piece of content was being produced was fighting against the clutter of 60 billion messages being shared on digital platforms each day
- The Strategy/Solution = Introducing hooks in the interview that make people want to consume it (to get Elizabeth Banks fans = The Hunger games, Pitch Perfect, Feminism). Makes people want to dive into that content and engage with it

The 5 step process in review:

1. Study what works
2. Study what doesn't work
3. Create your own
4. Compare
5. Test and innovate

Hook point or die: You must develop strong hook points to stand out or risk becoming obsolete or ignored.

How to develop one quickly

The biggest challenges in developing an effective hook point:

- Experience and perspective
- Outside the box thinking
- Time
- Money
- Creative resources

Apply for a complimentary Strategy Session here:

<https://www.hookpoint.com/apply>

There are so many ways your unique hook point will help you achieve your goals:

- Business development
- Advertising or direct response marketing campaigns
- Books and book launches
- Raising capital
- PR & speaking
- Product launches and ecommerce sales
- Service providers or service-based sales
- Social content, strategy and creative
- Rebranding, repositioning or pivoting

In summary: TAKE ACTION

Think hard about the product or services you provide and consider if you need help developing your hook point because your business depends on it.

Keep an eye out for Brendan's new book coming out soon:

