



THE HOOK

Marketing strategies



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THE HOOK

What is THE HOOK?

The HOOK is what you use to HOOK your readers, to HOOK their attention, to hopefully get them interested enough to buy your book. It is your one and only chance to “Make the Sale, or Get the Job.” If that sounds unusual, it isn’t really, it’s salesmanship.

Let’s try this.

You have written a book. You want to publish it because:

1. You think it is good.
2. You want to share it with others.
3. You want people to buy it.
4. You want to make money.
5. You want to get paid for your work.
6. You want to help people.
7. You want to inspire people.
8. You want to entertain people.
9. You want to educate people.
10. You love to write and you could care less if people buy your book. (Perhaps we

should leave that one out?)

You do have several chances to make that first impression, not unlike meeting someone for the first time. It’s like a job interview, and in a way, that is exactly what is happening. You are being interviewed by someone, (a potential reader), and you hope they will buy your book. (You will get the job)

The first thing they see is your TITLE.

HOOK #1 – TITLE

On Amazon or any book site, the TITLE is your first HOOK. If the Title holds no appeal to the reader, he/she will slide right by yours until he/she finds one that will catch their interest. (These are all Marketing Strategies, by the way.)

The MODERN READER or TODAY’S READER is usually on their mobile device, computer, iPhone, and surfing to find something of interest. Unless they specifically know what it

is they are looking for, they are surfing. They are already in their chosen category (Fiction, Non-fiction, Romance. Action/Adventure, etc.) That part is already accomplished.

What does your title say about your book? Does it reflect some sense of the book? Are you completely satisfied with this title? One of the benefits of Self-Publishing, especially on Amazon and KDP (Kindle Direct Publishing), is, you do have the option to make changes. Choose your title carefully so that it reflects what your book is about. If there is something about the title you aren't comfortable with, then work on making it better. Remember, this is what will attract your reader.

HOOK #2 COVER

Your potential reader likes your title, it's interesting and is a possibility. The next thing your reader looks at is your COVER. Covers that are very busy and have lots of action, illustrations, printing, do have merits, remember, the reader is going to be looking at a THUMBNAIL, a postage stamp size of your cover, so plan accordingly. Sometimes less is better. The key ingredients here are; book title, sub-title (if one) and Author's name. These are what MUST show in the thumbnail of your cover.

There are numerous possibilities for you to consider for your cover. KDP and CreateSpace do offer Cover Creator, a program, with which you can DIY a decent cover. I have used both programs and had good results. You can also employ the services of a graphic artist who will create the whole thing for you, also which I have done for some of my books. Todd Engel has designed many of my covers. Here is his information at <https://www.facebook.com/Todd-Engel-Engel-Creative-Graphic-Design/> You will see one of my book covers right in the middle of his banner-display. (Angels in Action)

A web based program (free) for graphic design is Canva.com.

Here is their link:<https://www.canva.com> This program is free to use, and they do offer royalty free graphics. You can also purchase graphics for a very nominal fee.

HOOK # 3 YOUR BLURB.

Your BLURB is your introduction or the short paragraph that you will use for the back of your book cover or the paragraph that you will use to best describe what your book is about when you enter this information into the KDP program. This information will be what the public will read

when they look at your landing page (the basic page on Amazon that has your cover thumbnail, price, and other pertinent information). KDP has already set up this page for you, free, and this is where your potential reader will be automatically forwarded to when they click on the thumbnail of your cover.

This HOOK #3, Your Blurb, should answer these questions:

WHO

WHAT

WHERE

WHEN

WHY

HOW

This blurb will be like a news story on the front page of a newspaper. It should answer those questions, in fact, that is where those W's came from (journalism).

To break that list down, let's do this:

1. WHO – the who is your main character- who are you writing this book about?
2. WHAT – is happening to this character that the reader should, or might want to identify with, to know more about (the plot)
3. WHERE – where is this taking place? in Chicago, Illinois, along the Amazon River, the Angelic Kingdom? The reader should have some point of reference.
4. WHEN – when is this happening? Years ago, right now, in the future?
5. WHY – what cataclysmic event has happened to the protagonist (hero/heroine) that you have written a story about? Why should the reader read on?
6. HOW - will it be resolved? How will this story end? Make this point like a cliff hanger to make the reader WANT to buy the book. (The Sale, or The Job.)

HOOK #4 FIRST CHAPTER

Amazon KDP offers potential readers a peek (look inside) at the first few chapters of your book, right on your landing page, which gives the reader a better idea of what your book is all about. This is a clever bit of marketing that KDP has already done for you. Your first chapter should

also answer those five 'W' questions. Here is where you set up your story (plot) and characters. If they get this far, they are interested, and will probably purchase the book, if not now, then soon. KDP also offers the following, (built right into your landing page)

Read for free – Kindle Unlimited – you still get royalties for this option.

Kindle Matchbook – which ties your print and e-book together.

Buy now with one click – making this easy for the reader.

Deliver to the reader's device (iPhone, tablet, etc.)

Send a free sample

Give as a gift

Add to your list (this has a pull-down screen with the following:

Kindle Wish List (private)

Shopping list

Kindle Wish List (public)

Gift Ideas List

And finally, if none of the above work, a *Create a List option*.

So, you see, Amazon has done all this marketing for you, and obviously offers all these choices so the reader does not leave your landing page empty-handed. All very clever marketing tools, which benefits both the Author and Amazon.

NOW, TO SUMMARIZE:

Your Four Hooks:

TITLE, COVER, BLURB, AND FIRST CHAPTER

REMEMBER:

IF THEY DON'T GET THE HOOK,

THEY WON'T BUY THE BOOK

Happy Writing,

Sharon

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