DOCUMENT 01 • WELCOME & HOW TO USE

“HOOKED, LINE, & SINKER”

Welcome to your complete hook system

100+ hooks. 10 categories. One AI that writes them specifically for you.

by Brandon Kyle • @brandonkyleugc

WELCOME

You just made a smart move.

Most creators spend more time staring at a blank screen than actually filming. The hook — those first 2-3 seconds — is the reason someone stays or scrolls. Get it wrong and nothing else matters. Get it right and everything else gets easier.

Hooked, Line & Sinker gives you 100+ pre-built, battle-tested hooks across 10 categories — plus an AI setup that writes them specifically for your topic, audience, and goal every single time you need one.

This is not a swipe file you bookmark and forget. This is a system you’ll use every week.

WHAT'S INCLUDED

Three documents. One complete system.

DOCUMENT 01 — Welcome & How To Use

You're reading it. Start here every time you need a refresher on how the system works.

DOCUMENT 02 — The Hook Pack

Your complete vault of 100+ hooks across 10 categories. Each category includes a description, when to use it, what goal it drives, 10 curated hooks, and 2-3 bonus hooks. Plus a Hormozi bonus section at the end.

DOCUMENT 03 — AI Setup & Project Folder Guide

The setup guide that turns your hook pack into a personal AI hook generator. Step-by-step instructions plus the exact setup prompt to copy and paste.

HOW TO USE THIS SYSTEM

Follow this order for best results.

1. **Read through Document 02.** Skim the 10 categories and get a feel for which hook styles match your content personality.
2. **Set up your AI project folder.** Follow the instructions in Document 03. Takes about 5 minutes. Done once, works forever.
3. **Open a new chat in your project.** Type your topic, audience, and goal. Get 20 pre-filled hooks across all 10 categories.
4. **Pick your hook and film.** Choose the hook that feels most natural. The best hook is the one you can deliver with conviction.
5. **Ask for the full script.** Tell the AI which hook you picked and ask it to write your 60-90 second script. Hook to camera-ready in under 10 minutes.

QUICK WIN

Get your first hook in the next 5 minutes.

Don't wait until you've read everything. Open Document 03 right now, set up your project folder, then come back to Document 02 when you're ready to go deeper. The fastest way to get value from this system is to use it once — everything clicks after that.

Want to go further?

Hooked, Line & Sinker is just the beginning. Here's what else is available:

The 30-Minute Content System — FREE

The AI workflow I use to research, script, and distribute content in under 30 minutes.

UGC Ultimate Combo — Portfolio + Rate Card + Protection Pack

Everything you need to look professional and protect every brand deal from day one.

beacons.ai/brandonkyleugc • @brandonkyleugc