***The “HOOK’***

What is the *‘HOOK’*?

The *‘Hook’* is the example or intriguing point that gets people interested, invested, and enthused about what you are proposing. Hooks are used in all types of presentations ranging from selling a product to enticing a person to contribute money to a cause.

So how do you develop that needed *‘Hook’*? First, you need to be well versed in whatever it is you are pitching or trying to sell, whether it’s the various organizations of the United Way and its funding structure or an invention, its competitive marketplace, and the corporate culture of the companies you are approaching.

You have to know your audience and what motivates them. For example, if you have a new product or invention that you are trying to license to a manufacturer, you have to do your due diligence research on that manufacturer and their industry segment. Who are the companies in that industry segment? How do they introduce new products? What are their product development cycles? What are the trade shows they exhibit at and attend? What are the mark-ups for products in their industry? Do they routinely license products? Will they accept your Non-Disclosure Agreement or will you have to sign theirs? Will they only accept patented products for review?

After you’ve answered these questions and now know who your audience is, next you have to ascertain what motivates them? Is it strictly profits or are they trying to increase their exposure and market share in their industry? Are they an early adopter of new technology or do they wish to let others test the waters on a new product or technology before placing their oar in the water and committing substantial resources to the technology?

Having answered these questions, you are now prepared to develop your ‘elevator pitch’ that will include your *‘Hook’*. See ‘elevator pitch’.