



TYPES OF HOOKS



Type of Hook	Description	Examples
Rhetorical question	A question that doesn't need an answer – makes people think	<ul style="list-style-type: none"> • Have you ever wanted something so much you were willing to give up everything? • What does war really achieve?
Description or action – painting a scene	This technique uses pathos – descriptive or emotive words to trigger the audience's emotions.	<ul style="list-style-type: none"> • Imagine you're sailing on the ocean on a beautiful calm day. The sun sparkling on the water, the cool breeze in your hair.... But all of a sudden you notice the ocean is full of stinking garbage, floating plastic choking the wildlife, toxic oily residue fouling up the water.
Interesting Statistic	Make sure it's something very surprising or unexpected – otherwise people might tune out.	<ul style="list-style-type: none"> • It is estimated that 99% of all the species that have ever lived on Earth are now extinct. • Did you know that 54% of pilots have admitted to falling asleep while flying? And almost a third said they woke up to find their co-pilot asleep!
Bold statement or controversial claim	A good way to get people's attention is to say something they disagree with!	<ul style="list-style-type: none"> • It has long been said that knowledge is power. This is not in fact the case. • Hear me out here – what if the earth IS flat?
Quotation or dialogue	This is a way to establish ethos – quoting an expert or well-known figure adds credibility	<ul style="list-style-type: none"> • Nelson Mandela once said that education is the most powerful weapon you can use to change the world. • "Life is what happens when you're busy making other plans", John Lennon famously claimed.
Humour	A different way to create ethos – if you make people laugh, they'll like/trust you and be more willing to listen to what you have to say. However there's a risk: if the joke falls flat, you lose credibility.	<ul style="list-style-type: none"> • I never make mistakes. I thought I did once, but I was wrong. • Everyone laughed at me when I said I wanted to be a comedian. Well, they're not laughing now!
Metaphor or Simile	Connecting two ideas is a good way to explain them. Makes people look at things in a new way	<ul style="list-style-type: none"> • Running a business is in many ways like riding a roller coaster that never stops. • Our bodies are engines that need fuel to run. And the best kind of fuel produces the best results!

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An image or prop	Images can say more than words. People are curious – wondering why you are holding a random object will hold their attention	<ul style="list-style-type: none"> • This image shows the terrible suffering and disfiguration caused by smallpox, an illness which could have been prevented by a simple vaccine. • Imagine that this apple represents the globe... • Look at these two pictures. One is a garbage dump in the Philippines. The other is the inside of your locker. Try and guess which is which!
Onomatopoeia	Unexpected (gets attention), often makes people laugh. Helps them picture a scene.	<ul style="list-style-type: none"> • Close your eyes and imagine sending a basketball from across the court, straight through the hoop. SWISH! • CRASH! Uh-oh. You've just broken your mum's favourite vase.
Personal anecdote	This technique can use both pathos and ethos to get the audience on your side. People are curious and keep listening to hear what happens next. Linking a concept to a story also helps people remember it.	<ul style="list-style-type: none"> • When I was a little girl, I wanted to have a telescope more than anything. My family could not afford it so I had to... • I've worked in thousands of companies all over the world, and the one thing they all have in common... • The first time I ever experienced prejudice first-hand was when I was living in Texas...