

BNI –Education Topic

Topic: How to make a Memory Hook

Source: Ivan Misner, Masters of Networking

What makes a good Memory Hook?

- You want it to pop into your prospects mind whenever the need for your product or service arises
- Should be easy to remember (vivid & short)

See it, Hear it, Feel it!

- A good hook often appeals to the basic senses (sight, hearing, taste, smell, touch), Try to invoke the senses as strongly as possible (in a pleasurable way)

Example – *“For balloons with flair, remember the bear in the air!”*(toy balloon shop)

Make ‘em laugh, make ‘em cry

- Humor is often incorporated in to the “best” memory hooks.
- Making people laugh is one of the fastest ways to break down barriers between strangers

Puns are a form of humor that can be effective because of the element of surprise for example: *“We check your shorts” for an electrician, or “be true to your teeth or they’ll be false to you” for a dentist*

Using Verse is another way to make your hook memorable - if you use your name as part of a rhyme or poem it can be easy for people to remember for example: *“When things go blurry, don’t stop to ponda, stumble to 17th street and see Dr. Honda (an optometrist) or When the cops are in your foyer, call Marchese your friendly lawyer!*

Piracy or Parody?

Many memory hooks work by taking a familiar phrase and re-phrasing it with humor for example: *“Old Bankers never die – they just lose interest.”*

Double Reverse

One of the most powerful language devices is a statement in which the 2nd part either re-phrases or reverses the 1st part for example *“A business without a sign is a sign of no business”, or “If your hair is not becoming you then you should be coming to me”.*

When & how to use your hook

Finally – the best hooks can be used in many contexts. It should work in a pure word of mouth setting. It should also work on your business cards & letterhead (Bob Jaffe), And your tee-shirts, calendars and other giveaways. (Brian Lebovitz).