


# CREATING A PERFECT HOOK

Hi Rex,

## STEP 1: Tie your **words** to a personalized intro



Read your book and love it! **The way you simplified outbound sales is just genius.** As Einstein said, if you can't explain it simply, you don't understand it well enough. **In your recent post on LinkedIn, you recommend saying something specific about YOU or about ME to stand out in your next ad or cold email...**

## STEP 2: Navigate your way back to **what they care about**



**A hack that I recommend** is to use your customer's words to write an ad or cold email. **It helps to maximize relevancy and ensure you only use words that resonate with prospects. It also saves hours on copy creation...**



## STEP 3: State the **one chief thing**

I would like to show you how **this hack could help you and your team save hours on copy creation.** If you are not impressed, I promise I won't blow up your inbox with follow-ups.

Does this sound worth exploring?



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