CAPTAIN HOOKS

USER GUIDE (TREASURE MAP)

Captain Hooks GPT User Guide

Magnetic Hooks That Stop Scrolls and Spark Clicks

Introduction

Every entrepreneur, creator, and business owner faces the same brutal challenge:

How do you grab attention in a world where everyone is scrolling, swiping, and skipping?

Your offer can be brilliant. Your product can be life-changing. Your message can be gold. But if your opening line doesn't spark curiosity instantly, you're invisible.

That's where hooks come in.

Hooks are the **micro-weapons of persuasion**—the words, lines, or phrases that stop people mid-scroll and force them to lean in.

They're the difference between:

- A social post that disappears in the feed and one that goes viral.

- A YouTube video that no one clicks and one that racks up thousands of views.

- An email that gets deleted and one that's opened with urgency.

- A talk where the room drifts off and one where people hang on your every word.

But here's the problem: **writing great hooks is hard.**

Most people default to boring, safe, predictable openers. The kind that blend in, get ignored and vanish into the noise.

Captain Hooks fixes that.

This GPT is your on-demand copy chief for creating hooks so magnetic, so sharp and so irresistible, they can't be ignored.

Whether you're writing ads, emails, social posts, videos or presentations, Captain Hooks arms you with lines that spark instant curiosity, emotion, and action.

It's not about long copy.

It's not about fancy tricks.

It's about **winning the first 3 seconds of attention**—because if you win that, the rest of your message has a chance to land.

How to Use Captain Hooks

Using Captain Hooks is simple—and addictive. Once you start, you'll never want to write a hook from scratch again.

First activate the Captain Hooks GPT tool into your chatgpt account –

CLICK HERE TO DO THAT NOW

Once activated...

Step 1: Choose Your Mode

Captain Hooks operates in **two power modes**:

1. **New Hook Mode**

   o You give Captain Hooks a topic, goal, or content type (e.g. "write hooks for a social post about my new app").

   o It forges:

     ▪ One killer primary hook

     ▪ Two alternate variations (fresh angles)

     ▪ An optional supporting line for extra intrigue or urgency

Example: You say, *"Write hooks for a video about productivity hacks for entrepreneurs."*

   o Hook 1: "The 5-Minute Trick That Saved Me 10 Hours a Week"

   o Hook 2: "Why Most Productivity Advice Fails (And What Actually Works)"

   o Hook 3: "Stop Wasting Time—Do This Instead"

   o Supporting Line: "Once you hear it, you'll wonder how you worked without it."

2. **Hook Rehab Mode**
   - You paste in a flat or lifeless hook (like: *"Learn productivity tips in this video"*).
   - Captain Hooks rewires it into attention-grabbing gold.
   - Example Transformation:
     - Original: "Learn productivity tips in this video."
     - Rewritten:
     - "The Productivity Hack CEOs Don't Want You to Know"
     - "Work Less. Achieve More. Here's How."
     - "If You're Always Busy, This Will Change Everything."

Step 2: Feed It the Right Info

The more detail you give, the sharper the hooks.

Useful inputs include:

- **Topic** (what's the content about?)
- **Audience** (entrepreneurs, parents, fitness enthusiasts, etc.)
- **Goal** (click, open, watch, buy, engage)
- **Angle** (urgent, funny, shocking, personal, etc.)

Step 3: Deploy Instantly

Captain Hooks' outputs are designed to be pasted straight into your content.

You can:

- Test multiple hooks across platforms.
- Use different angles for different audiences.
- Repurpose hooks across email, social, ads, and more.

The Copy Arsenal:

What Makes Captain Hooks Different

Hooks are more than words—they're psychology, storytelling, and strategy compressed into seconds.

Here's the arsenal Captain Hooks uses every time:

- **Curiosity Gaps** – Tease without telling, making readers *need* to know the rest.

- **Pattern Disruption** – Break attention patterns with bold claims or unusual phrasing.

- **Emotion Triggers** – Fear, desire, greed, anger, pride—hooks that hit the heart.

- **Shock & Surprise** – Jolt attention with bold, unexpected lines.

- **Hyper-Specificity** – Concrete numbers, stats, and vivid details.

- **Contrarian Angles** – Flip common advice or expectations.

- **Mini-Stories** – Hint at a story in one line ("I almost quit—then this happened").

- **Authority Anchors** – Lean on names, data, or credibility.

- **Relatability** – Situations or questions everyone recognizes.

- **Benefit-First Framing** – Lead with the payoff.

- **Curiosity + Benefit Combo** – Tease the unknown while promising a reward.

- **Challenges & Call-Outs** – Speak directly to the reader with a dare.

- **Contrast** – Before vs. after, struggle vs. solution.

- **Urgency Hooks** – "Do this before it's too late."

- **Metaphors & Visuals** – Paint a picture that sticks.

- **Insider Secrets** – Position knowledge as forbidden or exclusive.

- **Conversational Punch** – Feels like a friend whispering something juicy.

10 Strategic Prompts

Here are ten plug-and-play prompts you can also use to maximize Captain Hooks capabilities:

1. "Write new hooks for a Facebook ad promoting my online course."
   - Outputs curiosity-driven ad hooks tailored for social.

2. "Write new hooks for a YouTube video about investing tips."
   - Outputs video titles/openers optimized for clicks.

3. "Write new hooks for a LinkedIn post about leadership."
   - Outputs professional but intriguing hooks.

4. "Write new hooks for an email about my coaching program."
   - Outputs subject line + first-line style hooks.

5. "Fix this hook: [paste your draft here]."
   - Instantly improves weak or boring hooks.

6. "Write new hooks for an Instagram Reel about productivity hacks."
   - Outputs short, bold, mobile-friendly hooks.

7. "Write new hooks for a sales page headline about my product."
    - Creates benefit-driven, high-impact headline hooks.

8. "Write new hooks for a podcast episode about health tips."
    - Outputs curiosity + benefit hooks for audio intros.

9. "Write new hooks for a presentation on innovation."
    - Creates bold, stage-worthy openers.

10. "Write new hooks for a TikTok video about money-saving tricks."
    - Generates fast, trendy hooks perfect for short-form video.

Bonus Prompt Categories: Use these angles to flavour your hooks:

- **Curiosity-Driven**:

    "Write hooks that tease a secret or surprising fact."

- **Benefit-First**:

    "Write hooks that highlight the end result."

- **Shock & Surprise**:

    "Write hooks that make bold, unexpected claims."

- **Story Hooks**:

    "Write hooks that start with a mini-story."

- **Contrarian Hooks**:

    "Write hooks that challenge common advice."

Troubleshooting & Tips

Problem: The hook feels too vague.
→ Add details about your offer, audience, or benefits.

Problem: The hook feels too strong or edgy.
→ Ask Captain Hooks to "tone it down" or "make it more professional."

Problem: The hook doesn't fit my brand voice.
→ Ask for hooks in a specific tone: casual, professional, playful, serious.

Problem: I got too many long hooks.
→ Add "keep it under 10 words" or "short and sharp."

Problem: I need more options.
→ Ask Captain Hooks to generate 10 or 20 variations at once for testing.

Just remember attention is the currency of today's business world. If you can't grab it, you can't sell, persuade or grow.

Captain Hooks is here to make sure you win the battle for attention every time.

No more weak intros. No more forgettable openings. No more wasted opportunities. From now on, your social posts, emails, videos, ads, and presentations will start with hooks so sharp they stop people mid-scroll and pull them in.

Remember:

- The first 3 seconds decide everything.

- Curiosity is your greatest weapon.

- Specificity beats vagueness every time.

- Hooks don't just open messages—they open wallets, minds, and opportunities.

Now you've got the tool. It's time to wield it.

Captain Hooks is ready. Are you?

... By the way—if you've enjoyed using Captain Hooks, here's something you should know...

This little tool wasn't coded by a team of developers.

It was built inside **GPT Creator Pro**.

And you can use the exact same no code system to build tools of your own:

- Software that saves you time by automating boring tasks.

- Tools you can give away as lead magnets to grow your list.

- AI products you can package and sell for pure profit.

No coding. No tech headaches. **Create <u>all kinds</u> of software in minutes!**

If you want to go from *using* smart AI tools... to *owning* and *profiting* from them, then **check out GPT Creator Pro right now**