
FOUR

HOOK FINDER

FORMULAS

Use this worksheet and training as a reset on what great copy needs most.

After you pore over VOC and before you choose your persuasion framework, find your hook. A headline formula comes last.

How to begin to find your hook

HOOK FINDER FORMULAS	PROBLEM <i>The hook is attention-grabbing pain or problems. Use PAS or AIDA.</i>	DESIRE <i>The hook is the dreamstate or desired outcome. Use DOS or AIDA.</i>	WONDER <i>The hook is highly imaginative, shocking, funny or curious. Use the 4Ps or AIDA.</i>
<i>I never thought it was possible but...</i>	<hr/> <i>In the rush to see Hawaii, did you miss seeing Hawaii?</i> <hr/>	<hr/> <i>Reduce your wrinkles up to 56% the first month!</i> <hr/> <i>You're pre-qualified up to \$35,000</i> <hr/>	<hr/> <i>Wanted: Someone to ride with Zane Grey.</i> <hr/> <i>The Death of Walmart</i> <hr/>
<i>What no one tells you is...</i>	<hr/> <i>5 years ago, you could have bought this apartment for \$88,000</i> <hr/> <i>To the man who is afraid to make his dream come true</i> <hr/>	<hr/> <i>To men who want to quit work some day</i> <hr/> <i>Jefferson had one of the best minds in 1776, but today you can make better decisions with an Apple.</i> <hr/>	<hr/> <i>Havana, 1939</i> <hr/> <i>Just when you need a real money miracle... Rub the Buddha for Luck</i> <hr/>
<i>You won't regret stopping everything for this:</i>	<hr/> <i>Don't buy this jacket.</i> <hr/>	<hr/> <i>Will you be clerk or manager 10 years from now?</i> <hr/> <i>5 seconds ago, you had a great opportunity</i> <hr/>	<hr/> <i>You'll never believe what we found buried inside Trump's 2014 Financial Statement</i> <hr/> <i>"I haven't had a glass of water in years"</i> <hr/>
<i>Look at this! / Listen to this! / Have you seen this?! (sensory)</i>	<hr/> <i>Don't do it! Don't buy a spring suit! Don't buy a straw hat! Don't buy a scarf!</i> <hr/>	<hr/> <i>The do-it-all digital mailroom.</i> <hr/>	<hr/> <i>At 60 miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock</i> <hr/> <i>Have you ever wondered what you would look like with a million dollar smile?</i> <hr/>

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