

# Hook Action Plan

The science of content hooks for marketers



## Quick Win Templates

- "The [timeframe] [action] that [impressive result]"
- "[Number] [professionals] can't be wrong about [topic]"
- "What [authority figure] gets wrong about [subject]"
- "The hidden cost of [common practice]"
- "Why [popular solution] doesn't work (and what does)"

## Story Starter Templates

- "Last [timeframe], [situation] taught me [lesson]"
- "The [adjective] moment when [realisation]"
- "How [failure] led to [unexpected success]"
- "The conversation that changed [outcome]"
- "What happened when we tried [experiment]"

## Curiosity Gap Templates

- "The one thing [successful people] do that [others] don't"
- "[Surprising fact] about [common situation]"
- "Why [positive outcome] might be [negative consequence]"
- "The [industry] secret hiding in plain sight"
- "What [percentage] of [audience] wish they knew sooner"

## Pro Tips

- **Combine statistics** with specific timeframes
- **Use contradiction hooks** with financial outcomes
- **Challenge assumptions** about popular practices
- **Promise insider knowledge** from authority figures
- **Make it relatable** with achievable actions

## Industry Examples That Work

### Marketing/Agency

**Hook:** "The marketing campaign that 'failed'—and why it made us £2.3 million"

**Why it works:** Contradiction hook with a specific financial outcome.

### Professional Services

**Hook:** "The question every CEO asks that consultants can't answer (until now)"

**Why it works:** Positions the audience as the challenge while promising a solution.

## Your 4-Week Hook Action Plan

### Week 1: Audit

Review your last 20 pieces of content

Identify highest and lowest performing hooks

Note patterns in what works for your audience

### Week 2: Develop

Choose 5 hook templates from this guide

Adapt them to your brand voice and industry

Create 3 variations of each template

### Week 3: Test

A/B test your new hooks against previous approaches

Track engagement metrics closely

Gather feedback from your audience

### Week 4: Scale

Document your best-performing hook formulas

Train your team on ethical hook writing principles

Create guidelines for consistent implementation