

The Hook System

PART 3: The Big Idea Map™

All about how to create **big ideas** that drive entire **life-altering** campaigns, create compelling stories, and tap into the values, sensations, and desires of your ideal avatar!

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.

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.**

You can choose to create a Big Idea for your primary product or an adjacent product.

BIG IDEA TOOLS #1

THE DIARY™



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


ENTRY 1: MY LIFE SO FAR

Dear Diary,

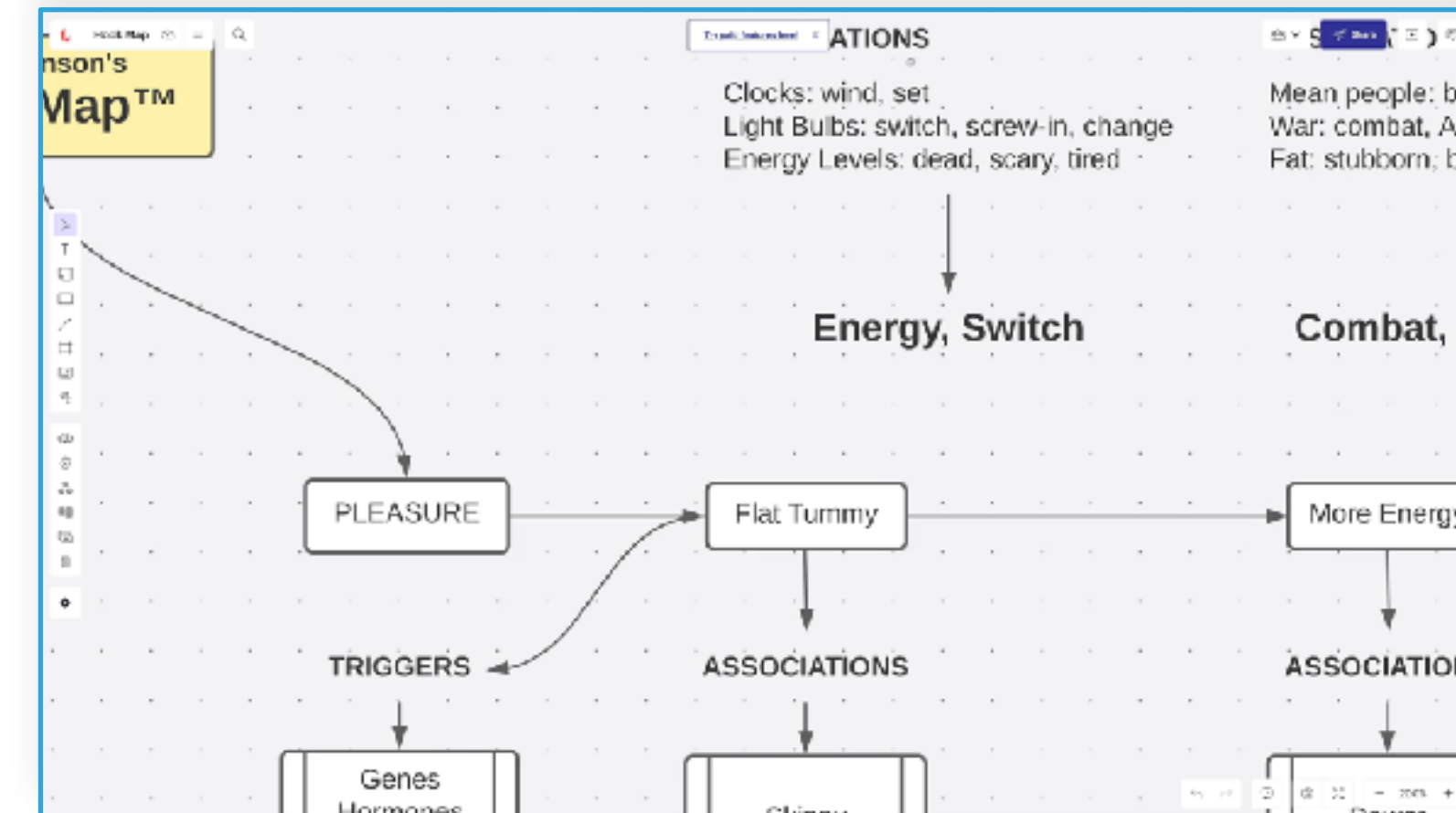
My name is (NAME). I put this picture of me on this page to mark the day I started this diary.

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™



You must start by looking at the data you discovered during The Hook Map exercise.

**However, you want to fill in the
Big Idea Map data using the
Avatar's Diary as a reference.**

WHY?

Because I've asked similar questions in different **vectors. When you change the vector of a question, it can inspire different answers.**

“What do you want?”

A nice lunch, a new car, a faster computer

“What do you value?”

Health, mobility, efficiency

“What do you desire?”

A leaner physique, more freedom, to do work that inspires me



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

ENTRY 1: MY LIFE SO FAR

Dear Diary,

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

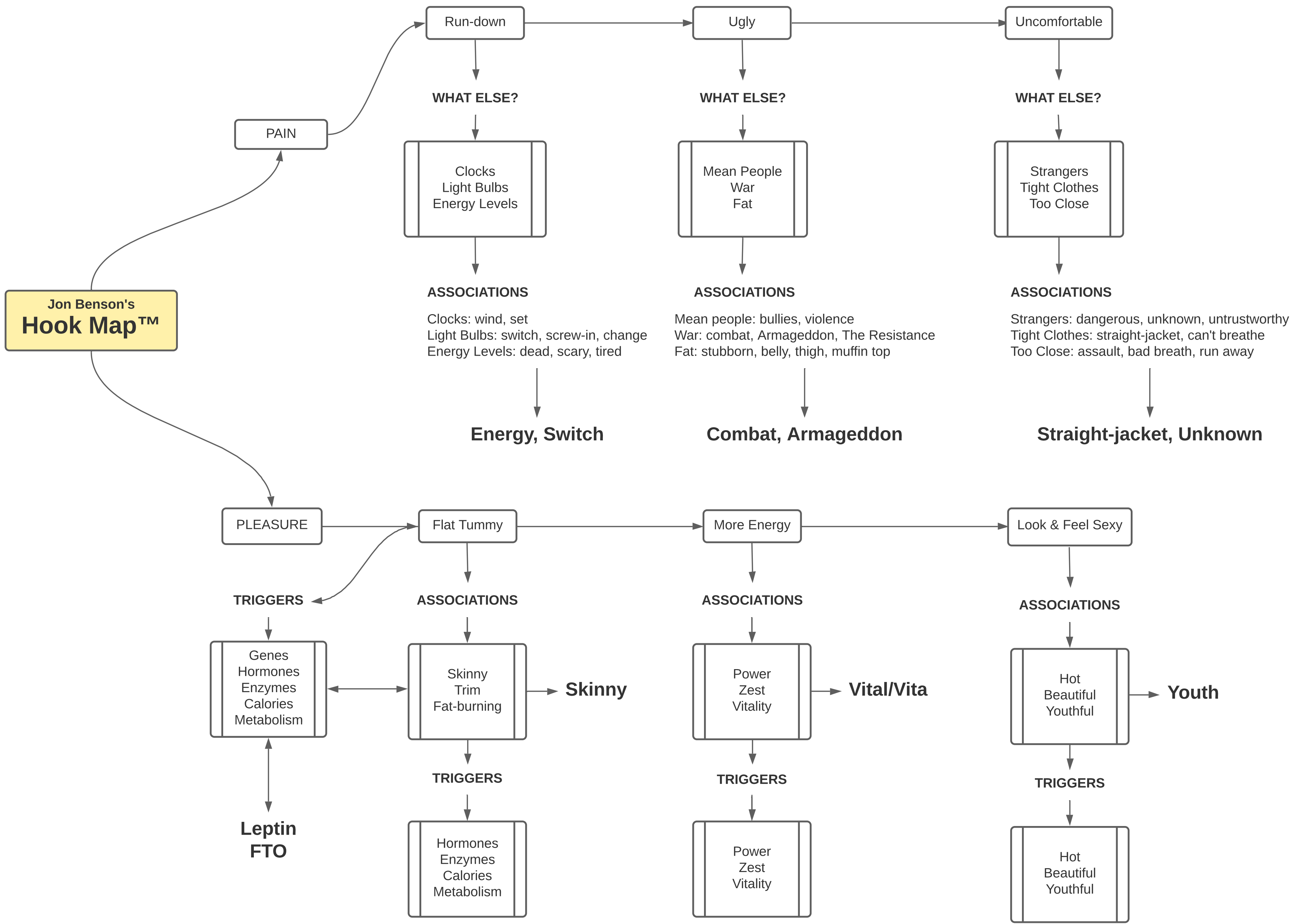


As of today, I'm 53 years old. I'm a mother of 3 wonderful children, and I've been happily married for 27 years. Life here in Boise, Idaho is enjoyable, but now that Cindy is expecting her second child, Chris is about to start his career as a dental assistant, and Sally has finally picked a major (she's going to be a vet), the house is more lonely than usual.

Life is pretty good I guess, but I want to be more than just "an empty-nester mom". I really want to find a sustainable plan that will help me lose the 55 pounds I've put on during my child-rearing years. And I've come to a decision: I'm willing to make whatever changes I need to to my diet in order to do it.

I know, I know...I've tried to achieve this before...and I failed. And I feel like a loser to be honest...and I feel ashamed. I feel ugly - and that hurts to say. Let-down. Worn-down. Uncomfortable all the time. Drained of energy. But here lately I've grown committed...almost desperate.

It's been a series of events. I suppose my primary motivation is to recapture Dan's attention and affection, but I REFUSE to become some kind of "supermom" or live in a gym to achieve my goals. Watching Dan over the past few years pull away from me has been gut-wrenching. We barely make love anymore. I've caught him eyeing Sally's friends - and I suppose I can't blame him. They are young, beautiful, toned...as I used to be. But when he told me the other day, "Brenda, I love you, but I'm just not attracted to you anymore...and I'm willing to work through it with a therapist, but I don't see how it will change."



The Skinny Switch

Leptin Resistance

VitaYouth

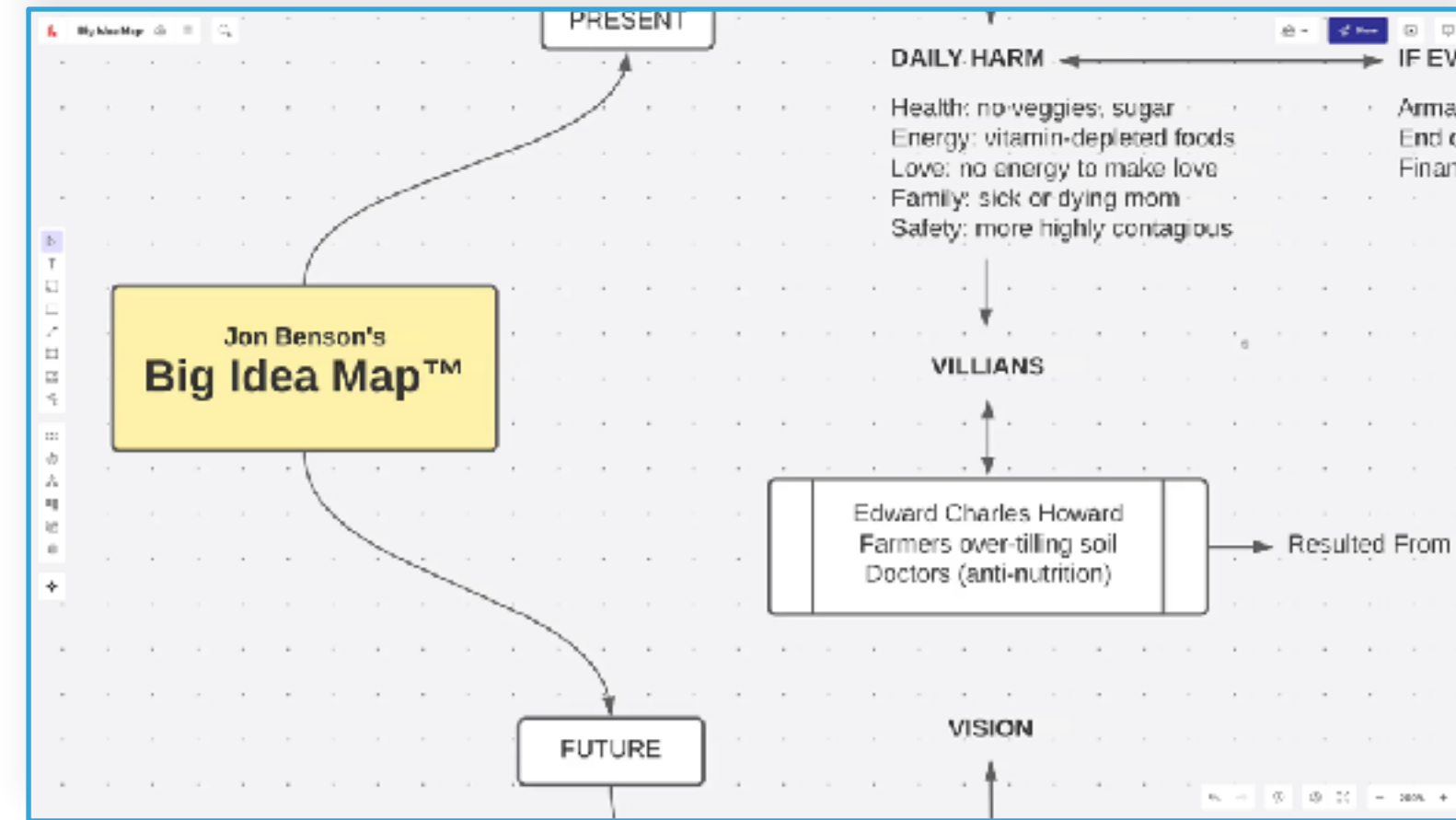
Vital Energy

Fat Combat

Hormonal Setpoint

BIG IDEA TOOL #2

BIG IDEA MAP™



Let's take a look at the
modalities that make up
The Big Idea Map.

Present Modalities: Values

VALUES

What are the **core values** of your avatar?

DAILY HARM

What disruptions are being caused to these core values by your avatar's struggle with what your offer solves?

VILLAINS/RESULTED FROM

What are the greatest sources of misinformation your avatar has been exposed to—i.e. who else is to blame? And what produced these villains?

Present Modalities: Sensations

SENSATIONS

What physical or emotional sensations is your avatar feeling?

IF EVERYONE?

This is **the most important question** for helping you think “life-changing paradigm”: if *everyone* around your avatar, or everyone on the planet suffered these sensations, what would that be like?

Present Modalities: Desires

DESIRES

What is your avatar's vision for their life after transformation?

CINDERELLA STORY

If your avatar's life-after fantasy came true, what would that look like? Think in terms of how they would describe themselves, what inventions or breakthroughs would have happened, how others would see them, etc.

Future Modalities: Vision

VISION

What is your avatar's **long-term** vision for their life as they move from success story to absolute mastery?

FINGER SNAP

If your avatar could snap their fingers and create a product or service that would ideally fit their needs and personality, how would they describe it?

Once you map out all the modalities, you'll create a **word cloud**, as well as a list of **related words and ideas**.

**From this, your Big Ideas
will begin to form.**

The same rules apply that we used to create the Hook Map:

RULE #1

Write through your avatar, not through the lens of your own life or mind or goals. Even speak in their voice in your head.

RULE #2

Set a timer for 10 minutes per Big Idea Map present and future modalities. Stop at 10 minutes.

RULE #3

**Write as fast as you can.
Do not overthink.**

RULE #4

Do not censor or edit yourself during the creation of your Big Idea Map. Let all the ideas flow.

RULE #5

Repeat this process until you have at least 10 words in the word cloud and 10 related words to work with.

Let's open my [Big Idea Map](#) from my Avatar's Diary and inspired by my Hook Map.

You're going to use **SuperSearch
Terms** to help give your **Big
Ideas** some creative impact.

These are common opposites and can be used to generate ideas ranging from descriptors to product titles and more.

Hook & Big Idea “SuperSearch” Terms

Lie

Truth

Problem

Solution

Right

Wrong

Big

Small

Surprise

Disappoint

Good

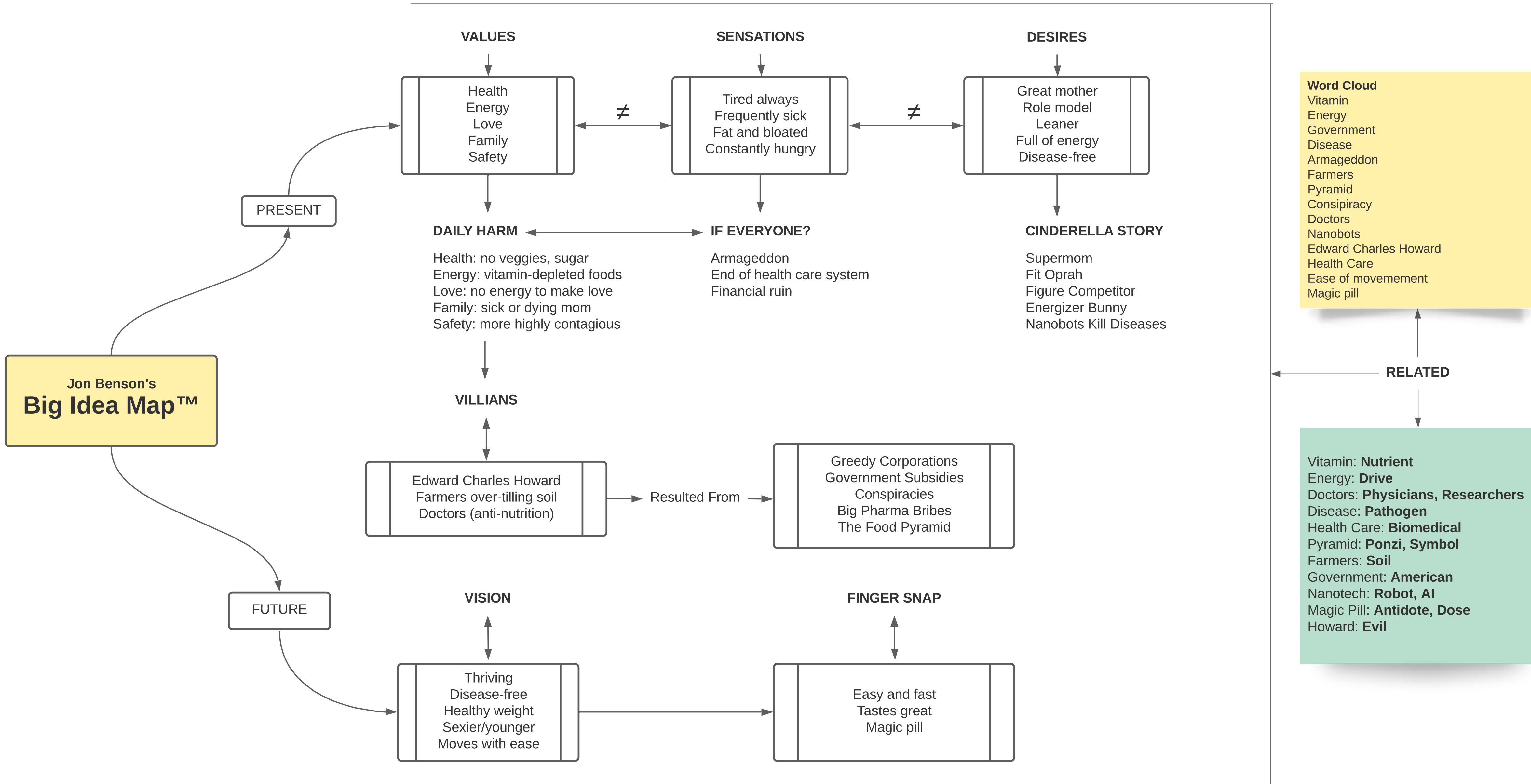
Bad

Hero

Villain

War

Peace



Armageddon
Terrorism, Genocide

Researchers

Disease

American
Government

Farmers
Soil

Big Idea Map™

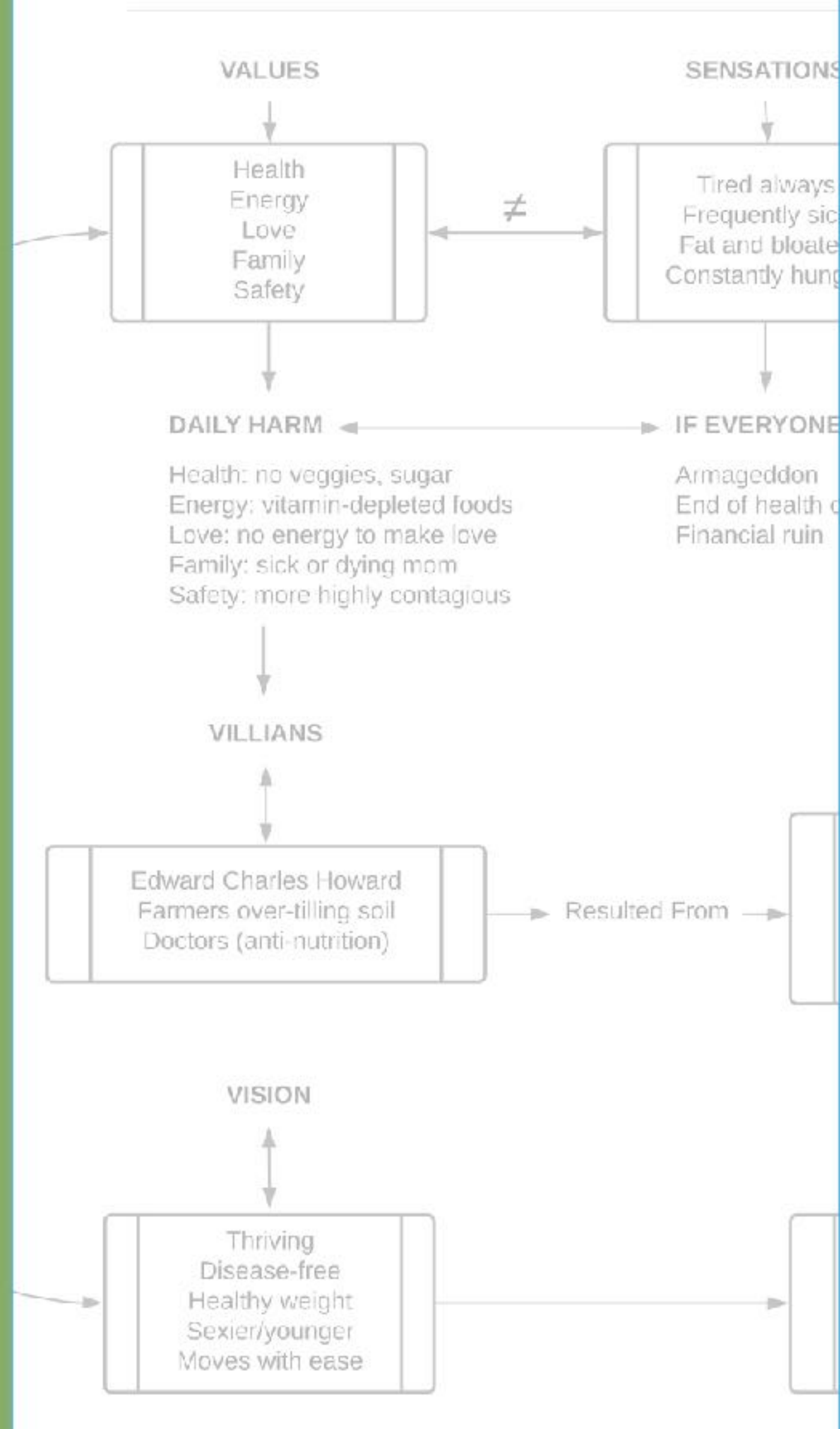
Vitamins
Nutrients

Pyramid
Ponzi, Symbol

Antidote

EC Howard

Nanobots



Patriot Researcher Calls It
“The Armageddon Disease”

American Farmers In Chaos Over
“Soil Terrorism”

Soil Expert Issues Dire Warning:
“An American Genocide”

Armageddon
Terrorism, Genocide

Researchers

Disease

American
Government

Farmers
Soil

Big Idea Map™

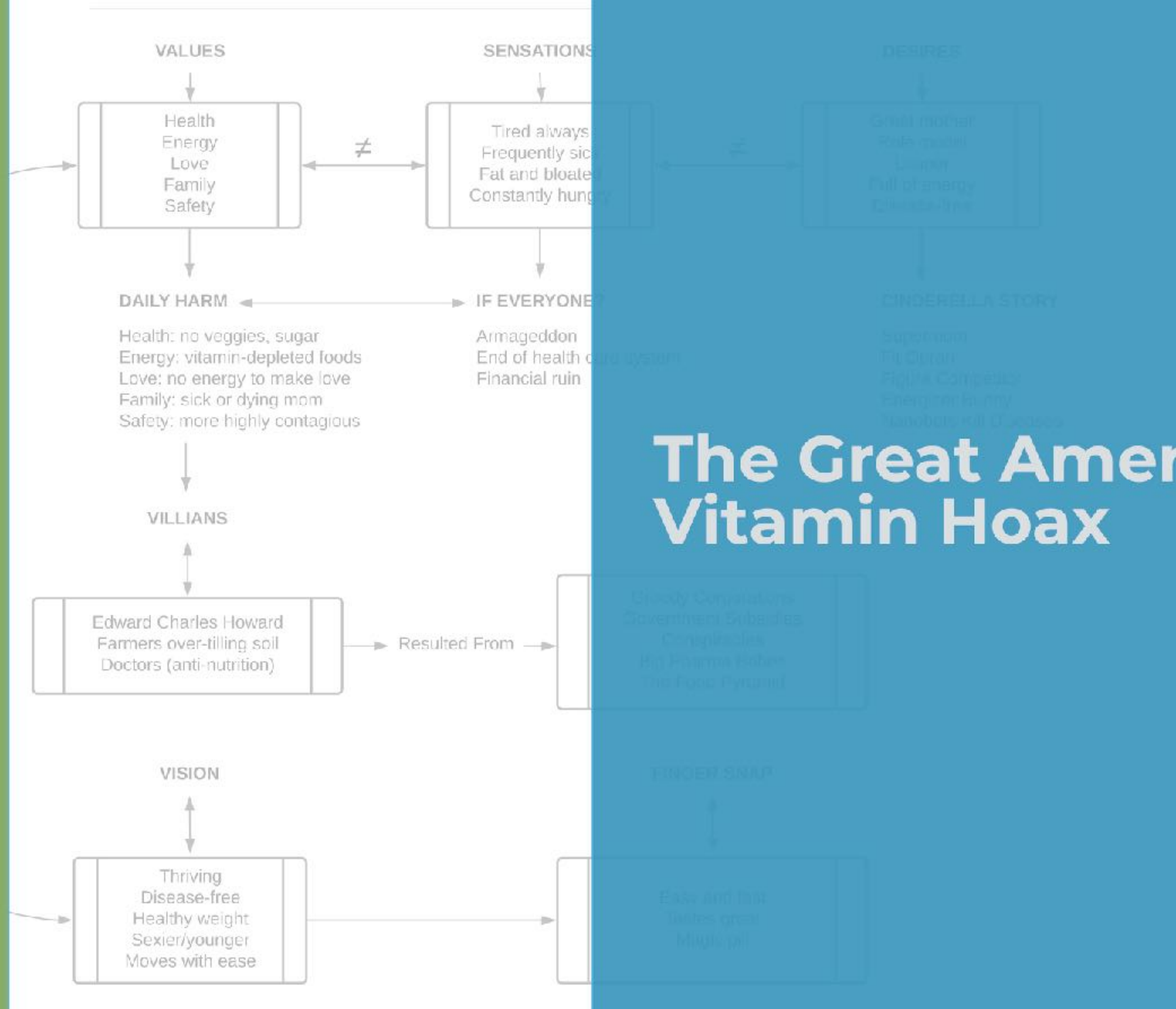
Vitamins
Nutrients

Pyramid
Ponzi, Symbol

Antidote

EC Howard

Nanobots



The Great American Vitamin Hoax

Armageddon
Terrorism, Genocide

Researchers

Disease

American
Government

Farmers
Soil

Big Idea Map™

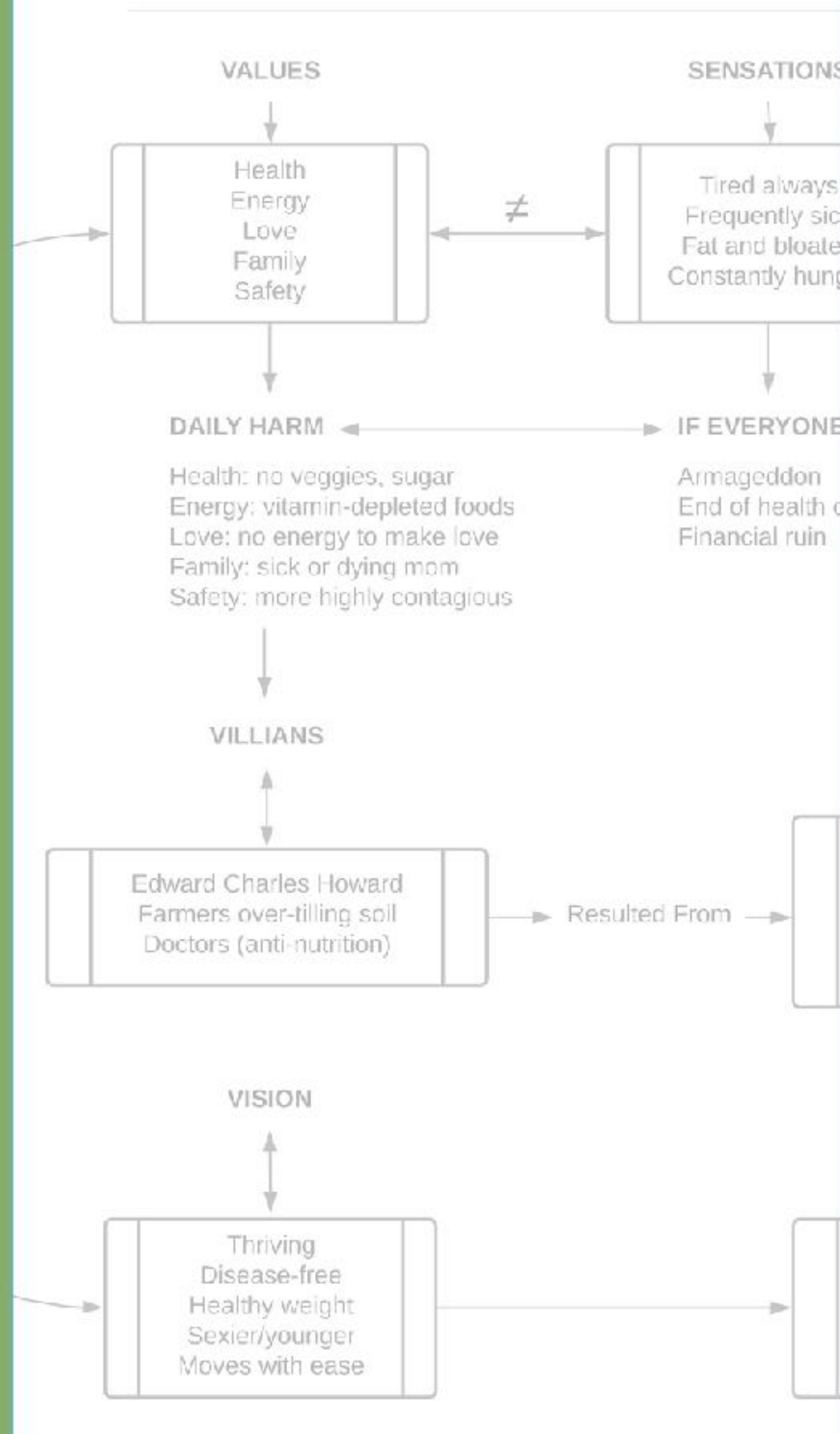
Vitamins
Nutrients

Pyramid
Ponzi, Symbol

Antidote

EC Howard

Nanobots



This Government Agency Wants Us Sick

Why This Devilish Symbol Means The End Of Health

It's On Our Money... Now It's In Your Food

Armageddon
Terrorism, Genocide

Researchers

Disease

American
Government

Farmers
Soil

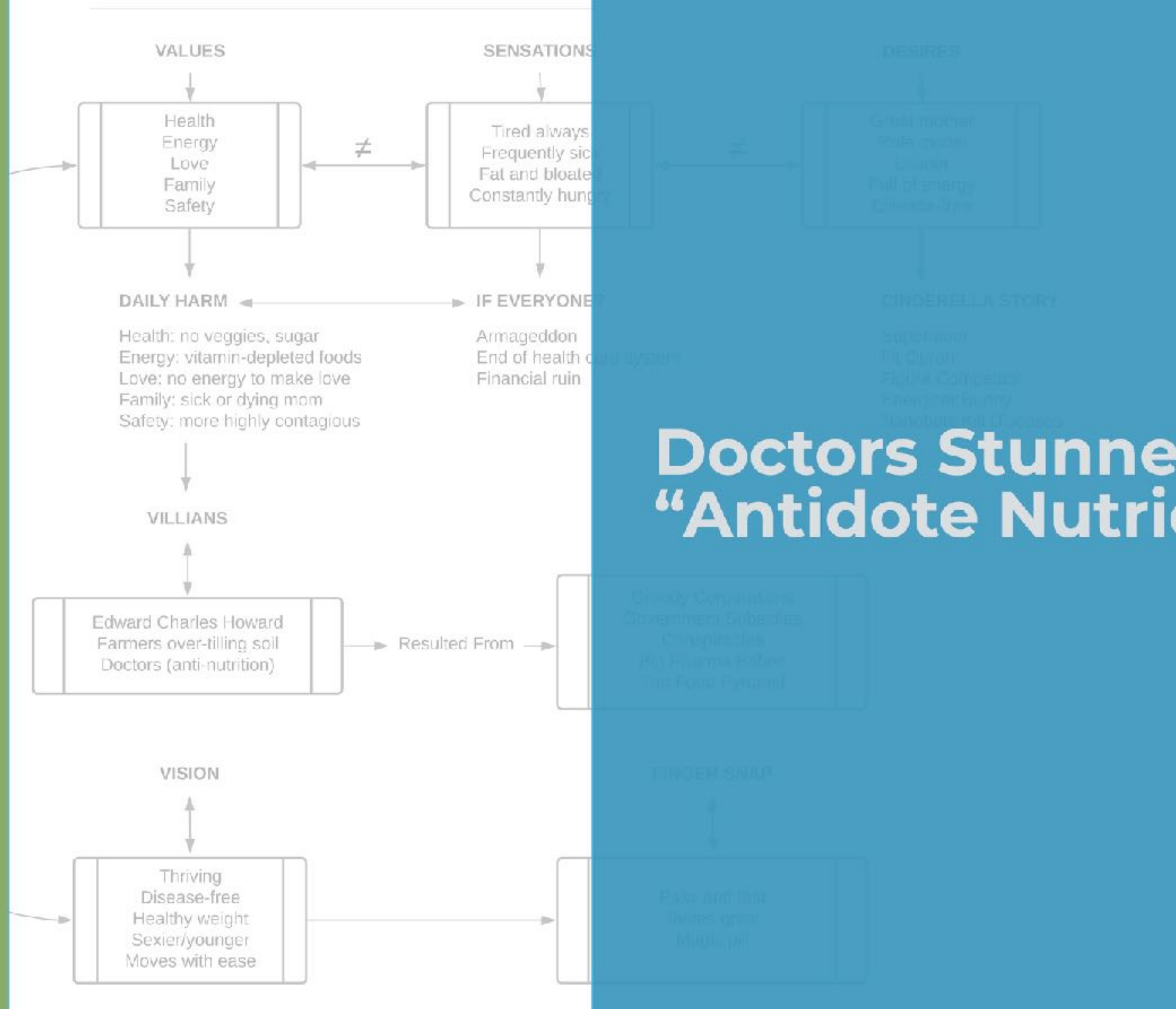
Vitamins
Nutrients

Pyramid
Ponzi, Symbol

Antidote

EC Howard

Nanobots



Doctors Stunned Over "Antidote Nutrient"

Other Ideas

**The Nutritional Ponzi Scheme
Destroying America's Health**

The “NanoZyme”

The Antidote To Lethargy

Experts Call It “The Pathogenic Protein”

Recap

We did a quick recap of our Avatar's Diary and Hook Map in order pull in modalities and themes to create the Big Idea Map.

We looked at the six components of a Big Idea Map, and how they inspire extremely layered and story-based ideas: **Values, Sensations, Desires, Villains, Visions and Finger Snaps.**

Now you know how to create both Hooks and Big Ideas!

Homework

Do the Big Idea Map creative flow exercises. Set your timer and write for each of your pain and pleasure branches for 10 minutes per branch.

Use my Big Idea Map PDF as a basis for your hand-written Big Idea Map, and create a Big Idea Map for your avatar, using a primary or secondary offer.

Write down 3-5 Big Ideas (or more) that come out of the exercise. Pair these with your hooks for your final exam.

Next: Your One-on-One With me

After you create at least 10 hooks and 10 big ideas, you can book a private one-on-one call with me. We will go over your ideas, and I will help you narrow the ideas down to 2-3 ideas you can begin to test.

To book that call, go to jonbenson.com/meet, and request a one-hour session.

You can do this any time this year. **Thank you!**

QUESTIONS & ANSWERS