

58 Shiny Hooks

Capture their attention and affection

Plus copy you can use for subject lines, social media, funnels & webinars



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What's a hook and why should I care?

Once upon a time, a woman was walking on a hike with her friend. As they crunched through leaves, stepping over thick roots, one of the friends shrieked with excitement.

“OMG, what is that?”

“Where?”

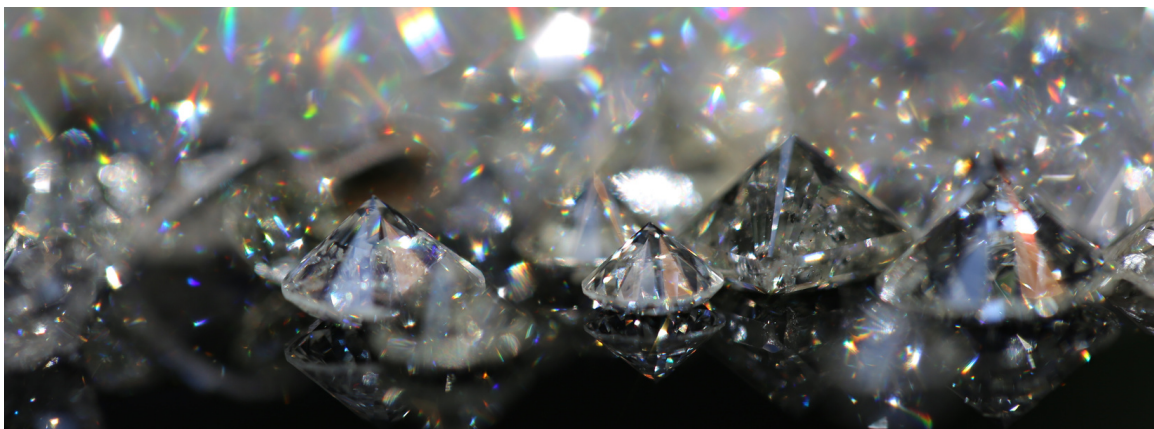
“That shiny thing in the leaves”

“It looks like a diamond.”

She carefully picked up a huge, sparkly stud earring. There was no way it was real. It had to be costume jewelry.

She put it in the zipper pocket of her jacket and they continued enjoying the pure forest air.

When they got back, she stopped at a local jeweler, who confirmed it was a real diamond. 9-carats.



There are service businesses, experts, and coaches who do exactly what you do

It feels like an uphill battle to get your ideal clients to:

- Stop scrolling
- Care about what you have to say
- Sign up for your stuff and buy your thing

But what if you could make your message as appealing as a 9-carat diamond glittering in a pile of leaves?

What if your emails, social media posts, videos, and webinar titles made people stop dead in their tracks and say “Ohhh, shiny!”

If you're thinking, yeah but why is everyone so obsessed with marketing gimmicks — it feels shallow and icky.

Our brains are attracted to certain phrases, the same way we're attracted to shiny objects.

There's actually an evolutionary link between glossy objects and our instinctive need for water.

There's nothing shinier than a diamond

Diamonds are graded on the 4 C's.

But we're going to talk about the 4 C's of Copywriting and why you need them to **generate leads for your business**.

The 4 C's of Copywriting are:

1. Connection

3. Conviction



2. Curiosity

4. Conversion

How to use this doc:

Adapt the copy inside the [\[Brackets\]](#) for your specific business. [\(Parenthesis\)](#) will explain the strategy for how to use the hook.

Use the 58 hooks in this doc as:

- email subject lines
- social captions
- video openers
- funnel page headers
- webinar titles
- content inspiration

#1 Connection

The story behind the C

The greatest gift you can give your ideal clients is making them feel seen.

A lot of us forget how to speak like a human when we go to write copy. Suddenly we feel like we're "on" and we get frozen in business-speak.

Maybe it's because you have PTSD from Mrs. O'Connor's 11th grade English class — there's nothing scarier than an Irish woman with a red pen marking up your term paper.

Or it's a habit from working in corporate, where people speak in code to avoid saying what they *really* mean.

The fastest way to build trust with your audience is to be relatable.

Use these hooks when you want people to relate, comment, and feel the warm fuzzies.

1. Connection

- ◇ I thought there was something wrong with me
- ◇ ["I can't afford you"] 🙄 (a phrase you hate hearing)
- ◇ What is [inner child trauma], anyway?
- ◇ What's your current life soundtrack?
- ◇ I shouldn't be telling you this
- ◇ They'll kill me for sharing this
- ◇ I'm not one to turn down [free food]
- ◇ I threw a tantrum when [they didn't hire me]
- ◇ What did she mean? (share a story from your life that relates to your business)
- ◇ Oops, I messed up
- ◇ 3 "mistakes" that led to success
- ◇ You're the reason I do this. That's why I'm asking...
- ◇ Are you [broke]? I was
- ◇ Don't like [Keto diets]? This is for you
- ◇ I like that you're [nosy]

#2 Curiosity

The story behind the C

“Ugh, she’s going to miss his phone call, assume he got married and leave town. Then he’s going to show up, realize she’s gone and they’ll unravel this mess at the last second.”

I bet you know how the movie is going to play out before it does.

That’s because our brains are LAZY. They like predictability and patterns. When there’s something out of place, we notice.

The secret to a good curiosity hook is surprise.


If you say “5 things every business needs,” your audience bets they already know those 5 things.

But if you say “5 things every bad business needs,” now they think, “wait, what?”

You must deliver on your promise with a curiosity hook. Avoid clickbait and sensationalism, unless you want to annoy people.

*Use these hooks when you want to get people to stop
and pay attention.*

2. Curiosity

- ◇ You don't need a [website]
- ◇ Are you this [mom]?
- ◇ [A 9-year-old] is a better [seller] than me
- ◇ How to be annoyingly good
- ◇ Could use your thoughts on this
- ◇ Feeling lazy?
- ◇ Epcot, dog 🤮, and the advice of Lauryn Hill
(3 unrelated things that factor into your story/point)
- ◇ Well, that was wild
- ◇ Weirdo.
- ◇ [Name] is having the worst Monday
- ◇ The non-annoying guide to [dating]
- ◇  (one single emoji that relates to your story/point)
- ◇ [Hiring a VA] wasn't worth it
- ◇ I'm quitting on Friday

#3 Conviction

The story behind the C

There's an elephant in the room when you're promoting your services. It belongs to your prospective clients.

The elephant says, *"Will this work for me, can I really do it, will I get results, I've tried before, things are in my way, yeah but..."*

The third C is where we eliminate objections and we talk to the elephant.

We say, *"Hey I see you hiding in the corner and I want to make you feel at ease. I want you to understand why this matters and I want you to be excited about it! And would you mind flapping your ears, because it's really delightful when you do that."*

It's also the C where you get to show off your beliefs.

You started this thing for a reason. Now it's time to share.

Use these hooks to showcase your conviction in your offers and why you created them.

3. Conviction

- ◇ 7 things it'll do for you, and 3 that it won't
- ◇ The original sin of [intermittent fasting]
- ◇ Let's build the perfect [resume] in 5 steps
- ◇ What to do if [you hate public speaking]
- ◇ What is a [BHAG] and why you should have one?
- ◇ 1 new thing and 2 surprises
- ◇ 11 reasons why they joined (which matters to you?)
- ◇ No [previous experience]? Or [technical skills]? No problem
- ◇ Stop being [shy in bed]
- ◇ The most valuable thing inside my program is this
- ◇ [Take action] BEFORE you get into [alignment]?
- ◇ You don't have to be [good at math] to be [financially savvy]
- ◇ Don't like [social media?]. You're going to love this
- ◇ The [3-minutes] after [an argument] are the most crucial

#4 Conversion

The story behind the C

If you came over on a random Wednesday afternoon, you'd find me on my laptop sipping coffee out of a **Gilmore Girls** mug while I go through browser tabs I've had open since approximately 17 days ago.

Oh yeahhhh, I'd been meaning to look at that.

A lot of us have stuff we've been **meaning to do**, like get rid of the sailor jeans we impulse bought that are an insult to seafarers everywhere, organize the spice cabinet, or watch that video explaining how the stock market works.

Your offers shouldn't be something someone means to do. **Because** if they mean to do it...they won't.

Conversion hooks are a **final roll call**.

Use these hooks during the final push phase of a launch, as CTAs, or as reminders for a webinar.

4. Conversion

- ◇ My [productivity] never took off until
- ◇ How [Mary] got her first [win] in 2 hours
- ◇ [\$10k speaking engagements] could be yours too
(highlight a result your clients get)
- ◇ The choice is yours
- ◇ "OMG, I love [Name]"
(phrase your client would love to hear)
- ◇ Become a [top Etsy seller] in [4 weeks]
- ◇ Sick of [your 9-5]? Open before 8pm EST
- ◇ Every successful [marriage] has this
- ◇ [Name], 59 minutes to go
- ◇ [Counting calories] gets overwhelming + makes you want to quit
- ◇ We're waiting for you inside [name of your program]
- ◇ I thought you wanted [to get your book published]
- ◇ You don't want the bonus? : Today ONLY
- ◇ Hesitating on spending the 💰 ? I've got you
- ◇ !! You can still squeak by the deadline 🔊



YOUR IDEAL CLIENT CAN'T WAIT TO SAY
"YES!" TO YOUR SHINY HOOKS

Want this to be you?

- "My website makes sense to someone other than me"
- "Prospects are commenting and DMing me on social."
- "I have a waitlist for my program for the first time ever."
- "I had a lead say that my website made her feel seen"
- "My engagement on social went up just by tweaking copy."

Ready for the next step? Get your ["4 C's of Copywriting Appraisal Session"](#).

I'll evaluate your website and social media based on each C. You'll also get a Step by Step Plan on what to change based on [your specific business goals](#).

It's like a 1:1 meeting with the **Fairy Godmother of Copywriting** (that's me). We'll take your current messaging aka the pumpkin, and turn it into a carriage.

Plus, this carriage has no midnight curfew.

[Get my 4C's of Copywriting Appraisal](#)