

TEMPLATE: Hook Writing (Spring 2021)

[WRITE STORY HERE.]

[HOOK WRITING.]

STORY CONCEPT/MINI-INVENTORY:

- **Summary/Key Points of the story:**
 -
- **Key Lesson/Takeaway/Learning (1 sentence):**
- **Three Ds to Include**
 - Key Dialogue/Quotes:
 -
 - Key Descriptive Elements (ie., Physical descriptions; Location Descriptions; Mannerism Descriptions):
 -
 - Key Depth (ie., Statistics; Quotes/Commentary from experts; Quotes from research):
 -

HOOKS:

- **CLIFFHANGER**
 - 1-12 sentences that setup the dramatic part of the story
 -
 - + **CLIFFHANGER STATEMENT** →
 - But what he didn't know then was this would change everything...
 - This would set off a dramatic chain of events...
 - She couldn't have predicted what would happen next...
- **ANALOGY:**
 - 1-12 sentences that tell a 'seemingly' unrelated mini-example
 -
 - + **ANALOGY STATEMENT** →
 - Much like this story/example/case, [HERO] would also...
- **BOLD CLAIM**
 - 1-12 sentences that setup/tell the story
 -
 - + **BOLD CLAIM** →
 - ... and that can cost you [time/money/effort].
 - This represents a billion dollar issue...
 - This is one of the largest crises facing our world...

- PERSONAL:
 - 1-12 sentences that setup/tell the story
 -
 - + PERSONAL INSIGHT
 - ... I would learn this was just the beginning...
 - ... this would change the way I would understand ...
- TEASER INTRODUCTION/QUOTE:
 - 1-12 sentences that introduce the hero/character
 - + SURPRISING TWIST
 - ... represents the new face of...
 - ... you'd never know...
 - ... I was shocked to learn that...
- TEASER QUESTION:
 - 1-12 sentences that setup/tell the story
 -
 - + QUESTION:
 - Is this something unique or is it something all of us can have?
 - How could I learn more?
 - Where is the world headed?
- TEASER DATA
 - 1-12 sentences that share a key piece of data
 -
 - + STATEMENT:
 - This represents...
 - This is potentially...
 - This was just the beginning...