



Common problem with most email hooks

**The problem with email hookss:
They are not specific enough.**

Hallo Fabian,

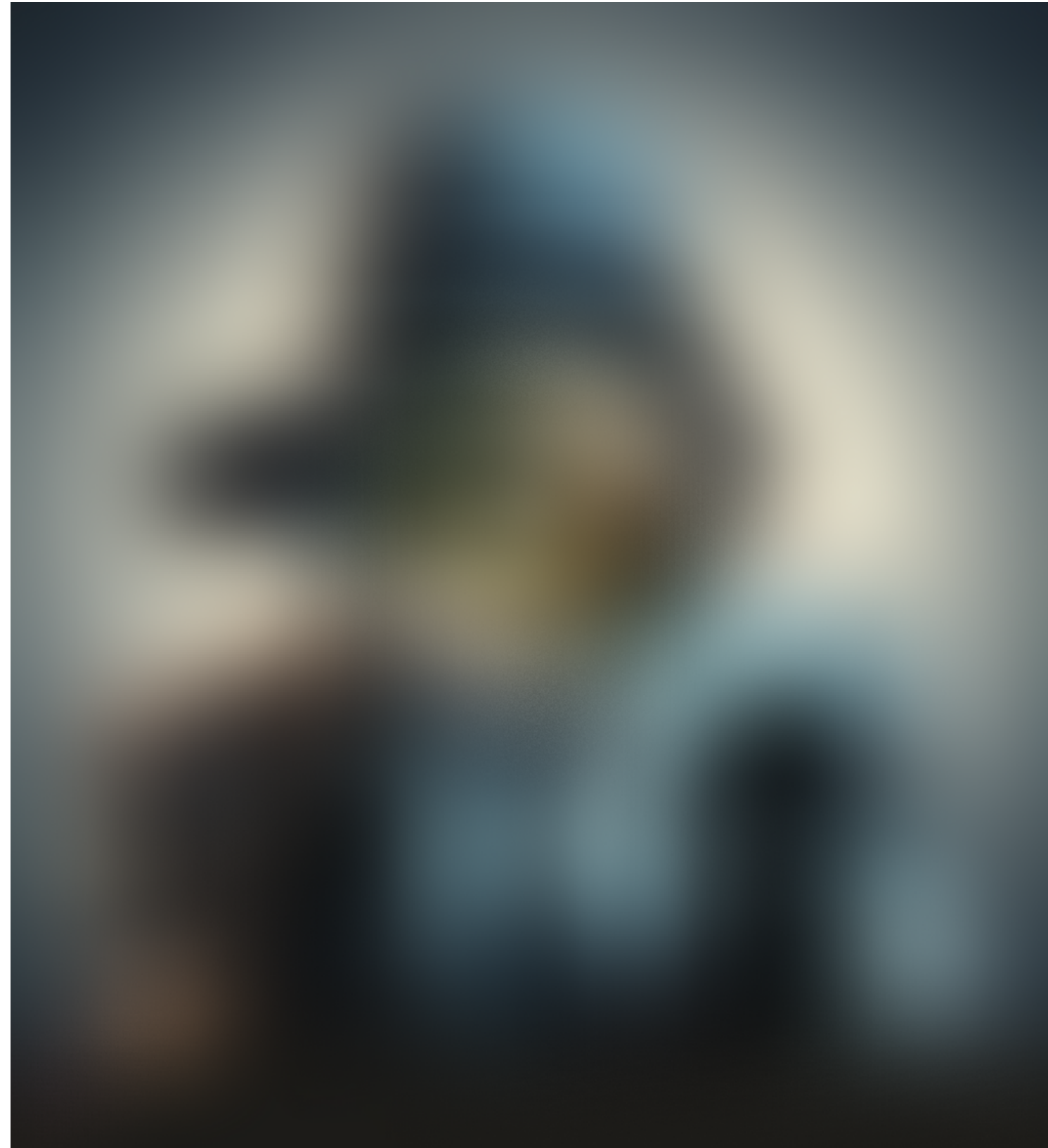
Have you ever run an ad that didn't work?

What was the issue?

...

→ That is too general and not specific enough.

If the vague email hooks were an image, it would look like this:



You will be more specific if you describe exactly what the problem looks like.

An image must appear in the reader's mind.

Answer this question:

- What specifically do your target group see, hear, feel and think when they perceive the typical problem situation or desired situation?

Example:

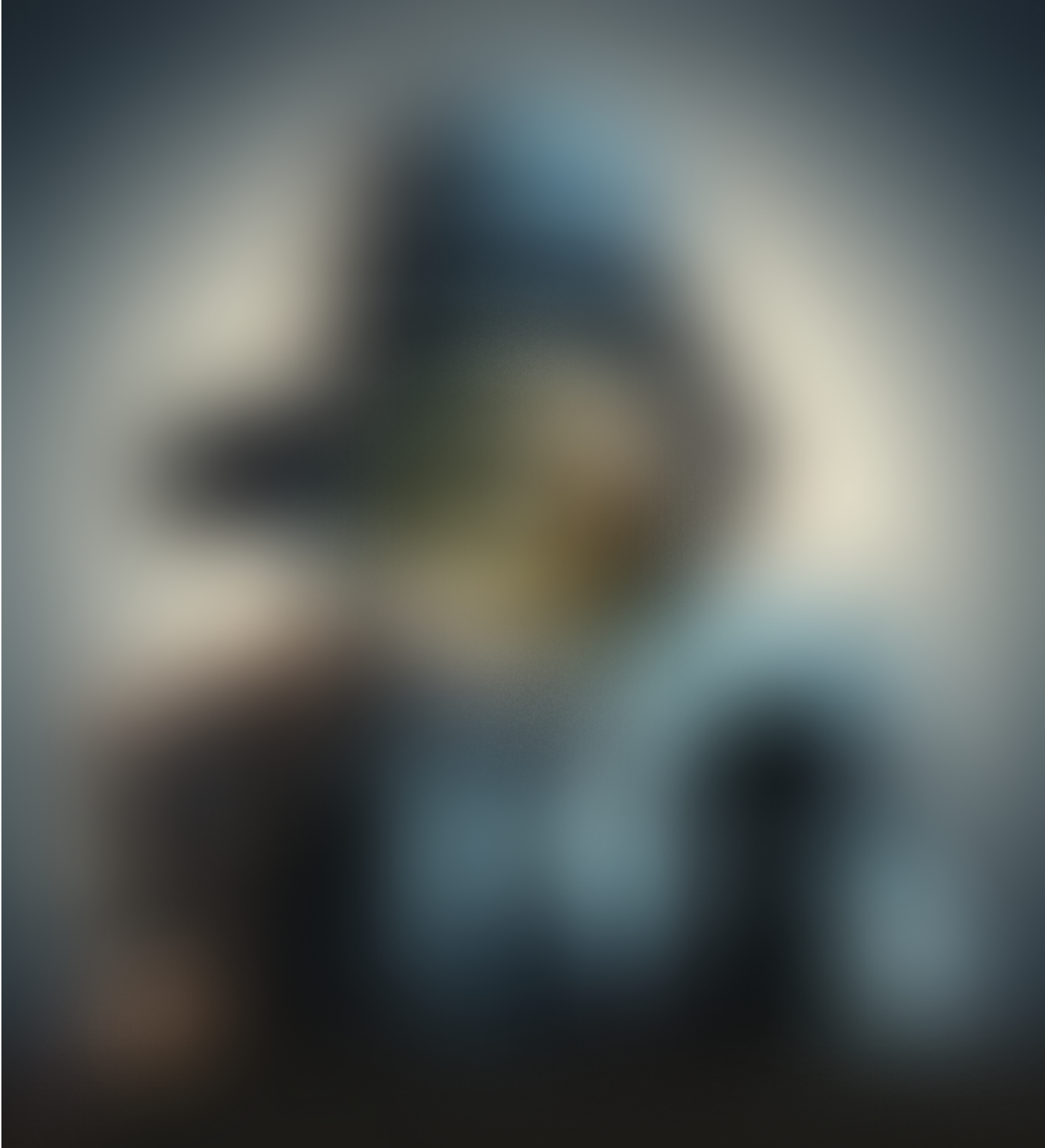
- What exactly does an ad that doesn't work look like?

Hallo Fabian,

*Have you ever run an ad that gets a lot of cheap clicks,
but no sales, downloads, registrations, etc.?*

What could be the reason?

If the specific email hooks were an image, it would look like this:



Example:

- Can I use specific numbers? Or describe specific situations that happened to me?

Hallo Fabian,

my latest launch will be over in 23 hours...

Something worked particularly well this time:

It increased my sales by 196% (almost doubled!).

There are 2 simple strategies.

Example:

- Can I use specific statements that are going through my target group's head?

Hallo Fabian,

"I'm totally disappointed. I worked on my course for 8 weeks... And now!? 7 days after launch still 0 purchases :("

Admittedly, one or two failures are part of it.

My first digital product was a total flop.

But, the above "price nightmare" can be avoided relatively easily.

How?