

WRITING A HOOK

A good HOOK should reel your audience in, getting their attention and making a connection.

Types of hooks:

- Put questions in their head—but don't tell them everything
- Set the scene
- Put the reader in the middle of the action
- Start with some dialogue
- Introduce the main character
- Start with a question, interesting fact, or a definition
- Describe emotions or thoughts
- Surprise your audience-give them something unexpected