



In 3 steps to a captivating email hook

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Hello NAME,

[specific problem/result]?

[Reinforce the problem/outcome or uncover knowledge gap]

[hint of solution]

- 1. What is a specific problem or result regarding the email topic?**
- 2. How can I reinforce the problem/result or uncover a knowledge gap?**
- 3. How can I suggest the solution?**

Example

Email topic/subject:

30 minutes to gain 1000 new contacts?

Over a period of 3 months, I only had 30 minutes to devote to attracting new potential customers.

Nevertheless, I made almost 1000 new contacts.

Example

1. What is a specific problem or result regarding the email topic?

In the last 3 months I only had a total of 30 minutes to devote to getting new contacts/leads.

Example

2. How can I reinforce the problem/result or uncover a knowledge gap?

Nevertheless, almost 1000 more new contacts ended up on my email list during this time.

Example

3. How can I suggest the solution?

There are 2 reasons for this:

It was very simple:

I only did one thing:

Here is the proof:

Example of the entire email hook:

Hallo Fabian,

In the last 3 months I've only had a total of 30 minutes to devote to making new contacts.

Nevertheless, almost 1000 more interested parties ended up on my email list during this time.

There are 2 reasons for this:

More Email Hook Variations...

Presenting expert statements or general assumptions as not entirely true/false

Hallo Fabian,

what is the most important sentence in your emails?

Many think it is:

“The phrase that encourages people to click on the link.”

False.

Revealing obstacles (and, if necessary, their solution).

Hallo Fabian,

Even after almost 1,000 online sales, I still find “selling” extremely unpleasant.

Some entrepreneurs are simply born salespeople.

Not me. It's not my strength.

That's why I focus on:

Revealing a winning formula or insider knowledge

Hello Fabian,

what is the ultimate headline formula for more clicks and conversions?

A formula that is simple but still achieves great results?

To do this, I took a closer look at my best headlines.

And indeed. There is a pattern: