Hooks: Writing & Speaking

Being aware of the power **hooks** have on readers enhances your ability to write or speak with greater effectiveness.

Over the next few slides you will see a variety of ways to add a bit of spice to your opening sentences.

- Anecdote, tell a story
- Brief history or overview
- Interesting or fascinating fact
- Quotation
- Ask a question
- A startling statistic
- Contrasting situation
- Onomatopoeia
- Blended and more

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The following opening lines provide you with examples of hooks. Some you may even recognize from your previous reading experiences.

The scent of slaughter, some believe, can linger in a place for years.  
*The Loop* by Nicholas Evans

When Mr. Bilbo Baggins of Bag End announced that he would shortly be celebrating his eleventy-first birthday...  
*The Lord of the Rings* by J. R. R. Tolkien

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In the beginning God created the heavens and the earth.

_The Bible_

Scarlett O’Hara was not beautiful, but men seldom realized it when caught by her charm as the Tarleton twins were.

_Gone With the Wind* by Margaret Mitchell

The stranger came early in February one wintry day, through a biting wind and a driving snow.

_The Invisible Man* by H. G. Wells

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“The marvelous thing is that it’s painless,” he said.  
“That’s how you know when it starts.”

_The Snows of Kilimanjaro* by Ernest Hemingway

Last night I dreamed of Mandalay.  
_Rebecca* by Daphne DeMaurier

A wide plain, where the broadening Floss hurries on between its green banks to the sea, and the loving tide rushing to meet it...

_The Mill on the Floss* by George Elliot

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Mr. Jones, of the Manor Farm, had locked the hen-house for the night, but was too drunk to remember to shut the pop-holes.

_Animal Farm* by George Orwell

“Tom!”

_The Adventures of Tom Sawyer* by Mark Twain
Here are eight examples that could be used for writing or speaking about Spongebob Squarepants.

**QUESTION:** Where in the Pacific Ocean can you find a delicious Krabby Patty to eat, live in a pineapple, and drive in an underwater boat? Bikini Bottom, of course!

**QUOTE:** “Do you smell that? That smell...it’s the smell of a smelly smell that smells smelly,” stated Spongebob from the show Spongebob Squarepants.

**ONOMATOPOEIA:** “Meoooooww!” said Gary, Spongebob’s pet snail.

**POEM:** Roses are red, violets are blue. I love Spongebob Squarepants, do you?

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**SONG:** Are ya ready kids? Aye, aye, Captain. I can’t hear you! Aye, aye, Captain. Ohhhh!

**INTERJECTION:** Nooooo! Don’t touch the TV. I am watching my favorite show, Spongebob Squarepants.

**STARTLING STATISTIC:** Over 1 million adults and children worldwide tune in to watch the TV show, Spongebob Squarepants on a weekly basis.

**DIALOGUE:** “There’s nothing wrong with getting kissys from your grandmother,” said Spongebob. “No, especially if you’re a big baby who wears diapers!” responded Fish.

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**Hooks: Writing & Speaking**

The hook is the **beginning**.
Make it **interesting**.
Make it **short**.
Present your information with the same **vitality**.
Above all else, try to **relax**. Talk to your audience as your **friends**.