

The Hook System

PART 1: Overview + The Avatar's Diary

What is a hook? A big idea? We'll cover that, plus how to speak the **precise** language of your ideal avatar by leveraging Empathy Mapping, clever resourcing, and The Avatar's Diary™.

Jon Benson

Billion-dollar Copywriter
Godfather of the VSL
Creator and CEO, CopyPro and Now VSL
Creator of The Hook System





Please don't be a dick. Keep these materials to yourself and your team members so I don't have to track you down and you end up moving to some third-world hellhole, all because you wanted to save a few bucks. You're awesome.

The Hook System is a **3-part** training program:

PART 1

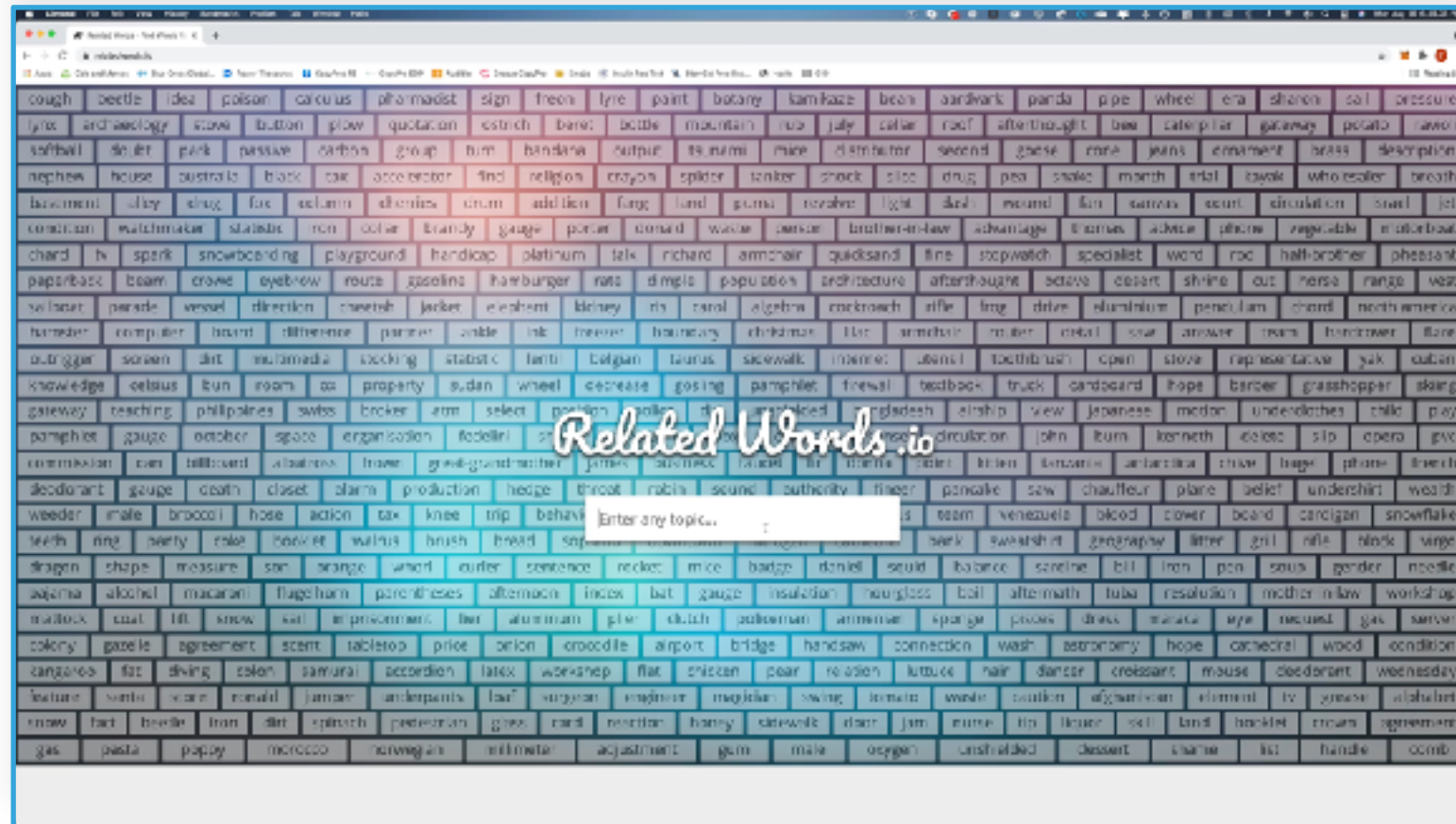
The Avatar

Your ideal prospect or customer; the lowest of low-hanging fruit to sell to; someone who would willingly share your product or service with their friends and buy most everything you ever offer; **a raving fan.**

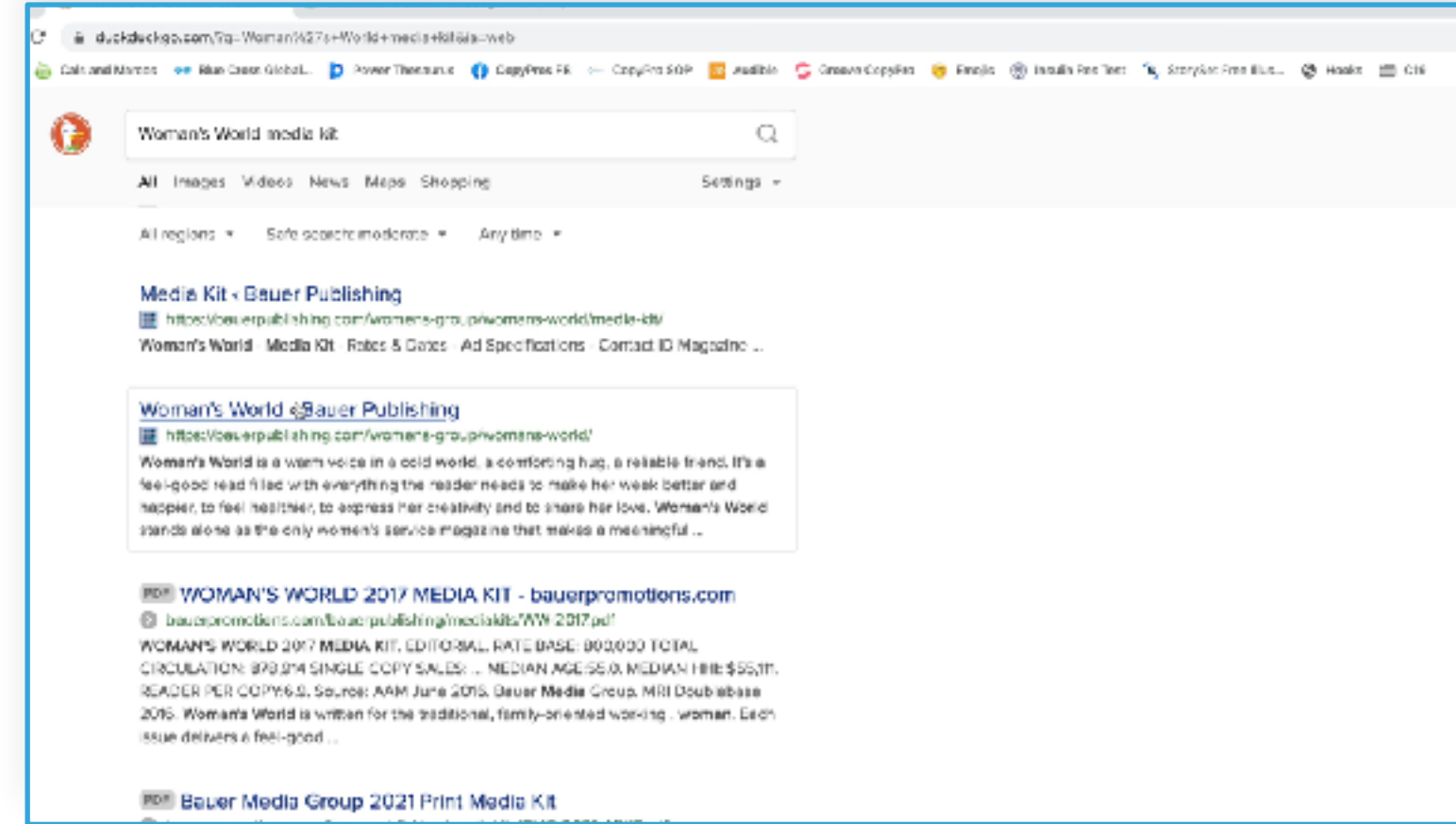
Without knowing your avatar virtually as well as they know themselves, you cannot create monster hooks or big ideas

AVATAR TOOLS

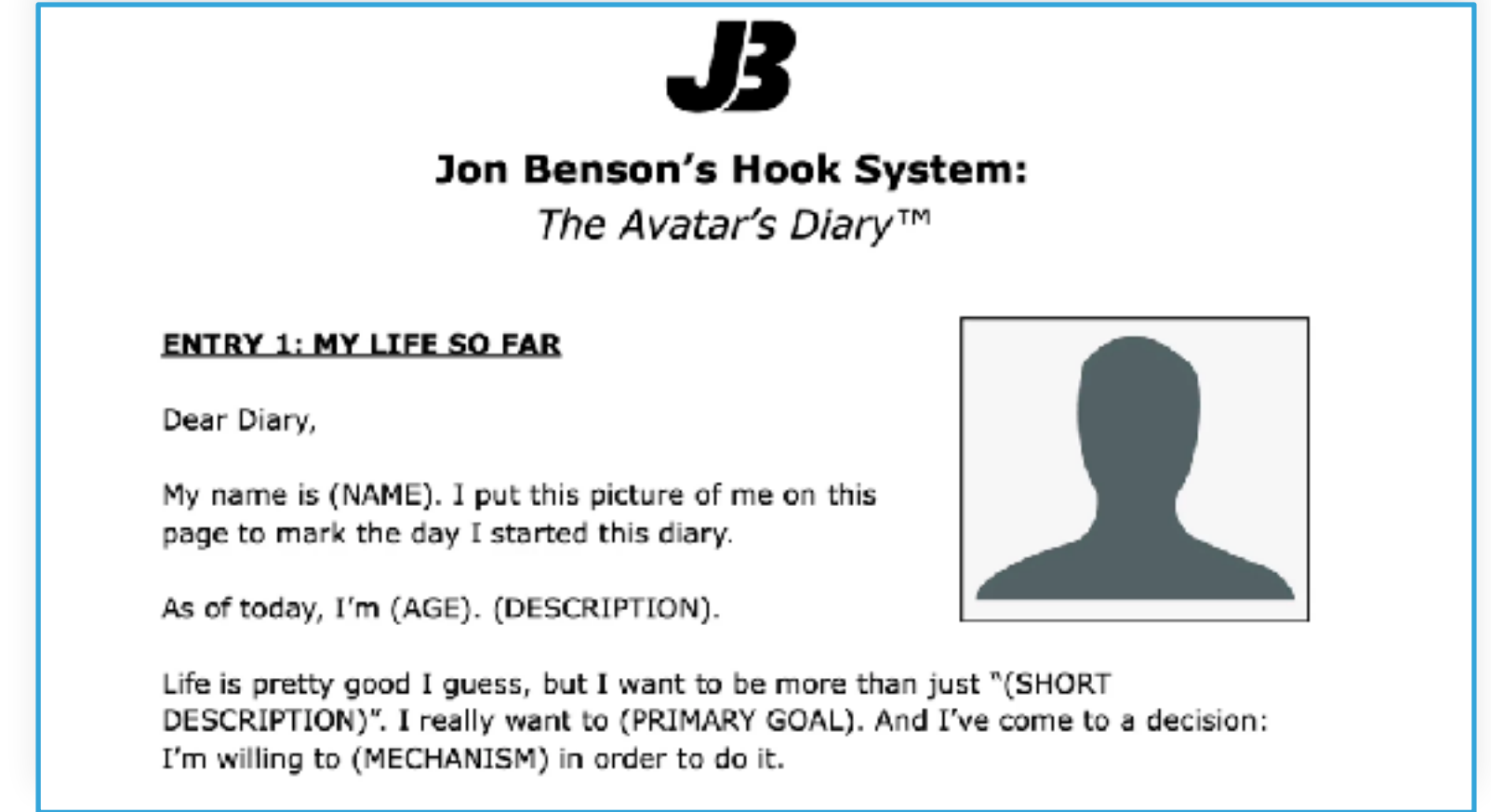
SITES



SEARCHES



THE DIARY™



PART 2


The Hook

A **phrase** of a beneficial, frightening, or even neutral tone that speaks to your prospect's mindset and stands out as unique, intriguing, or essential, and created to capture attention.

Hooks can run as headlines, ad campaigns, and form the basis of a sales letter, although they are not as **layered as big ideas.**

HOOK TOOLS

THE DIARY™


Jon Benson's Hook System:
The Avatar's Diary™


ENTRY 1: MY LIFE SO FAR

Dear Diary,

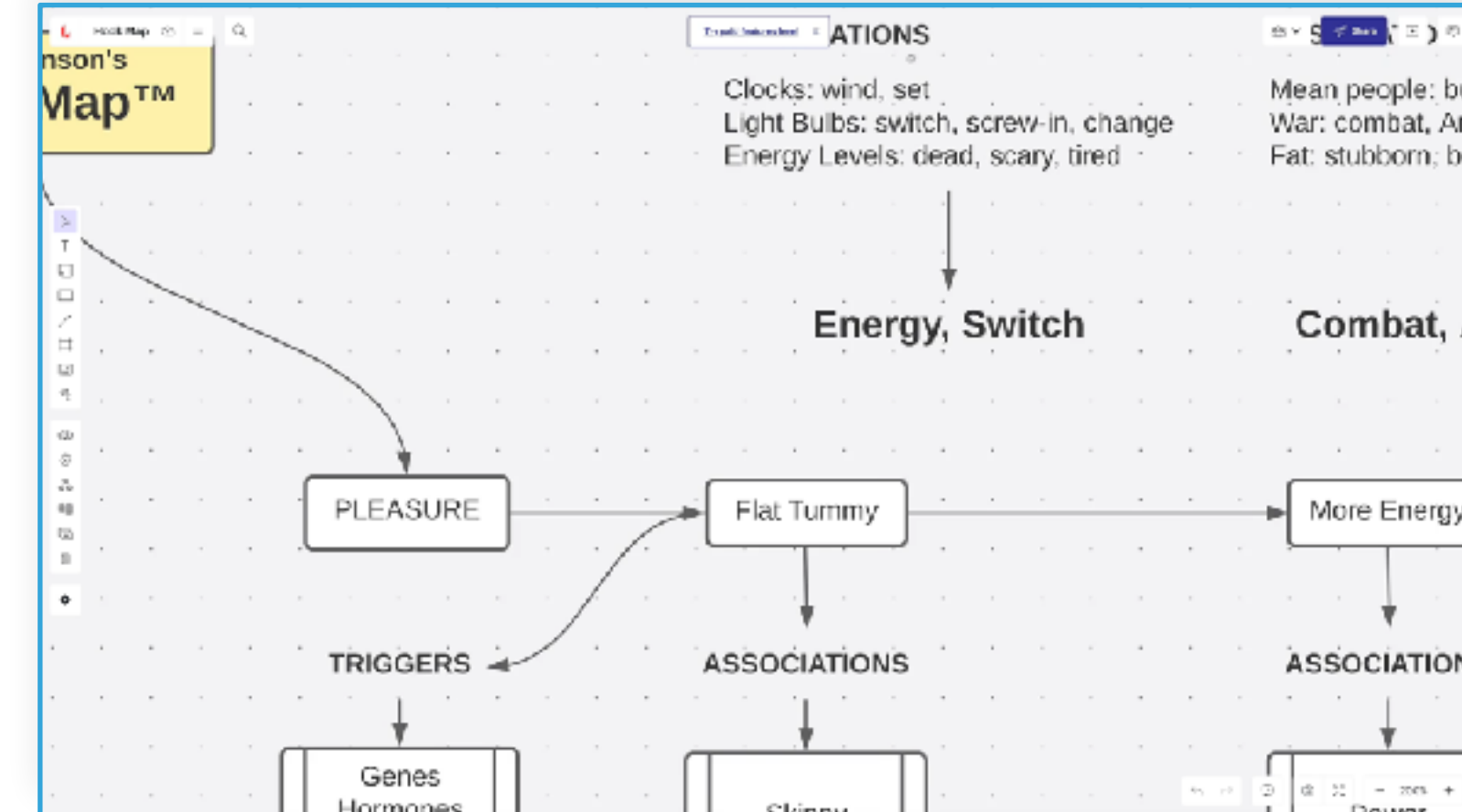
My name is (NAME). I put this picture of me on this page to mark the day I started this diary.

As of today, I'm (AGE). (DESCRIPTION).

Life is pretty good I guess, but I want to be more than just "(SHORT DESCRIPTION)". I really want to (PRIMARY GOAL). And I've come to a decision: I'm willing to (MECHANISM) in order to do it.



HOOK MAP™



PART 3

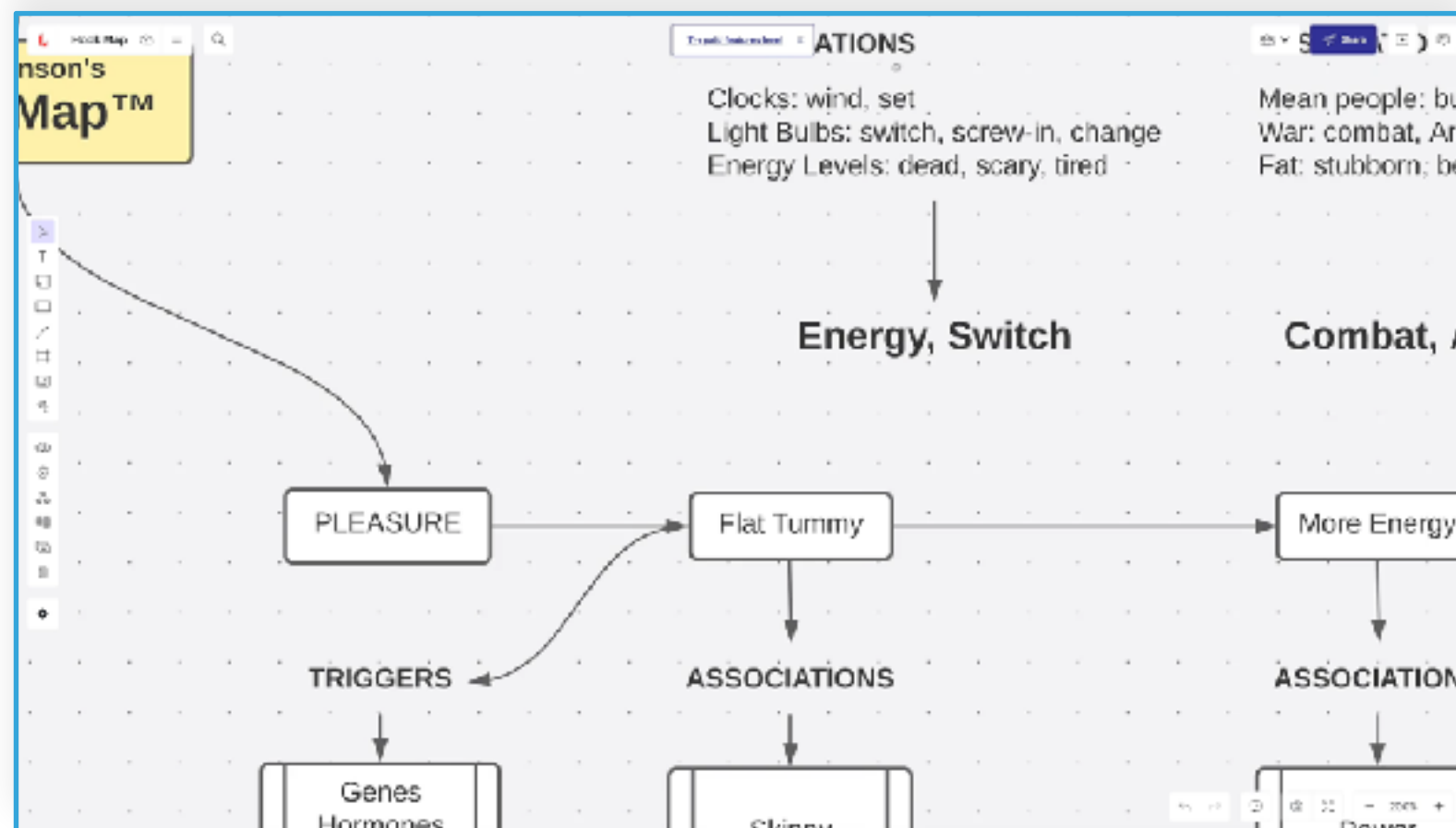
The Big Idea

A **concept** of a beneficial, frightening, or even neutral tone that hints at a **changing paradigm**, and usually requires the telling of a **story**. Big Ideas always direct the copy from start to finish, are often life-changing, and require no additional hooks or angles.

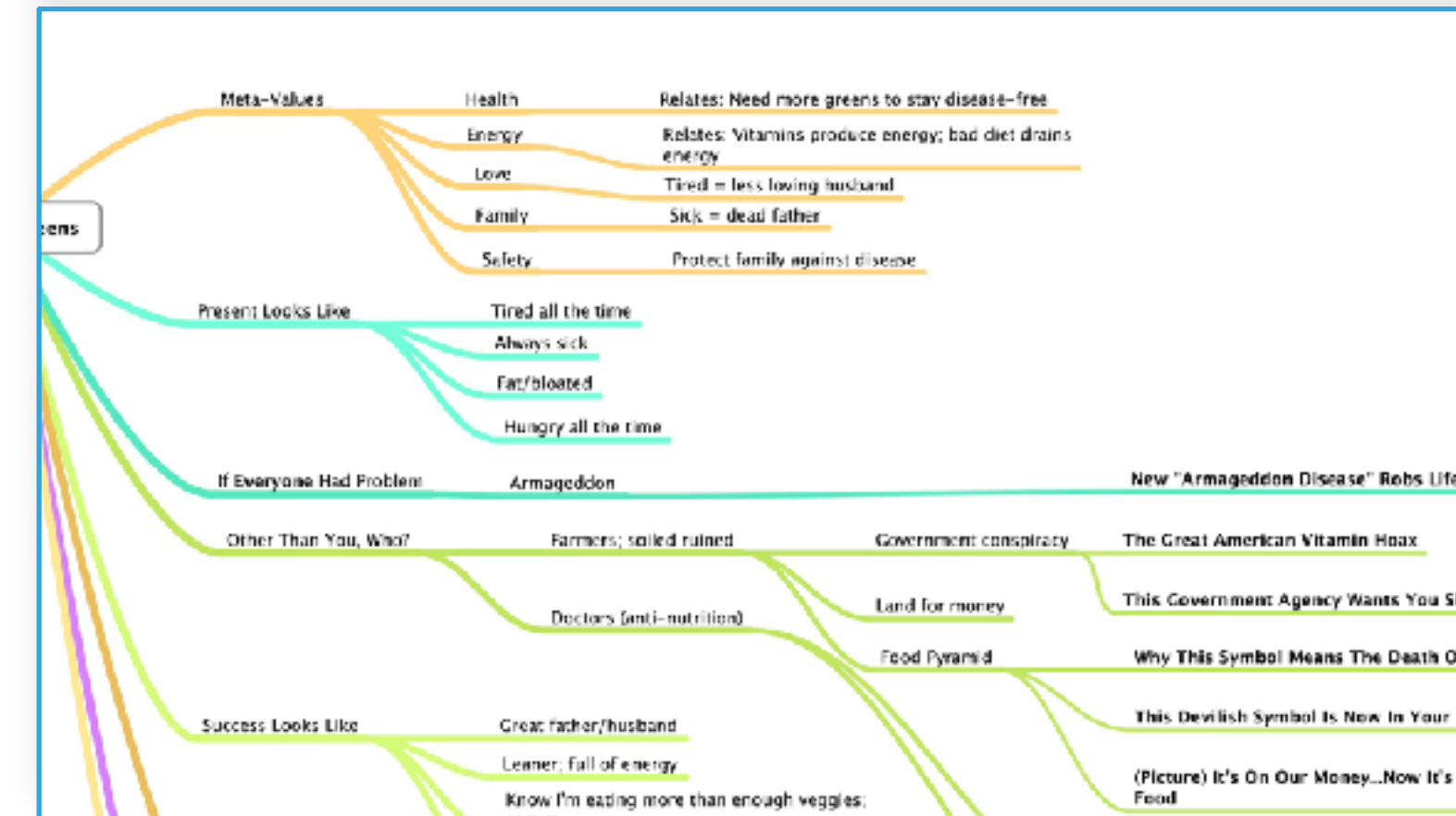
Big ideas, unlike hooks, are always life-altering paradigms, and should serve as the **only idea within a campaign.**

BIG IDEA TOOLS

HOOK MAP™



BIG IDEA MAP™



This lesson is not instruction on how to create or alter hooks. That instruction comes over the next few lessons and depends
ON 1 THING:

KNOWING YOUR AVATAR

**But here's a quick taste
and a few samples of basic
hooks just to **whet** your
creative glands...**

TIP

I give hooks a **Hook Magnification Score (HMS)**. This score is based on how deep the initial curiosity is plus how large it can be **magnified**.

HMS

RATINGS

- 1 Helpful
- 2 Important
- 3 Essential
- 4 Unique
- 5 Life-Altering

Basic (Lame) Hook Examples

Foods That Burn Fat

What To Text Your Ex To Get Her Back

What Warren Buffet Does Before He Trades

Foods That Trigger Joint Pain

Pick-up Lines From An Unattractive Guy Who Dates Attractive Women

Big Idea Examples

The End Of America

Beechwood-Aged

There's A New Railroad Across America

Americans "Piggy-Backing" Canadian Social Security

Protein = Pain

Hook Magnifiers

Mystery

Uniqueness

Numbers

Authority

Urgency

Danger

Topicality

Layers

Intrigue

Visuality

Specificity

Rapidity

Magnifying Hooks

Foods That Burn Fat = 1

4 Foods That Burn Fat = 2-3

Numeric

4 "Healthy" Foods That Destroy Weight Loss = 3

Numeric
Intrigue
Danger

Doctor Says They're **Metabolic Landmines:**

4 Diet Foods That Instantly Derail Weight Loss = 4-5

Numeric
Intrigue
Danger
Authority
Visuality

*Doctor Calls It "A **Metabolic Landmine!**"*

"Fat-Storing Protein" Sabotages Weight Loss = 5

Numeric
Intrigue
Danger
Uniqueness
Authority
Visuality
Layers
**MAKINGS OF A
BIG IDEA**

LET'S DIVE IN TO KNOWING

Your Avatar

Your goal as a marketer or copywriter is to make your avatar feel **known, seen, validated, and understood**. This is best accomplished by using **empathy maps**.

The best empathy map you'll ever use is **The Avatar's Diary**

About The Avatar's Diary

I want you to picture coming across a girl's or a guy's diary when you were back in high school.

Sure, you felt guilty...but you also felt as if you and you alone were able to peer into their hidden recesses, desires, and feelings kept apart from the world.

That is how I want you to feel about your avatar: as if you know their **outward and inward desires.**

And that's why I created **The Avatar's Diary**

This will act as a **first person** account of your avatar's hopes, dreams, fears, complaints, and much more, becoming a kind of **SALES MANIFESTO**

**What's great is it's 100% ethical
and you don't ever have to
steal anything :)**

Start With Reconnaissance

Now, if you're going to "borrow" someone's diary, especially someone to whom you want to sell to, you first need to do some **reconnaissance work**.

Most marketers and copywriters rely on surveys to do this, but here's the problem: **people won't tell you what they'll say anonymously** (The Diary Effect).

So you'll be traveling to the places they go and reading what they are saying to the **digital bartenders**.

SITES FOR WORDSMITHING

smartblogger.com/power-words

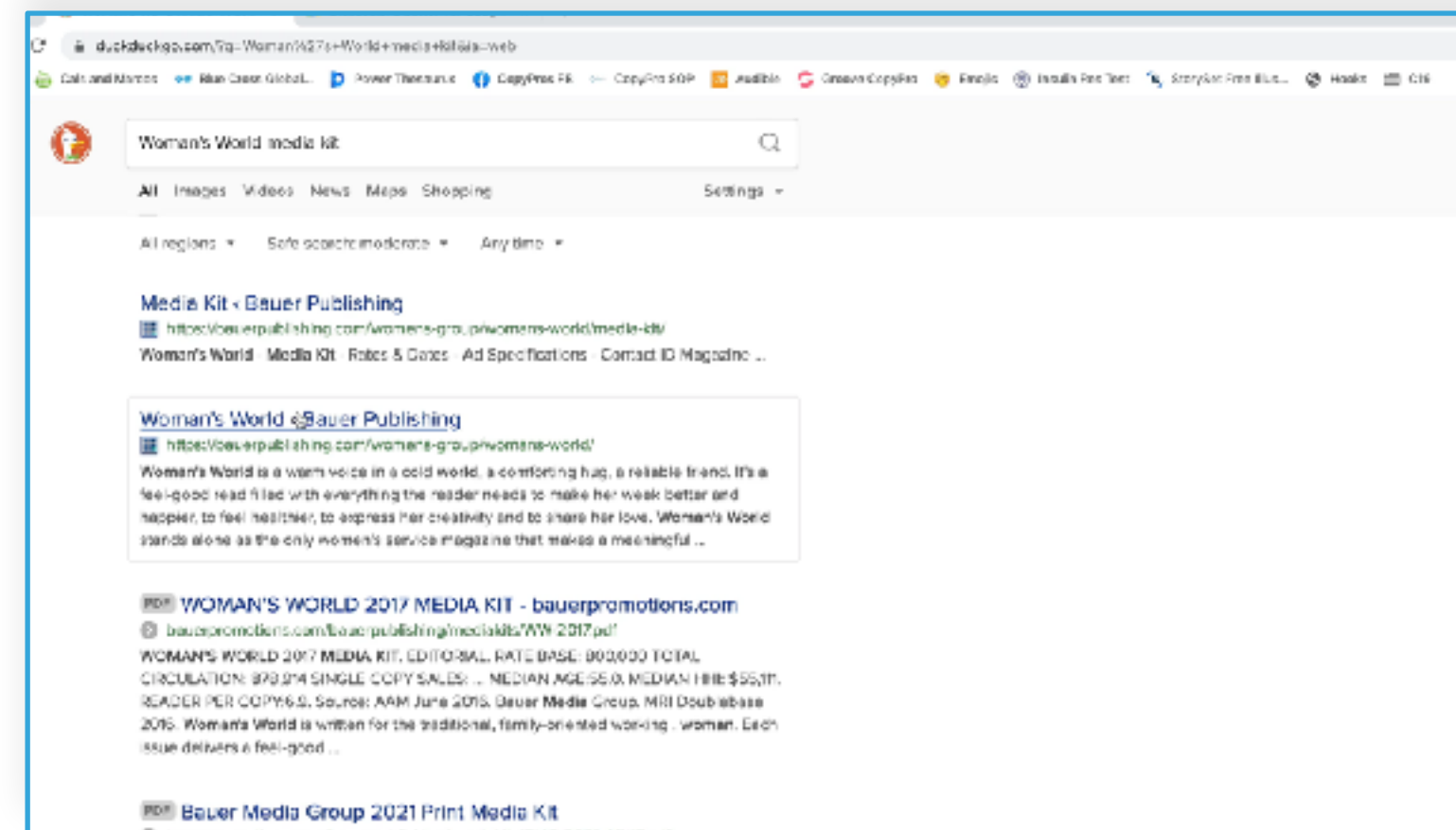
relatedwords.io

thesaurus.com

wordunscrambler.net/word-combiner.aspx

AVATAR'S DIARY: TOOL #2

SEARCHES



SEARCH TOOLS

Google Discussions Plugin

“Spy” on your avatar in forums and mediums that serve as digital bars.

Search the store

Extensions

Themes

Categories

All

Features

- Runs Offline
- By Google
- Free
- Available for Android
- Works with Google Drive

Ratings

- ★★★★★
- ★★★★★ & up
- ★★★★★ & up

Tabby Cat
A new friend in every tab

Recommended For You

View all

SEARCH TOOLS

Google Discussions Plugin


“Spy” on your avatar in forums and mediums that serve as digital bars.

Media Kits


National magazines have done a lot of the hard work for you...borrow it.

Tempo Runner
153 3 154

has shutdown your fat burning process. I have been doing about 1200 a day now for exercise too. I have lost 89 pounds in 11 months. Also, what are you eating? Are you eating with sugar and salt?


I-train-hard
Hill Runner
207 4 144

10-12-2015 07:41
SlimPrinny - your body is on save mode. It will save every kcal you give it to your body. Simply- you are harming yourself. Stop doing your diet and for one full day eat what you want. I don't give a **ahem** what you eat on that day. Don't count your calories.
What is your age- weight?


SlimPrinny
Recovery Runner

10-12-2015 07:55
Thanks Trooper,
I had a feeling that the starvation mode had kicked in, but v
calories a day, then when I exercise that increases. I rarely

SEARCH TOOLS

Google Discussions Plugin

“Spy” on your avatar in forums and mediums that serve as digital bars.

Media Kits

National magazines have done a lot of the hard work for you...borrow it.


Amazon Reviews

When your avatar takes the time to leave a review, you damn well better read it.

Intermittent Diet for Women Over 50: The Complete Beginner's Guide to... > Customer reviews

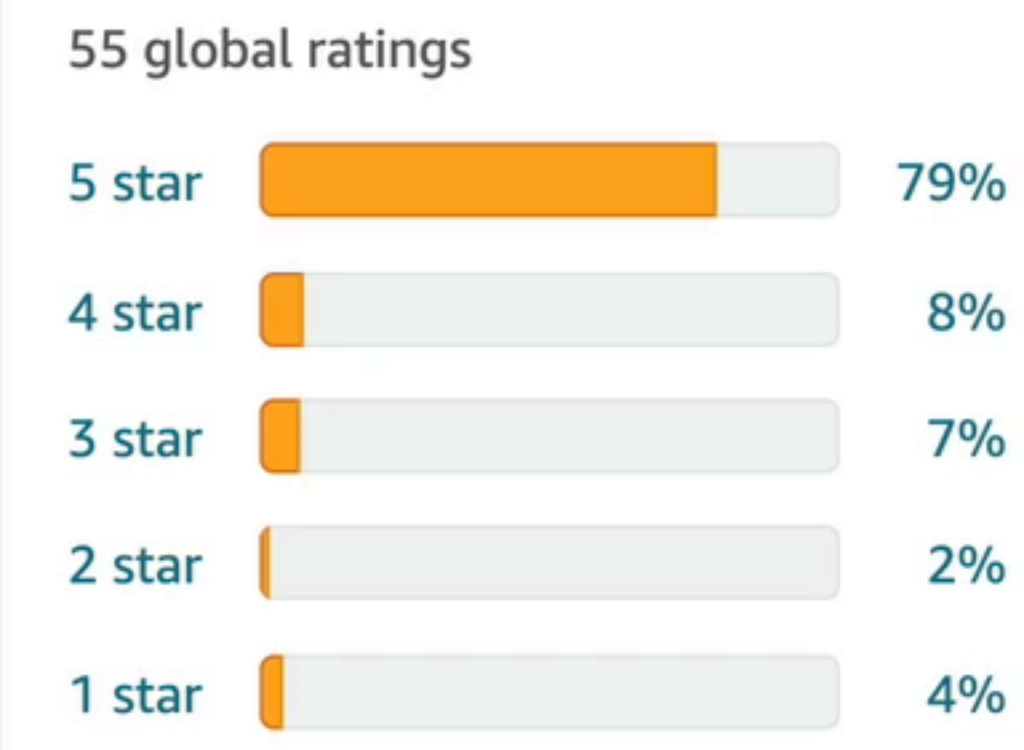
Customer reviews

★★★★☆ 4.5 out of 5



Intermittent Diet for Women Over 50: The Complete Beginner's Guide to Weight Loss, Inc

by Nigel Methews



Write a review

How are ratings calculated?

Search customer reviews Search

SORT BY **FILTER BY**

Top reviews All reviewers All stars Text, image, video

55 global ratings | 3 global reviews

From the United States

SEARCH TOOLS

Google Discussions Plugin

“Spy” on your avatar in forums and mediums that serve as digital barkeepers.

Media Kits

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Amazon Reviews

When your avatar takes the time to leave a review, you damn well better read it.

Quora

Questions, answers, and often entire email campaigns written by your avatar.

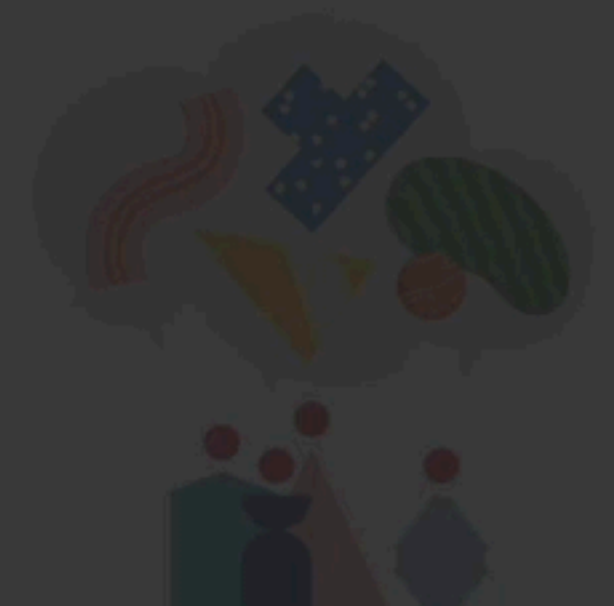


Add

- + Create Space
- Coronavirus
- Finance
- Fashion and Style
- Design
- Sports
- Visiting and Travel
- Books
- History
- Food
- Science
- Music

Trent, you can create a Space!
 A place to share your interests, curate content, and host discussions.

[Discover how](#) [Learn more](#)

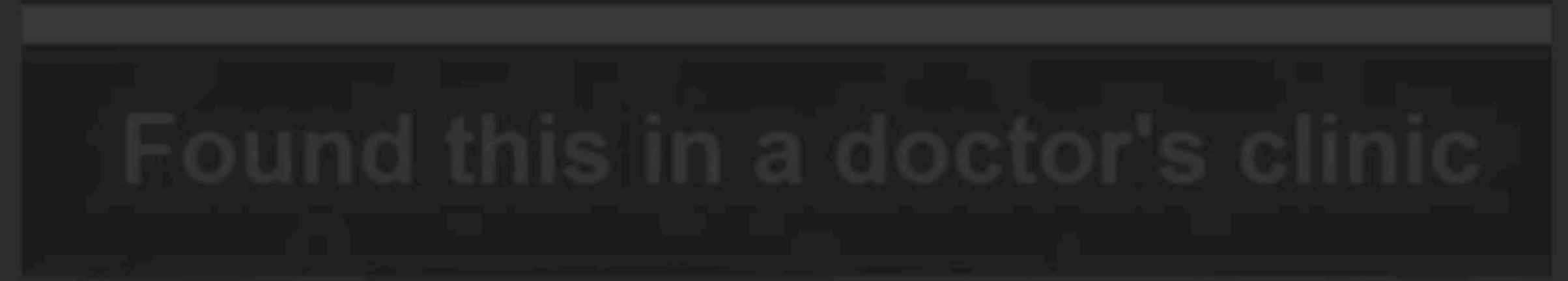


Trent Tyler

What is your question or link?

Coronavirus
 Posted by Mitchell Tsai · August 5

[Humor] 😊 ... (more)



Improve Your Feed

- Visit your feed
- Follow 4 more Spaces
- Upvote 5 more good pieces of content
- Ask a question
- Add 3 credentials about where you live, work or study
- Answer a question

Spaces to follow

World History
 My answers on World History here

SEARCH TOOLS

Reddit

Massive database of uncensored avatar musings on the stuff you're selling.

Search Reddit

Trending today

Covid-19
Houston man shot 6 times last week still waiting for surgery a...
r/news and more

PROMOTED
TWD Is Back
Watch the epic new season premiere early on AMC+.
u/AMCPlus and more


Poland
Poland is making The Office copy. Release within end of th...
r/DunderMifflin and more

Tier List
So with all the debate around the characters being too sexy I...
r/LeagueOfMemes and more

Popular posts

UPDATES FROM REDDIT

Our User Agreement & Privacy Policy
We've updated our User Agreement and Privacy Policy. Take a look, as the changes take effect 09/12/2021.



Hot Everywhere New Top ...

Top News Communities

- r/olympics
- r/UpliftingNews
- r/nottheonion
- r/worldnews

r/AskReddit · Posted by u/pinatastic 17 hours ago 42 26 35 & 26 More + Join

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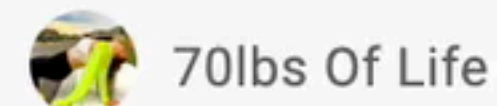
YouTube Comments

Often left anonymously, it's like an avatar goldmine of what to do and not to do.



Weight Loss Motivation | How I Lost 50 pounds quickly

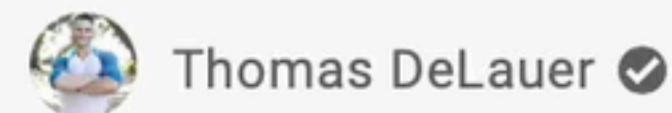
1.2M views • 4 years ago



Weight Loss Motivation and How I Lost 50 quickly. In this week's weigh in video I give you guys a few inside looks on the top ...

How to Burn Fat over Age 50 - Comprehensive Guide

1.1M views • 1 year ago



I highly recommend, and this is very, very important, that men and women over the age of 50 make a concerted effort to have their ...

From the video description

4 Best Exercises For Women Over 50

1.1M views • 1 year ago



SEARCH TOOLS

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Massive database of uncensored avatar musings on the stuff you're selling.

YouTube Comments

Often left anonymously, it's like an avatar goldmine of what to do and not to do.

The GOLD Standard: Facebook Groups

You need someone who is like your avatar to do this right. You can find that person on Fivver and pay them to do the research for you. All you need is ONE POST to pull it off:

Create Post



Jon Benson

The NOW Method

Hi All,

I'm new to the group... and honestly I've been afraid to post until today because I'm really struggling with (AVATAR'S PRIMARY COMPLAINT).

Am I alone? I feel embarrassed about it TBH.

What has been your #1 (TOPIC) challenge...and what did you try that worked (or didn't work!)

I would be grateful for any advice. Thanks!

Add to Your Post



Post



AVATAR'S DIARY: TOOL #3

THE DIARY™

JB

Jon Benson's Hook System:
The Avatar's Diary™


ENTRY 1: MY LIFE SO FAR

Dear Diary,

My name is (NAME). I put this picture of me on this page to mark the day I started this diary.

As of today, I'm (AGE). (DESCRIPTION).

Life is pretty good I guess, but I want to be more than just "(SHORT DESCRIPTION)". I really want to (PRIMARY GOAL). And I've come to a decision: I'm willing to (MECHANISM) in order to do it.



Let's open The Avatar's Diary

Recap

In order to create compelling hooks and big ideas, you must know your avatar.

Your goal is to know your avatar virtually as well as they know themselves: to make them feel seen, heard, validated, and understood.

You know how to do this with the site and search tools, and by building an empathy map using The Avatar's Diary as your guide.

Homework

Dive into research tools and sites.

Complete your Avatar's Diary. Be sure to find a picture that exemplifies your avatar. If you sell equally to both men and women, you will need two avatar diaries. If you sell to multiple groups, one for each group. But start with a goal of just one.

Jot down any hook ideas you may have had during the process.

Next Lesson Preview

How to take the reconnaissance work you've done to create your diary and use it to climb **The Hook Map**.

We'll cover how to think more creatively by using Socratic method techniques and mapping **pains, pleasures, triggers, associations, and what else's**.

You'll walk away with dozens of simple hooks, as well as the starting point for your big idea.

QUESTIONS & ANSWERS