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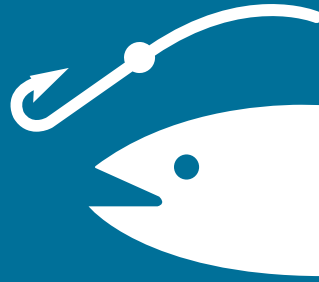
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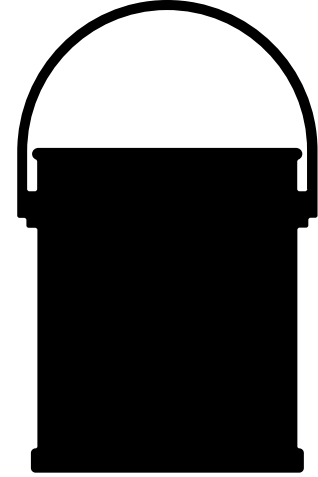
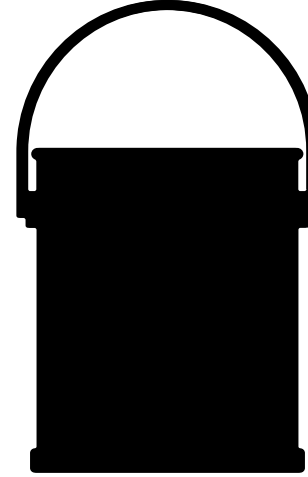
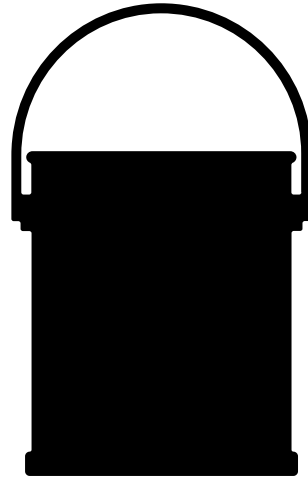
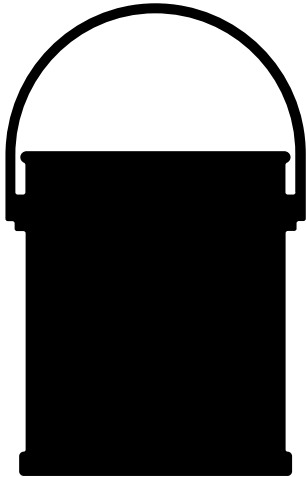
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# **HOOKS, THEMES, & IDEAS**

# WE WANT TO **AVOID** The Categorical Imperative

"Hmmm. Can I put this into a bucket I already know?"



**PREVENT MENTAL OPT-OUT!**

**“I’ve seen that before!  
I’ve heard that before!”**

# HOOK SHOULD TRIGGER:

- “Wow, this is interesting.”
- “Hmmm, I haven’t heard this before.”
- “This feels newsworthy.”
- “OMG! This is big!”
- “Holy moly, this could change everything!”

# THE “HOOK” RULE OF ONE

- Based on **one** narrative/storyline
- Presents **one** promise
- Prods one **core** emotion
- Leads prospect to think **one** thing

Weak marketing messages are crowded with mediocre ideas.  
You must narrow it down to one idea.



# TWO IDEAS

How to start building your **SaaS** or **platform**  
without developers or funding

And increase your project success chances from **8%** to **70%**  
with the **Double Sprint** method

# THE FOUNDATION OF A HOOK:

## PROMISE + CURIOSITY!

- “I have to know more!”
- “How can that be?”
- “Sounds awesome, but... what is it?”

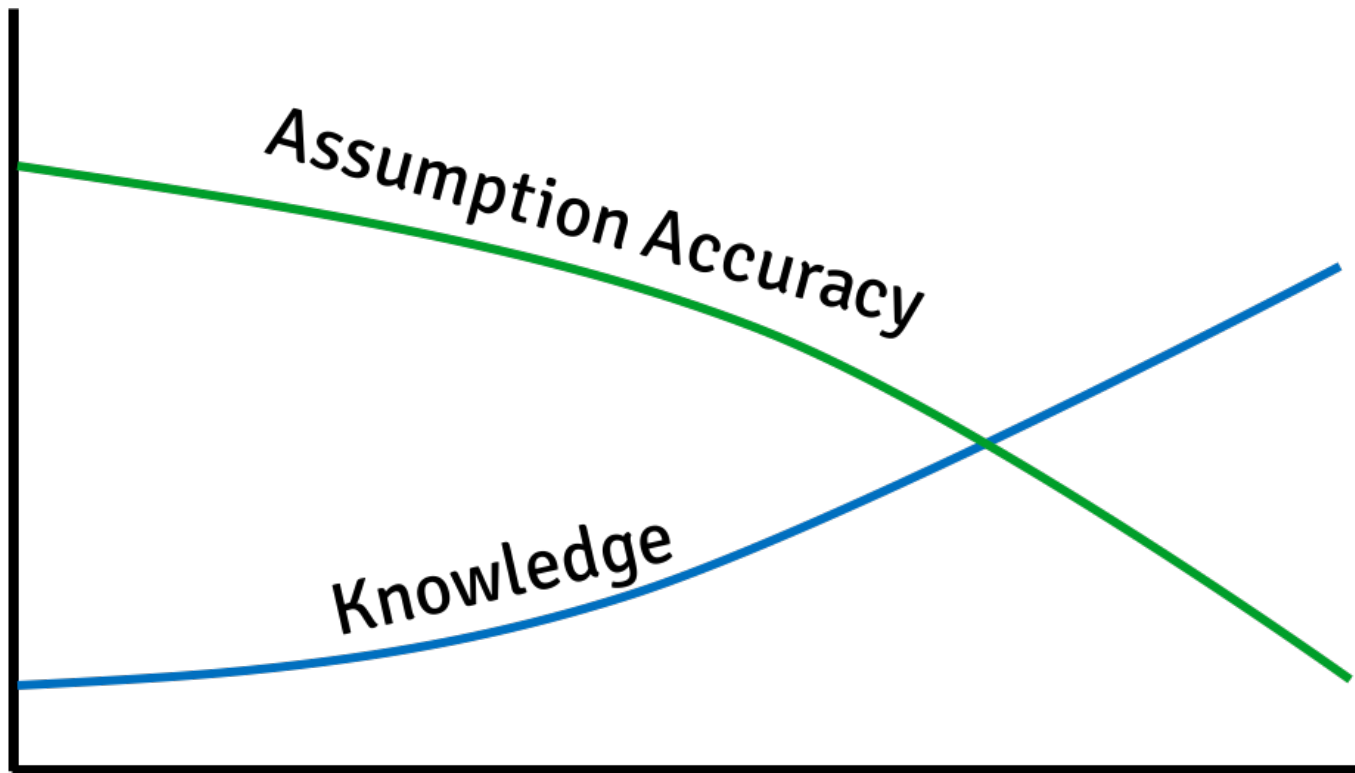
# HOOK CHECKLIST

- ✓ Follows “Hook” Rule of One
- ✓ Big, believable promise of result
- ✓ New & Fresh (Timely)
- ✓ Specific, concrete, tangible
- ✓ Intellectually interesting
- ✓ Easy to grasp



**AVOID**

# The Curse Of Knowledge



# **What Is An Extraordinary Way Of Presenting The Ordinary?**

# **FINDING SEEDS OF HOOKS: INPUT + CONNECTIONS**

- Hooks/Ideas are developed, not discovered
- Hooks/Ideas are all about looking for new or unusual combinations and/or connections
- You need LOTS of ideas; lots of ideas come from lots of input



# There's a New Railroad Across America

**And it's making some  
people very rich...**

**In fact, one ex-bond trader with a mixed track record  
made \$1.8 million per day for 540 straight days!**

Dear Investor,

*Imagine yourself wearing a top hat and tails, on the balcony of a private rail car, the wind whistling past you as you sip the finest French champagne...*

*It's 1850; the railroad is growing like a vine towards the west. And, although you don't know it yet, the same rail that you are riding on today will soon more than triple your wealth, making you and your family into one of the great American dynasties...*

America's economic history is illuminated by stories of quick fortunes made by daring entrepreneurs with new technologies — railroads, motorcars and more recently, computers. I've spent nearly my entire professional life studying exactly how great entrepreneurs made their fortunes — both in the past and today. What I've learned contradicts what most people believe about wealth building — and explains why 95% of mutual fund managers can't beat the market's average return.

**“Jump into the conversation already going on in the mind of the prospect.”**  
**- Robert Collier**

- What is top of mind for the prospect?
- What is the prospect hearing a lot about right now?
- What is the prospect already discussing?

**Small Tip: Spend time on idea generation at least weekly. Dedicated thinking time.**



**Only Write Copy For  
Hooks & Ideas Which You  
Are Wildly Excited About!**