

# How to Create Your Unique and Exciting Hook

## By Jason Hanson

One of the biggest mistakes I see business owners make is not investing enough time in creating their unique and exciting hook for their products and also to get them on TV. Clearly, this is one of the most important things you will ever do in your business and is definitely the difference between a business that does a low six-figures and a business that does millions of dollars a year.

Also, this hook is what differentiates you from all of the other products in your space and makes you the “go to” person. The fact is, we live in a world that is very crowded. There are a gazillion fitness studios, a million internet marketers and tons of people selling Facebook training or how to get rich on Amazon. But, if you create the right hook, then you can eliminate all of this competition. It’s important to remember that you need a hook for your overall business and for each and every product that you launch.

For example, in my survival business, my overall hook is that I’m a former CIA Officer that will teach you spy secrets that 99% of people will never know, but should. And, that these spy secrets could save your life in a crisis situation. This hook has made me a lot of money because there’s nobody else who’s doing this. Yes, there are numerous people in the survival space and it’s crowded just like every other market. But, I am the only one offering to teach them spy secrets that could save their life.

However, I also have to come up with a unique hook and story for every product I launch. I can’t just say, “Hey, I used to work for the CIA so buy this survival knife.” I obviously wouldn’t sell much product. Let me give you an example of one of my successful products. It’s called the SurvFilter and you can check it out at [www.SurvFilter.com](http://www.SurvFilter.com). The headline of the website is, “This ONE Item Saved My Life Overseas.” The unique hook and story are that I was overseas up high in the mountains, we got off track and ended up running out of water. We were able to locate a pond and then use our water filter to get clean water and we survived. (The sales page tells it a lot more exciting than I just did.) And now my customer can get an amazing water filter that is the best on the market and could save their life one day. Again, I didn’t just say, “buy this great water filter.” I had a unique hook and story for it.

Here’s the best part of all. You can manufacture your hooks and stories, you don’t have to wait for something to happen. I remember a story that is told about the great marketer and copywriter, Gary Halbert. I don’t know how much of it is true, but supposedly, Gary was hired to do marketing for a furniture store. He was trying to figure out a way to move a ton of furniture that was just sitting in a warehouse and wasn’t selling very well. One day, Gary was at this warehouse and it was pouring rain outside. So, he got up on some shelving and poked a small hole in the roof and water started dripping on one piece of furniture. He then put out an ad along the lines of, “Hole in roof

floods part of warehouse. Now everything must go at 75% off. None of the items we are selling were touched by the water but in good conscience we don't want to sell anything at regular price that was in the warehouse, etc. etc. etc." Apparently, that stunt sold truckloads of furniture and cleared out the warehouse.

Now, I obviously recommend your hook and story be true and you don't cross any ethical lines that would appear dishonest. But, what can you manufacture that will be a great marketing opportunity and lead to a ton of sales for you? Recently, someone was telling me about a fellow in the weight loss market who wanted to prove that his fitness strategy was the best. So, what did he do? He purposely put on something like 75 pounds so that he became overweight. Then, he lost all of the weight to prove that his products worked and he ended up quickly going to 7-figures. That is a very clever and extreme hook, but it all comes back to, how badly do you want success, how badly do you want to have an awesome lifestyle and make a lot of money?