



FIND THE HOOK TO SELL YOUR BOOK

GENRE

Genre is more than categorizing story types; it's a promise to deliver a specific experience to the reader. Every genre evokes a dominant emotion. Horror promises fear, fantasy promises escapism, self-help promises clarity, and so on. Even novels that blend genres aim to evoke an emotion, often complex ones (for example, a literary science-fiction novel may poke at a reader's cognitive dissonance). These questions focus on the emotional or intellectual experience you've crafted for your readers.

1

If a reader were to read your entire book in one sitting, what would be the dominant emotion they would feel once they close the book?

2

Likewise, what would be the dominant thought or question that lingers with them?

3

What are 2-3 more emotions, thoughts, or questions that would stay with them after reading?

4

Which of these fulfill your genre's promise, and which ones provide something unique?

5

What are 2-3 published books that promise similar experiences?





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CONCEPT

Concept is the 1-to-3-sentence summary of what your story is about. It's both your elevator pitch and the core of your book. This section guides you through creating your short pitch.

①

Without using any names or proper nouns, who is your main character (MC)? *(Example: "A cursed 11-year-old wizard living with his non-magical parents.")*

②

What event early in the story forces your MC to become proactive / forces your MC out of their ordinary life? *(Example: "An owl delivers an invitation to Hogwarts, a school for witchcraft and wizardry.")*

③

What must your MC do to overcome this new problem in their life? *(Example: "Harry must survive his first year at Hogwarts while protecting the Philosopher's Stone hidden at the school.")*

④

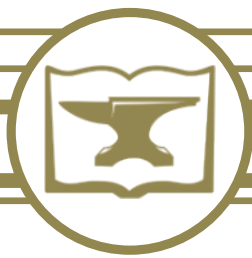
How long does the MC have to accomplish this goal? *(Example: "Before the dark wizard takes the Philosopher's Stone for himself.")*

⑤

What will happen if your MC fails to accomplish this goal? *(Example: "He will die, or worse, be expelled.")*

Put these elements together to create your concept pitch: [BOOK TITLE] is about a [#1 answer] when [#2 answer] and must [#3 answer] before [#4 answer], otherwise [#5 answer].





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TRIPLE A'S

*Sometimes, a book's hook focuses less on plot and more on the three A's of a story: **Aesthetics, Atmosphere, and Attitude.** These types of books promise to transport readers into richly textured worlds. Think *Cyberpunk 2077* (full of plot, of course, but the aesthetic is what first catches one's attention) or Terry Pratchett's *Discworld* series (its attitude of satire and zany humor is the main draw). In addition to honing in on the triple-A's, your answers to these questions will reveal what to include in your promotional materials.*

- ① Compared to our reality, what is the most unusual aspect of your story's world? Is it magic, technology, culture, supernatural phenomena, etc.?
- ② If you had to pick 5 items (i.e., clothing, vehicles, plants, animals, weapons, buildings, tech/magic, etc.) to introduce your world, what would they be?
- ③ What are the most common fabrics and textures of your world? Is it a Wild West filled with wood, leather, and dirt? Regency England with embroidered linens, floral silks, and gossamer lace?
- ④ What are the dominant colors and sources of light in your world? Harsh fluorescents? Neon lights? Flickering lanterns of olive oil?
- ⑤ If you were to give an interior designer instructions for creating a scene from your book, how would you describe the mood you'd want replicated?





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- 6 If your book could have a soundtrack, what songs would you include? What instruments? What type of lyrics (if any)?
- 7 What recipe or cocktail would your main character make for your reader? How would they plate and serve it?
- 8 What is the dominant mood of the people and their culture(s) in your story? Are they cutthroat, zany, charming, regal, polite, militaristic, etc.? What counterculture elements are at play?
- 9 What are some notable quotes by your main characters and antagonists? Do they use slang? Is there a line that sums up their philosophy on life?
- 10 Think of other books, movies, and video games. Would any characters from those worlds absolutely love to be teleported into your book?

