

HOOK POINT

How To Stand Out in a 3-Second World

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BRENDAN KANE is a growth strategist. He has built online social media platforms for A-listers including Taylor Swift and Rihanna. He's also advised brands like MTV, Skechers, Vice and IKEA on how to establish and grow their digital audiences. He started his career at Lakeshore Entertainment where he worked on social media strategies for 16 films which grossed more than \$685 million worldwide. He also served as vice president of digital for Paramount Pictures and has worked with Disney, Fox, NBC, Netflix, Xbox, and LinkedIn. He is the author of the best-seller *One Million Followers*. Brendan Kane is a graduate of Columbia College Chicago and Augustana College.

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MAIN IDEA

Consumers today are bombarded with so much information you have to grab their attention quick. In fact, you realistically only have 3-seconds or less. That's what a "Hook Point" does.



With anything you post online, you need to include a Hook Point which attracts the attention of your ideal customers, and makes you immediately stand out from the crowd.



"Digital and social media have reshaped our world into one of micro-attention. Knowing how to use Hook Points properly helps you become a more effective marketer and communicator. It gives you a nucleus upon which to scale your business and become a world-class brand. It's a critically important business tool that deserves marketers' time and attention. A great Hook Point will not only allow you to capture people's attention in three seconds, but it will also help you hold that attention to get your audience to take specific actions for years to come."

– Brendan Kane



1. What is a Hook Point? Pages 2 - 3

Your ideal customers are inundated with messages, content, and advertisements. A Hook Point will make them stop what they're doing and say: "Wait. What!" An effective Hook Point works equally well online and offline, succinctly communicates what you're about, and captures a person's attention in three seconds or less.

2. How to create the perfect Hook Point Pages 4 - 5

There's a process for how to develop effective Hook Points that work in today's micro-attention culture. It involves five steps:

The hook point process	
1	Study what WORKS for others
2	Learn from what did NOT work for others
3	Create your OWN Hook Point variants
4	COMPARE your Hook Points
5	TEST, REITERATE, REPEAT



3. The keys to success with Hook Points Pages 6 - 8

Once you understand the basic principles behind Hook Points, you can then apply those principles to make your content stand out. The keys to doing this successfully are:

1	Use images and visual storytelling
2	Weave Hook Points into the stories you tell
3	Tell authentic and compelling stories
4	Learn to listen and listen to learn
5	The more value you give, the better
6	Go where the traffic already exists
7	Let other people's success guide you

