

HOOK THAT WHALE!

How to Write an Attention Grabbing Hook for Query, Proposal or Elevator Pitch

I. What is my HOOK?

II. What is its purpose?

A.

B.

III. Why is it necessary?

IV. How do I write a great HOOK?

A. Elements of a great Hook Line

1. Characters
2. Conflict
3. Distinction
4. Setting
5. Action

B. Basic Formulas of a Great Hook:

1. The "When" Hook. SEE APPENDIX
2. The "What If" Formula: SEE APPENDIX
3. Combination 1 and 2 Formula: SEE APPENDIX

V. Where should I begin? Possibilities are as varied as an author's creativity.

A. Open with the setting (era and location):

B. Open with your main character:

C. Open by describing a central event:

D. Open with your main theme:

VI. Expanding the Hook to an Elevator Pitch:

A. Start with Hook. SEE APPENDIX

B. Add:

1. What is special about your book.
2. Qualifications to write the book.
3. Contact info to find you and book

C. Keep it brief--no more than 30 seconds or 100 words.

D. Practice giving pitch aloud.

E. Time it.

HOOK/ELEVATOR WORKSHOP

APPENDIX

PERSONAL EXAMPLES-Jeanette Windle Titles

WHEN:

BETRAYED: Fires smolder endlessly below the dangerous surface of Guatemala City's municipal dump. More deadly fires seethe beneath the tenuous calm of a nation recovering from brutal civil war. Fires of anger and hate. Deceit and greed. Genocide—and revenge. When an American relief worker Vicki Andrews discovers a woman's body discarded on a smoldering heap in the city dump, she cannot envision the chain reaction that will send those fires blazing far beyond the borders of one small Third World country.

VEILED FREEDOM: When a disillusioned Special Forces veteran, a relief worker with stars still stubbornly in her eyes, and a Afghan medical school dropout intersect on the streets of Kabul in *Veiled Freedom*, they can't predict an explosion of events that will test the hypocrisy of Western leadership and Afghanistan's new democracy and the limits of their own faith in an only too real 21st century fiery furnace.

FREEDOM'S STAND: Once you have received freedom, how far would you be willing to go to share that freedom with others still held in bondage? In *Veiled Freedom*, three very different protagonists came together on the streets of Kabul in their own personal quest for truth and freedom. Now private security contractor Steve Wilson, aid worker Amy Mallory, and repentant suicide bomber Jamil Yusof are about to learn the cost of true freedom. Are any of the three willing to pay the price?

WHAT IF:

CONGO DAWN: If absolute power breeds absolute corruption, what happens when a multinational corporation with unlimited funds hires on a private military company with unbridled power, especially in a war-torn African nation where any governmental accountability is for sale at only too cheap a price?

DELUGE: What if the legends were all true? If 600+ Atlantean and Deluge myths scattered across all human civilizations were not coincidence, but garbled memories of this planet's last ELE (Extinction Level Event)? If both the wonder and the horror are only too real? If the universe really does hold a mystery beyond the short, bleak existence we call life? In *Deluge*, the fictional, but not impossible and scrupulously biblical, scenario that emerges will carry its modern-day protagonist back beyond charted history to uncover the greatest mystery Earth and Time still hold secret.

NON-FICTION:

WHEN: When I was downsized and my boss informed me I was too old, undereducated and overqualified for another job, I refused to believe him. *Reclaiming the Workplace After 50* shares the story and principles of how I reinvented myself in the workplace at a higher position and better pay in less than six months and how other jobseekers approaching retirement can do.

WHAT IF: What if you lose your job at age 53 only to be told you're too old, undereducated and overqualified to start again? Do you crawl into a hole conceding defeat, or fight back?

Reclaiming the Workplace After 50 shares how this happened to me. If I could myself in the workplace at a higher position and better pay in less than six months, so can readers of this book.

CLIENT EXAMPLES:

“How to Jumpstart a Workplace Ministry” My co-worker John stopped praying, lifted up his head and exclaimed, “Wow! Where did you get that prayer?” Thinking we should conclude the sinner’s prayer I said, “Let’s keep praying and I’ll explain more afterwards.” Can you imagine stories of co-workers getting saved on their lunch breaks? How about physical healings taking place in coffee rooms? Or imagine the Body of Christ working together harmoniously without division or strife? Imagine no more; let me tell you my story.

Meeting God at the Wailing Wall is for anyone with a problem so complex they cannot solve it, a hurt so painful they cannot get beyond it, or a situation so thorny they cannot deal with it. Aren’t we all alike? First, we try to fix the problem ourselves by reading self-help books or by making an appointment with a doctor, a lawyer, an accountant, or a therapist. But, when the issue proves to be insurmountable, we find ourselves at the Wailing Wall inquiring of God.

How to Play Tag with a Giant: The Essential Life of a Disciple: After his third lap around the asylum with a screaming man on his heels, the boy collapsed in exhaustion. “Well that was it!” my dad would later tell me. “I figured he had me. I might as well die like a man.” Just then, he felt a huge hand like a catcher’s mitt on his shoulder. He turned to see the large man who had been pursuing him, \ now calm and collected. The man looked into his eyes and uttered words my dad would never forget... ‘Tag! You’re it!’

Have you ever felt misunderstood? Do you wonder if maybe God gets that feeling on a regular basis. He pursues us so that we may know him. But often we run from a life characterized by surrender, grace, truth, and solid spiritual growth habits? How to Play Tag with a Giant: The Essential Life of a Disciple was written for every believer who has ever wondered, “Now what?”

ELEVATOR PITCH:

Congo Dawn: "If absolute power breeds absolute corruption, what happens when a multinational corporation with unlimited funds hires on a private military company with unbridled power, especially in a war-torn African nation where any governmental accountability is for sale at only too cheap a price? Upcoming title *Congo Dawn* is my latest in an international intrigue series that targets fascinating corners of the planet where current events have focused world attention. Along with a gripping and fast-paced suspense story, each novel also offers a clear understanding of just where in such a troubled world our own safety and future ultimately lies: in the all-powerful hands of a loving heavenly Father. As a missions journalist and investigative researcher, I have to date lived in six countries and traveled in more than thirty, which provides the background for the books I write."