

WCCW 2020 Online Conference
Hooked! Crafting an Engaging Fiction Hook
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The Pitch

A pitch is 30 words or fewer and is crafted from your story hook.

The Story Hook

The story hook appears in your first chapter, and preferably in the first few paragraphs of your first chapter.

- Alludes
- Infers
- Foreshadows

The Purpose of the Hook

- To plant question in your reader's mind
- How do you plant questions? Start in the middle!
- To allude to conflict
- To create tension in the reader

Hook Formula

Questions + Conflict = Tension = Hooked!

The Stakes

When an author ups the stakes, they set the hook. When the hook is set, they've caught the reader.

Story Problem

The story problem you craft is often included in your hook. It is also the beginning of your story arc.

- Inciting Incident
 - Internal Conflict
 - External Conflict

Characters

Interesting and relatable characters work in conjunction with the hook.

- Unique
- Quirky
- Intriguing
- Relatable

Hooks by Genre

The same hook formula works across genres, but you need to know how the hook works in each genre. Study hooks in the genre you're writing.

- Romance
- Suspense
- Mystery
- Women's Fiction

Level Up

- Identify hooks when reading fiction
- Watch for hooks in marketing copy for fiction works
- Use the Hooked! Workbook to craft your own hooks:
<https://www.wordsforwriters.net/hooked-workbook/>