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Learn how to incorporate provocative hooks into your storyline. Use these to grab and keep your audience's attention.



Transcript

(gentle electronic music) - In 12 seconds, we can save 571,000 trees per year without leaving our houses.. The data tells us that 13% of your revenue could evaporate at any moment.. Here's why.. This simple habit could prevent millions of kids' deaths.. How do you instantly make your pitch more interesting? Use hooks.. With any pitch, you only have a few seconds to grab your audience's attention.. Provocative hooks are the second layer of great pitching, and they do just what it sounds like.. They get the audience to latch onto what you're saying and hang on for what's next.. There are many types of hooks.. You can offer up a shocking statistic or a teaser about what you're company does or pose a question..

You can also start sentences with introductory teasing or transitional phrases, such as this is counterintuitive, but.. Or I was really surprised to learn that.. Or I've got good news and bad news.. You want to start with a hook but also weave hooks throughout your pitch, especially in places where you could potentially lose the audience.. Let's watch a few hooks in action.. All of these clips are from TED Talks.. The full versions are in the helpful links' section, and you can find more at ted.com.. Here's one example.. (audience applauds) - Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead through the food that they eat.. - Did you notice how Jamie Oliver grabbed the audience's attention with a statistic before he has even introduced himself? He puts such conviction into it..

Watch for the little gesture at the end where he slaps his cards against his hand for effect.. The drama and content of his opening makes you want to know more, and it lends him credibility.. This next one is of Daniel Pink.. - I need to make a confession at the outset here.. Little over 20 years ago, I did something that I regret, something that I'm not particularly proud of, something that in many ways I wish no one would ever know but that here I feel kind of obliged to reveal.. Late 1980s, in a moment of youthful indiscretion, - See how effective a hook can be? Let's continue on.. If you really want to see the rest, you can find it in the helpful links' section.. Next is Jill Bolte Taylor's famous TED Talk, My Stroke of Insight.. We'll skip to where she's talking about thought processes that the left side of the brain controls.. And then watch her drop a bomb..

- And as soon as my left hemisphere says to me I am, I become separate.. I become a single solid individual separate from the energy flow around me and separate from you.. And this is the portion of my brain that I lost on the morning of my stroke.. On the morning of the, - What all of these examples have in common is that you can't help but want to know where the speaker is going next.. You feel compelled to turn the page, listen to the next sentence, click on the link, and so forth.. Now it's your turn.. Brainstorm some hooks for your pitch and then try them out on people who don't know about the content of your pitch.. See which hooks make them want to know more.. Remember, grab their attention and make them curious..