

Hero is spelled: FAMILY

The Ebook series that will have you rooting for the good guys!



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The Author Hook Tool

Every successful author does this... - G. Allen Mercer

G. Allen Mercer - Author

Write down your hooks.

- What are you passionate about?
- Look at what you do, what you sell, your hobby
- What does your perfect customer or reader NEED – Just focus on that...
- Get into their head space of your reader – your perfect customer
- Get people to stop and grab their attention - this takes practice
- Be compelling – short and simple is best
- Captivate them with what is already on their mind
- Captivate them with what they already enjoy
- What are they already asking themselves?
- What are they afraid of?
- What is their problem?
- Promise a solution – great story, great escape or if business, promise a solution

Next week we'll discuss one of my favorite parts of a book...the CLIFF HANGER

Here's to great literature and captivating reading!

-- GAM

www.GAllenMercer.com www.mercercoaching.com