

# Creating Attention-Getting Sales Hooks

## Or... How To Make Money From Your Competition's '*Vanilla-ness*'

By Tony Shepherd and Suzanne S Farmer  
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Tony Shepherd and Suzanne S Farmer here...

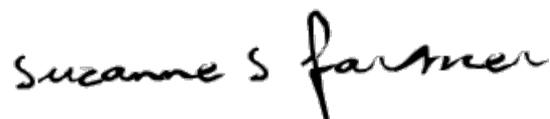
*“There are no new ideas under the sun.”*

True or false?

We’re not sure, but what we DO know is that **creating attention-getting sales hooks** to position and sell your products from is a LOT easier than trying to come up with a new idea.

You don’t need a new-under-the-sun product to make money, just an angle that’s impossible to ignore. ;-)

Here’s how to do it...



# Never Sell Or Create Anything Unless It Has A Hook

*Because it makes it a LOT harder and sometimes impossible to sell...*



So what is a hook?

**It's a way of framing your content and offers that will grab your potential customers' attention, and offer to help them in a unique way!**

Sounds terrifying when you put it like that eh?

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WHO could possibly create products and hooks like that, especially when there are no new ideas under the sun?

**Actually it's a lot easier than you might think.**

Here's an example:

This is one of Tony's hooks that he uses to sell one of his courses:



"Here's an example in just one part of my business - affiliate marketing: My *Flipping The Switch* Strategy put me ahead of 95% of affiliate marketers, saw me featuring on leaderboards and winning prizes pretty much every time I promoted, and while I could comfortably live off my affiliate commissions *alone* I don't even consider affiliate marketing to be a major part of my business! That's how powerful approach is, and I honestly believe *anyone* can do this with a bit of guidance and effort!"

**This Is A Complete, Holistic System For Building A  
Simple, Ethical Online Income Business Based Around  
Your Strengths And What You Like Doing.**

*Tony Shepherd*

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*A 'simple, ethical online income business based around your strengths and what you like doing.'*

Compare that to the usual angles and hooks most products are pitched from where you have to FOLLOW a system or TAKE a course.

So with Tony's hook that you can create something that can be built around **the things you enjoy doing and are good at** (often the same thing) and avoiding those painful tasks you're really not comfortable with...it's a pretty powerful selling angle/hook.

Here's another example:

Suzanne's hook for her [college research guide](#) is that she didn't grow up in the U.S. and didn't go to college here. And yet, even without that background, she successfully homeschooled her older daughter who was accepted into every university she applied to. That's another powerful hook...

Here's yet another example:

Years back Tony had a friend who was an ex-fruit machine engineer. You know the type of slots you see in pubs, clubs, etc?

Well he told Tony that a certain machine had an industry-known 'tell' that showed when it was going to pay out big time.

Tony was skeptical but they travelled up and down the county to pubs and clubs that had that type of machine and he showed Tony how most of the time he could get a decent payout for a small investment.

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He knew what Tony did for a living so he asked how he could make money from this information.

Tony suggested he write his info up in an e-book or report and he could help him sell it.

His friend suggested titles such as *'How to make money from fruit machines'* or *'Fruit machine money'* and they were a bit weak to be honest AND there were a shedload of other info products with similar angles doing the rounds at the time.

So Tony came up with this headline:

**“How to Make Money by Going to the Pub!”**

And they sold tons of copies (after all it IS the dream lifestyle, right? 😊)

They were even approached by a big publishing house who specialised in this kind of info product with a view to licensing it but the truth is the info was a bit thin so nothing came of it.

But they **sold tons** of copies, outselling many of their rivals purely because of the angle. The info was no better.

**It was the angle that sold it.**

**Pure and simple.**

# Why Create Hooks?

(I'm loving hooks instead... :-)



Because you'll make more money.

If you don't create unique hooks/angles it will be harder to get noticed, harder to compete, harder to get your share of the market income **which is one of the main reasons why many talented people give up** before they have a chance to see any success.

So make the following change now in your business:

## **Create ONLY products and sales letters with hooks**

On one of Tony's main 'Meet Tony' pages where he give away free reports and lets new readers know a bit about him for relationship building purposes, he offers a small report about how he has been making a consistent income from writing in the IM niche for the last ten years.

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But initially calling the report '*How I've made a living from writing in the IM niche*' was a bit boring and, well, it needed a hook.

So here's what he changed it to, and downloads increased over 30%:



The powerful word on there is '*scribbler*'.

Scribbling is something anyone can do. It's associated with child-like ease and non-conformity. It was THE perfect word to suggest that anyone can do the same 😊

At the very least it's certainly powerful enough to get them to download the report, which is a relationship-builder and contains links to Tony's flagship course.

**Put simply:**

The HOOK is the reason why you opt-in to some lists *and not others*.

The HOOK is the reason you buy some stuff *and not others*.

## **How to Find (Or Create) the Angle in Your Own Products**



**Secret 1: If you're telling the same story as everyone else, make YOURSELF the hook.**

So if you're selling how you made \$500 as an affiliate last month then that's cool. It's interesting and many people who want to do the same would potentially like to opt-in or get out their credit cards to access your information.

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But you will still find the competition fierce because if you look at the latest product releases in the internet marketing niche you'll find a LOT of the same information is available.

It doesn't mean *yours* isn't good or valuable, **it just means you'll struggle to stand out unless you include a hook.**

That's why you see successful marketers using angles like:

*'How an Ex-Teacher Made \$10,000 and Quit His Job in Just Three Months'*

He's selling the same information but the angle is WHO the person telling the story is or WAS.

You might think this has been over-used or is a bit clichéd and you'd be right to an extent.

Firstly it still works and works well.

But I'd suggest you go a little out of the ordinary and look at your life and some of the weirder things you've done.

Find what you're selling.

Let's presume you have no sales history and you're trying to enter the market selling a resource sheet sharing where you can download free software that does the same (or almost the same) job as expensive paid versions.

You could just offer it like that - as it is.

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But what you'd have is a resource sheet that (let's face it) is NOT unique, because as we kind of agreed earlier, there aren't many new ideas under the sun.

But go into your life and your experiences. Even things that you are lacking might be good hooks.

So going back to [Suzanne's example](#) earlier...

Most American moms don't have the confidence that they can successfully educate their children at home from Kindergarten all the way through 12<sup>th</sup> grade. So when she says that she successfully did that AND her daughter got into every university she applied to, EVEN THOUGH she wasn't born in the U.S. and didn't have the knowledge other moms in America have... it's a powerful hook that helps to sell the program she's selling. "If SHE can do that," the thinking goes in the prospect's head, "then surely I can... and she can likely help me."

See how that works? Pretty powerful, right?

Look at the stupid, exciting or unusual things you've done and use THOSE. Look into your weird past.

Jason Fladlien made a lot of money selling his products from the point of view of an 'ex-monk', remember?

Just look at companies such as Agora Publishing and Streetwise Marketing in the UK for some absolutely STELLAR angles:

## **'Broom-Pushing-No-Hoper' To £297,000 Cash In The Bank In Just 180 Days!**

How great is that eh? :)

and another...

### **Disgruntled Ex-Employee Blows the Whistle on the Banks' Big Secret, and Opens the "Money Floodgates"**

Pretty much everyone reading this (including us) has been a disgruntled employee at some point in their lives, right?

Here are some other things we've been (see if you can relate):

Dumped ex-boyfriend

Frustrated girlfriend

Bewildered new dad

Exhausted new mom

Ex-Warehouse worker

Former personal assistant

Broke labourer

Angry employee

Angry Amazon customer

Struggling writer

Worried husband

Worried mom

Struggling Internet Marketer

Struggling writer

Unlucky race punter

Ticked off cell phone customer

Now you put ANY of the above in front of the following headline:

**“[Bewildered New Dad] Shares His System For Making An Extra £800 Per Month From Ebay!”**

**“[Broke Labourer] Shares His System For Making An Extra £800 Per Month From Ebay!”**

**“[Struggling Writer] Shares Her System For Making An Extra £800 Per Month From Ebay!”**

**It's the angle – the hook – that makes it interesting.**

YOU have been all of the people above. Not the exact ones of course, but similar - pregnant part-time worker, newly-retired postman, furious bank customer, ex-miner...

**These are all real parts of your life** and your experience and they'll make your angle and your products and services one hundred times more visible than most of your competition who AREN'T using them.

This flat out WORKS:

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Find out how a free-lifestyle obsessed Hippy earns six figures a year, working three days a week by not giving a STUFF about money....

Lifestyle-obsessed hippy. 😊 **That's Tony!**

Very true and something for readers to hang their hats on.

You can change the angle for every product you launch.

Or you can wrap it up into a brand.

**There are a hundred solutions out there -  
nothing new under the sun, remember?  
But a lifestyle-obsessed hippy telling you  
the solution **MAKES** it unique!**

## **Secret 2: Use whatever leverage you have.**

If you have any sort of proof, use it.

If you made £234 from affiliate marketing last month, use it.

Show the screenshots.

If (like someone Tony knows) you bumped into Tom Jones in a Las Vegas casino at 6 a.m. and drunkenly got a selfie with him then use it. Show the pic.

*“Drunken Tom Jones Fan Shares His £200 A Week Affiliate Income Method!”*

or even...

*‘Two Days After This Picture Of Me With Tom Jones Was Taken, I Had Banked ANOTHER £200 From My Secret Affiliate Method!’*

Leverage.

Use it.

Have fun - don't take it too seriously!

If you've been somewhere, met someone, had a run-in with a celebrity, an organisation, made a fool of yourself or ended up in hospital for some reason then USE IT.

It's **your hook**, and it has a lot of human interest.

And since you're marketing to humans, that's a good thing :)

## **Secret 3: Look at your offer**

If your offer is so unique or weird or of such value that you can actually use the OFFER as your hook, then do so.

This is hard to do because most offers, while they have great value, aren't enough of a hook to sell the product without help.

There are exceptions.

Offers such as:

**'Get ALL My Online Products EVER (Value \$29,996) For Just \$9.99'**

That would certainly get attention, but few people are in the position to create this type of offer.

But if YOU are, use it.

Make your angle irresistible, sexy, unique, weird, or whatever else you need to, to make the bugger stand out.

## **Secret 4: Make it ‘Microwave’ Instant!**

Giving your customers what they want in double fast time is without doubt one of the best angles to sell from.

Instant gratification is a major selling point. **If you have toothache at 2:20 a.m. you’re going to pay whatever it costs to find a cure** from ‘any kitchen store cupboard in 5 minutes’ right?

You can’t just make claims though, you need proof with microwave-instant angles or you’ll lose all credibility.

Personally we don’t dabble much in the instant gratification angle because there are too many variables. If we were to claim that ‘anyone’ can create a product within 24 hours we’re presuming a lot - who are we to say what people can and can’t do?

Then again if we see our clients consistently achieving results in a certain time frame then we’re happy to use it in our sales page hooks.

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Microwave-instant hooks ('Get XXX results in XXX days) are great when combined with other angles; frankly, we don't sweat about them if we can't honestly work them in.

### Secret 5: Challenging conventional wisdom

**You have to be subtle with this one or you end up looking obnoxious,** using clichéd devices like 'The gurus are lying to you.'

Tony uses this angle quite a lot, but *gently* and with a knowledge of what people actually WANT to achieve.

An example is how he has structured his business (with an eye always on how it will look on a sales page!):

*"How I got off the launch merry-go-round."*

*"Why I don't need affiliates in my business."*

*"How I've been a successful internet marketer for the past ten years without needing to be a 'hard sell' merchant."*



"Here's an example in just **one** part of my business - affiliate marketing: My *Flipping The Switch* Strategy put me ahead of 95% of affiliate marketers, saw me featuring on leaderboards and winning prizes pretty much every time I promoted, and while I could comfortably live off my affiliate commissions *alone* I don't even consider affiliate marketing to be a major part of my business! That's how powerful approach is, and I honestly believe **anyone** can do this with a bit of guidance and effort!"

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The way he does this is simple. Tony does things his own way and when that suits a sales page he adds it in. If you find yourself getting results that traditional wisdom in your niche suggests you shouldn't, use **them because they're gold dust from a 'hook' point of view.**

But it doesn't have to be as 'contra' as that.

Just a gentle challenge to whatever the conventional wisdom in your niche is enough to get your angle noticed.

Even the smallest challenge can be shocking and controversial.

And (again) it sells.

### **Secret 6: Make It EASY To Use**

Ease of use is a great angle. Think how often you use the words '*stupidly simple*' or '*even your 70 year old grandmother could operate this system*'

Those uses will still work to an extent, especially if supported by the other hooks we've mentioned before. By far the best way is to create your own.

Key phrases are '*simple*', '*easy*', '*takes less than*', '*even*', '*shortcut*' etc.

Take a look at the example below:

## **FREE REPORT (LIMITED TIME ONLY)**

### **"The Simple Technique To Sky-Rocket Your Conversions By IGNORING 90% Of Your Market!"**



*Instant Download of the strategy that has boosted the income of so many marketers almost overnight*

#### **Here's What You're About To Discover:**

- ✓ **Why ignoring 90% of your marketplace will sky-rocket your conversions**
- ✓ **Why doing this will ALSO make contacting your potential buyers easier and CHEAPER**
- ✓ **How this will pre-qualify most of your leads to increase sales**
- ✓ **How to make your market feel that your offer was created just for them**

#### **Instant Download**

 Type your full name

 Type your email address

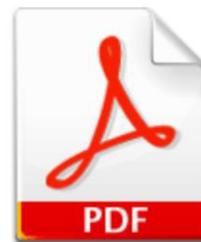
 **Download Your**

Tony also used the phrase, 'Cheeky little technique' which implies it's fast and easy.



**"We made \$40,000 from this cheeky little technique!"**

[Download now](#)



**"How to set up your first continuity product by doing just ONE days work!"**

[Download now](#)

And we are great believers in time scales (small ones!) such as

*'How to set up your first continuity product by doing just ONE day's work'*

We don't make promises that are false or that we can't back up, so where we DO mention time scales or amounts we back them up with facts, figures and proof within the case study.

(You can include the GREAT line: *'Proof Inside'* in your sales page which is a hook in itself!)

Ease of use is a great angle.

## **Secret 7: Offer Little-Known Information**

This is a great angle **but** you REALLY can't talk BS. You MUST have a unique method, service or information to get away with this one. You can't recycle info and claim this angle.

Personally, we leave this one mostly alone.

## **Secret 8: Proof and Showing and Telling**

This is one of our favourites.

It's basically this:

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If you know how to do something, or have done something that will resonate with your readers, buyers or niche....**tell and show it!**

Really this is your classic internet marketing headline such as:

*'How I made \$2,390 in 19 days using Facebook'*

But don't underestimate how well it works - this is a KILLER ANGLE.

Here are a few examples of how Tony has used it...

"How I Went From *Earning A Few Hundred A Month* To Five-Figures A Month!"

**IN JUST 30 DAYS!**

"By Just Adapting My Mindset And Making Some Fundamental And Simple CHANGES To My Business!"



*tony shepherd*

and...

**\$2,600 A Month Was My 'Freedom Figure' From  
My 9-5. *What's Yours?***

**You Don't NEED To Earn Six Figures From Your  
Online Business Straight Away...**

**...You Just Need The TIME And FREEDOM To Start  
Realising Your True Potential:**

**"Replace Your Salary  
With A Fast And Simple  
Online Profit Model!"**



***"And I'll Show You Exactly  
How To Do It - Step By Step!"***

There are plenty more example of this with Tony's products and thousands more if you look at WSO's and other launches.

If you can do something that other's can't - no matter how insignificant it might seem to you - then write it up, show proof and publish it in some form or another.

## **Secret 9: Shocking Predictions**

A flair for research helps with this one.

We're talking about hooks such as:

*'If you're still doing this in your IM business in 2019 you'll go BROKE!'*

People are very interested in angles like these because they want to know more about it.

It's a very effective but simple hook to do.

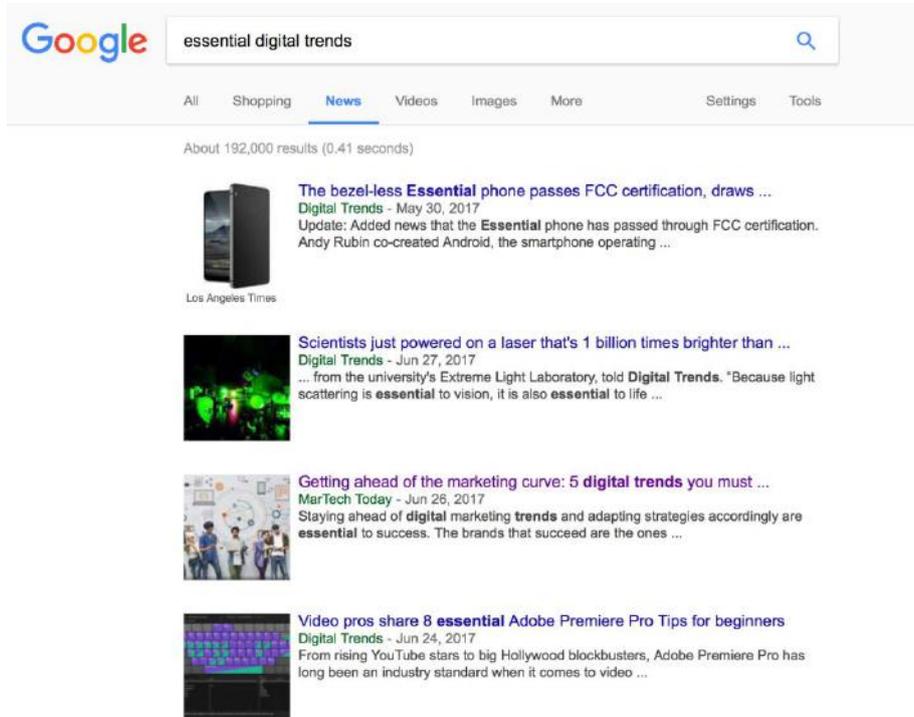
Firstly you need to find a news story in your niche (search Google then use the 'news' tab)

So for example in the screenshot below Tony searched for 'essential digital trends' and then clicked on the news tab to highlight the latest news stories.

He instantly spotted the article:

# Creating Attention-Getting Sales Hooks by Tony Shepherd and Suzanne S Farmer

“Getting ahead of the marketing curve: 5 **digital trends** you must ...”



A click on the link brought this article up:



# Creating Attention-Getting Sales Hooks by Tony Shepherd and Suzanne S Farmer

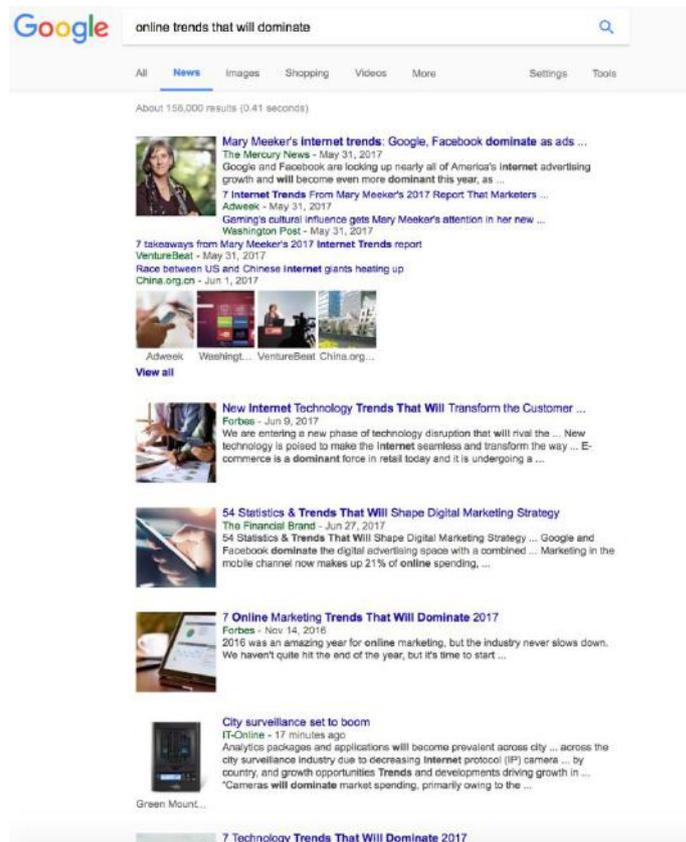
That is just perfect for a report called (something like):

## ***“Five Digital Trends That You MUST Be On Top Of If You Want Your Business To Survive Past 2017!”***

All the information is in the article and anything extra that you need to link it to your niche, product or service can be found with some simple Google research.

It’s not hard to do, yet most marketers and especially wannabe marketers don’t do anything like this.

Predictions are great hooks. See what a simple search threw up:



## **Where to get inspiration and great hooks for free**

Digg.com is still worth a look when it comes to getting some great hook ideas.

A quick search for 'freelance' threw these up for me:

*'The extreme anxiety of being a freelancer'*

*'The fastest way to find top freelance talent'*

*'The gig economy wants you to work yourself to death'*

and many more...

They are (or can be) great angles if you add some of the strategies from this publication to create your own

BUT the best way of finding irresistible angles for me will always be - **shhhh**  
**BIG secret coming next...**

Da da da!!!

## Magazine/Newspaper/Periodical headlines

They are simply SO good.

Check this out:



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From just the front page of Entrepreneur magazine you have these amazing hooks:

*'The NEW rules of networking' (that's how we'd change it)*

*'What your customers won't tell you!'*

*'100 Brilliant ideas'*

...and we've not even opened the first page yet!

Also, this is only **one** niche. If you go to another niche (the example here is 'Smallholder' Magazine)



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You have similar great angles and again this is only the cover.

*'How to handle pigs'*

*'Essential guide to lambing'*

*'Why go organic?'*

*'Speedy spring crops'*

OK on their own, but just add a few touches based around the info in this publication and you could have:

*'How to handle pigs without danger to either of you!'*

*'Why go organic? (You might be surprised by the answer)'*

*'Speedy Spring Crops - How to have an entire season planned in 15 minutes'*

You need to read the articles obviously but it's the hook that does the pulling and the secret is to push it to the edge of believability but not over, and a big part of that is what **you're** comfortable with.

You ever hear Gary Halbert's headlines?

**'Wife of famous movie star swears under oath her new perfume does not contain an illegal sexual stimulant'**

Seriously - who's NOT going to read that LOL?

or John Carlton's

**'Crippled golfer stuns LA Open crowd by crawling from deathbed to beat 110 pro golfers with a 67 using a short back string and qualifies for last spot in the famous 2002 tournament'**

(Yes that's really in John Carlton's Simple Writing System)

So while you might not want to go THAT far out (we wouldn't), you definitely SHOULD start including hooks in everything you put out, because bland headlines get ignored.

**But here's the meat and bones - hooks ATTRACT readers (or viewers or users) to your pages, products and services, and the more people you attract, the more sales you'll make.**

Most people in internet marketing are BLAND and BORING, whether they know it or not. And that gives YOU an advantage...

Your job is to put spin on everything you do - a hook to make it fun, weird, frightening, bizarre and above all INTERESTING.

That's what angles do (*oh, and they SELL like crazy too*).

Best,

