

## 10 Hooks in 10 Days Challenge

You've been working hard on your Marketing Message - finding the things that get people's attention - now we want you to take a big step forward by distributing 10 pieces of social media content using the 'hooks' that you learned at the intensive. These are things that grab attention right away and pull people into spending more time watching you or reading your message.

### **Challenge:**

10 Days of posts (video/audio/written) that show the use of 'hooks' that draw your audience in. This video from the intensive outlines 15 Hooks you can use, but you only need to choose 10.

**Start Date:** January 17, 2022

**End Date:** Midnight on January 26, 2022

**Reward:** Those that complete and submit all 10 posts, get a small group bonus 'Open Hour' with Rachael Jayne in the coming weeks.

Each 'hook' could be a video, or written word or an audio recording, of any length, that is posted on social media to an audience whose attention you want to grab.

Everything after the hook should relate to what you are doing. The end of the post is a call to action.

1. Hook
2. How this relates to what you are doing (problems and pains that you solve!)
3. Call to Action (Ask them to PM you, send them to your Freebie, ask them to respond or share your post.)

Post on your business or personal Facebook page, Instagram, or a Facebook group of potential clients. If you don't have an audience, I recommend Instagram, personal Facebook page, YouTube, or LinkedIn.

Note: These hooks should be posted on your social media platform(s) and not sent in an email.

Post the first 'Hook' into The Awakened Business School Facebook group. Save the links to all your other posts (or take a screenshot if in a private group) and on the final day submit them in ONE email. Send your submission to [Support@TheAwakenedSchool.com](mailto:Support@TheAwakenedSchool.com)

My preference is that it is related to your business - especially if you want to make more money, get more leads, and build your business.

Our goal is to increase the time you have holding their attention from 10 seconds to 20 seconds to 1 minute to binge watching you!

**List of the 10 hooks for reference:**

1. The biggest Mistake (The viewers biggest mistake)
2. Bust a Myth
3. Voyeuristic
4. How to..... without....
5. The giveaway
6. Controversy / Trending Story
7. The Hack (Shortcut/Tip)
8. A Personal Story
9. Share a failure (Your own personal failure)
10. Rags to Riches (Your story or your clients)
11. The open-ended question
12. What just happened
13. 'Ego Bait' - mention a person, group, or company whose attention you want and tag them.
14. Steps (i.e. 5 steps to...)
15. The Challenge