

## Hangout-a-Thon Worksheet

### Day 1: Finding Your Sales Hook

\* Refer to the first page of this document for the Simple Hook Formula

What is a hook?

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### Steps To Creating Your Hook

STEP 1: \_\_\_\_\_

Ask these 3 questions:

1. "What is your most pressing issue regarding \_\_\_\_\_?"
2. "What is your greatest fear about \_\_\_\_\_?"
3. "What is your dream regarding \_\_\_\_\_?"

STEP 2: \_\_\_\_\_ \*

STEP 3: \_\_\_\_\_

