

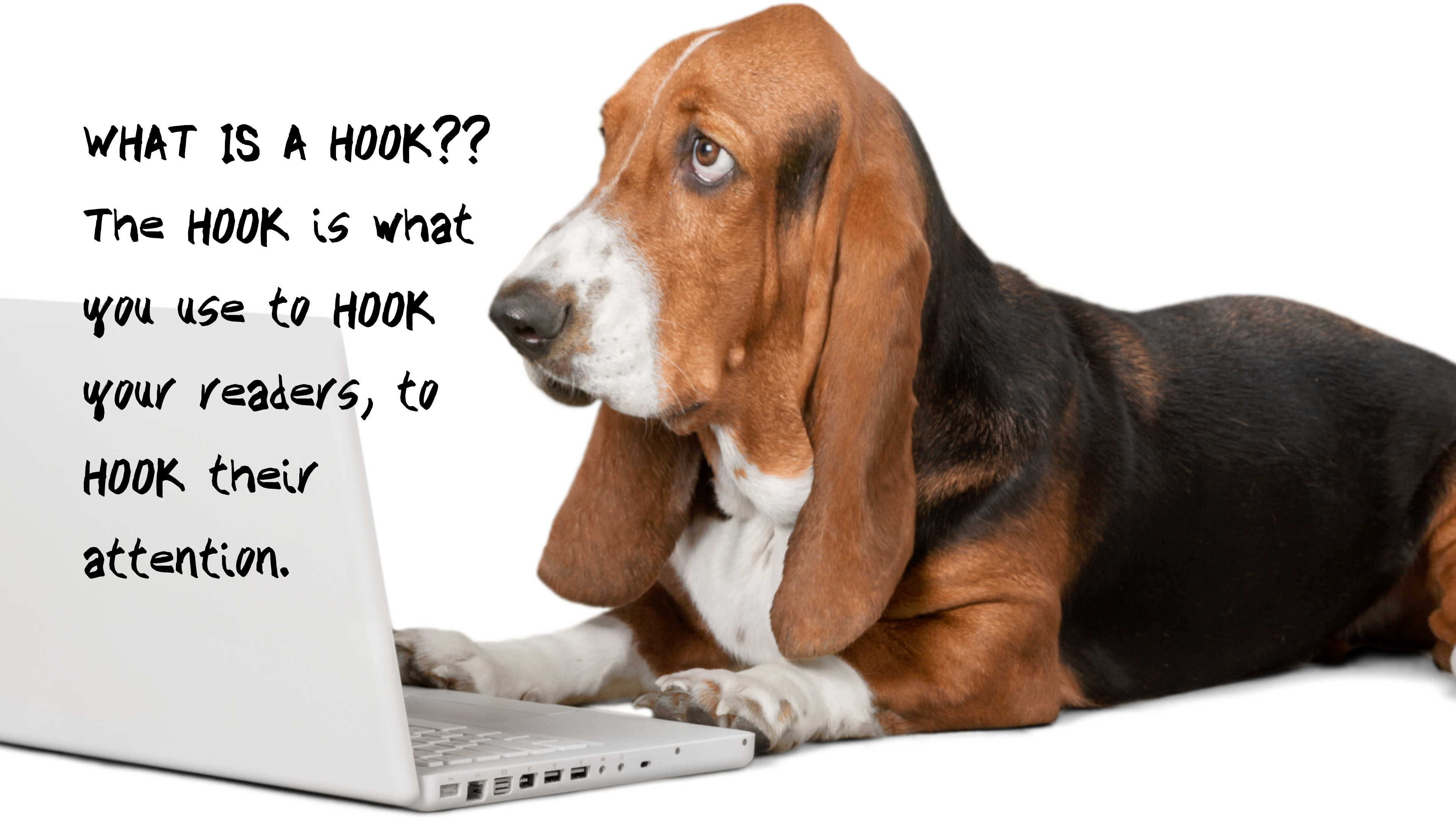
The Happy
Hooker

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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