

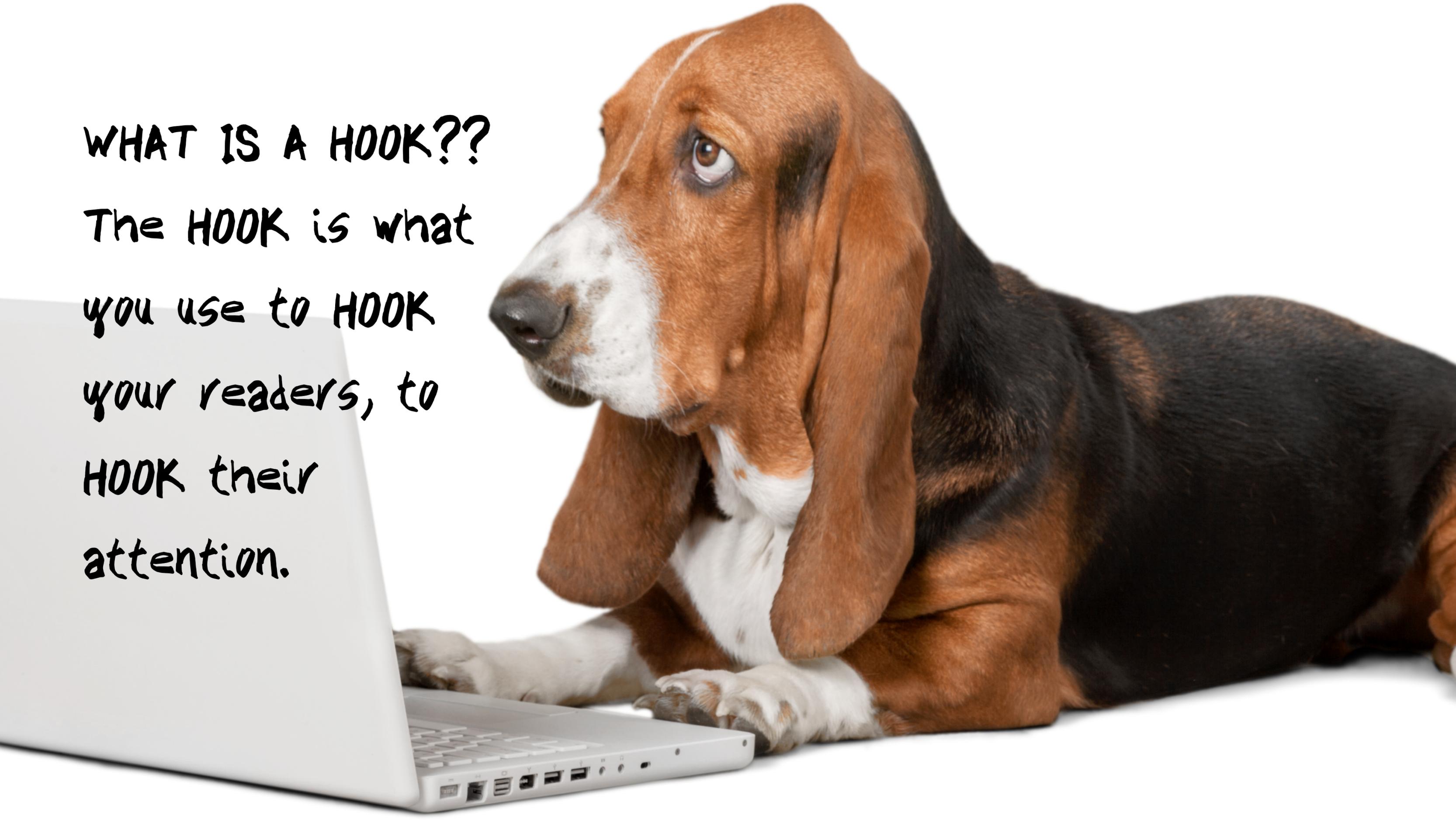
The Happy  
Hooker

Your Five  
Built-in  
Marketing  
tools.



WHAT IS A HOOK??

The HOOK is what  
you use to HOOK  
your readers, to  
HOOK their  
attention.



HOOK # 1  
YOUR TITLE  
Make it  
intriguing!



HOOK #2  
YOUR COVER  
IS IT EYE-  
CATCHING?





HOOK #3  
YOUR BLURB  
Make them want more!



HOOK # 4  
YOUR FIRST  
CHAPTER  
DON'T PUT THEM  
TO SLEEP!

HOOK # 5 YOUR BIO  
NOT YOUR LIFE HISTORY!



Does your  
book have  
the Five  
Hooks?





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