Bullet Hook Framework

① Write a short (300 word or less) introduction ☐

- Keep the first 3 sentences short
- The primary purpose of your introduction is to get your readers attention
- Make sure you show your reader the result they will experience after taking action on your email

② Include a link to the landing page directly after introduction ☐

- If you are emailing a blog post out, include a link to the post directly after the introduction
- Make sure the link is on a line all by itself (don't put anything else on that line that is not the link)
- Make the link text an action sentence...
  - Example: "Click here to find out how I did this"
  - Example: "Click here to read the entire breakdown"
  - Note: The key is to use an action word like "Click" or "Go"

③ Insert a picture demonstrating your results ☐

- If you are writing an article that teaches your list how to design a logo, include a before and after picture of a logo.
- If you are writing an article that teaches how to properly do a bench press, include a picture of someone does the bench press.
- For bonus points: Include annotations in the pictures. Use arrows and comments to draw the readers attention to the part of the picture you want them to focus on.

☐

4 **Write a list of 5-10 bullet points that entices your reader and forces them to click the link in your email**

- This step is the KEY...
- To come up with my bullet points I go to BenSettleShow.com and copy the bullet points he uses in his podcast show notes.
- Obviously, be sure to only copy the framework of the bullets and always adapt them for your specific audience
- Ben is an EXCELLENT bullet point writer. I've found that by copying his tried and true bullet points I am able to quickly and easily smash out really good bullets

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5 **Include one last link for the reader** ☐

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