

# Hook your Reader's with these Tips

What you need to know about crafting a  
strong hook

I'm sure you've heard of the phrase "Curiosity kills the cat"?

Well...that's true

But in this case curiosity gets you more reads and audience

When I first started writing I found it hard to get people to read  
my work until I learnt these tips I'm going to share in this article

Always remember that the first few sentences of your content should be able to make the audience curious

Curious enough to want to know more.

It should be like a sweet mocktail that your audience won't want to stop drinking till the last drop

It's easy to do that all you need is a really strong hook,

something to keep them anchored till your last word

a strong hook grabs attention, sparks curiosity, and [encourages the reader to keep going.](#)

If you want them to keep on reading here's what you should do:

## **Start with a Question :**

Asking a thought-provoking question engages readers and makes them eager to find the answer. Give them something to think about. They should have to dig deep into their consciousness to find the answers

Then let your content give them the answers

*Example: “Ever wondered why some businesses sell out before launch date and others don’t?”*

*Or something like “Ever wondered what Einstein’s last words were?”*

Questions like this causes them to think harder, most times they haven’t thought about these things before and now they would want to know more

**Next up**

**Use a Bold Statement:**

A strong, sometimes controversial statement makes readers curious and compels them to read further.

*Example: “Men are better drivers than women “*

This statement would make both a man and a woman wonder.

Women may end up being offended and want to know why

*Or a statement like “ We should ban meat”*

arouses curiosity in the mind of the reader. The question on their

mind would be “why should we ban meat?”

“Is there a disease going on?” so much would be running through their minds and that’s what you need to get them reading

## **Share an interesting Fact or Statistic**

Statements that are backed up with research makes readers more interested.

*Eg: “Did you know that 90% of Gen-z in the world cannot afford to pay for education?”*

Or something like

*“Only 1% of the world knows this”*

*“Did you know that 99% of all animals that have ever lived are extinct?”*

People are naturally curious by nature, they would want to know more about what you are talking about

## **Tell a Short Story**

People love stories, especially if they are relatable or emotionally engaging.

I'm 100% sure you can't remember the last boring lecture you had but you can remember the last story you read.

Stories tend to stick in the mind of the reader

*Example: "Last year, I struggled to grow my blog—until I discovered one simple SEO trick."*

*"I fell in love with my friend's husband"*

Something emotional should do the trick

## **Tap Into Fear of Missing Out (FOMO):**

People hate feeling like they missed out on something interesting or worthwhile. Whether it's a party, a sale, a freebie or a launch people want to have what they see others having

*It's a natural human instinct*

*Use it to your advantage*

Making them feel like they might miss out on something valuable encourages them to keep reading.

*Example: "If you're not using this strategy, you're leaving money on the table."*

*"If you haven't gotten this product you're missing out on a lot"*

## **Make a Promise:**

Let readers know exactly what they'll gain by continuing. Tell them what's in it for them. People would read your content knowing what they would get at the end

But make sure your promise is one you can keep

*Example: "By the end of this post, you'll know exactly how to rank on the first page of Google."*

*"After reading this blog post you would 10x your sales in just 30 days"*

## **Use Humor:**

People's lives are serious enough, let your content ease then up a little

Tap into your inner Chris Rock by making them laugh. This makes your content more enjoyable and relatable.



*Example: “SEO is like a diet—you can’t cheat and expect results.”*

*"Time Traveler Returns from 3025, Still No Solution for Mondays"*

*"Man Accidentally Joins Marathon Thinking It Was a Line for  
Free Pizza"*

### **Reference a Trending Topic:**

Tying your hook to something current makes it more relevant  
and attention-grabbing.

People want to know what connects your content to the trending  
topic

*Example: “Google’s latest update just changed the SEO  
game—here’s what you need to know.”*

*“Grok 3, Chat Gpt and Deepseek—Is AI doing more harm than  
good?”*

The main reason for having a strong hook is that it should be able to keep your reader's on your webpage for longer. And keeping them glued to your content till the end