ATTENTION

5 hook formulas

Fill in the blanks. Each one opens with a surprise instead of a hello.

1. **Belief vs reality**
   "Everyone thinks ___. Actually ___." Example: "Everyone thinks you need more followers. Actually you need one clear offer."

2. **Stop doing this**
   "Stop ___ if you want ___." Example: "Stop posting daily if you want more customers."

3. **The costly mistake**
   "The ___ mistake that costs {your customers} ___."

4. **What nobody tells you**
   "What nobody tells you about ___."

5. **This or that**
   "___ or ___: which one actually works for {your industry}?"

How to use it: Say the hook in the first second, before any hello or logo. Then give one useful point and one next step. Test two hooks on the same idea and keep the winner.