

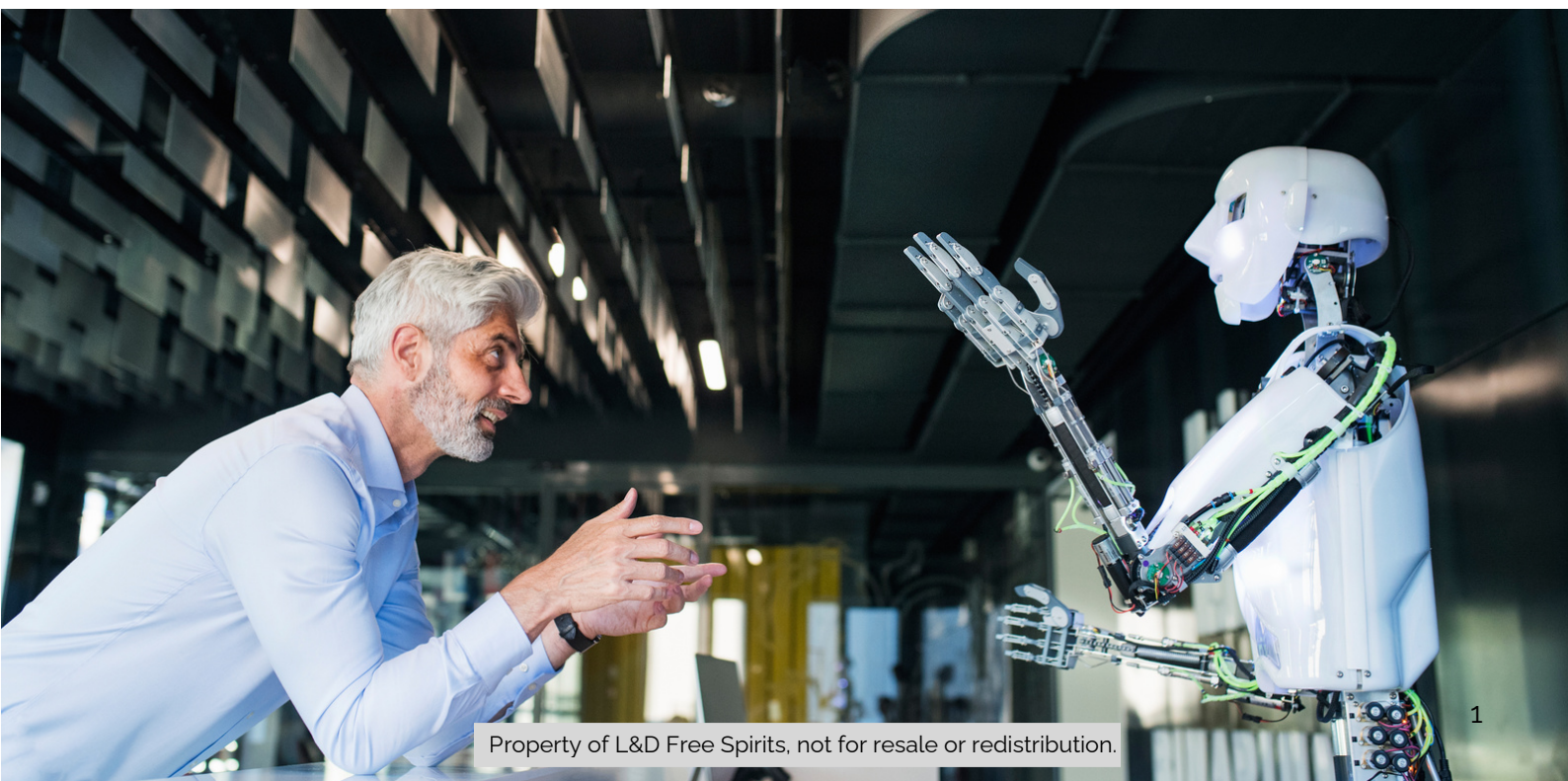
Bringing business skills to self-employed professionals of L&D.



Hook clients in 60 seconds

(without sounding like a robot)

Workbook



Introduction

You know that cringey moment when someone asks, “So, what do you do?” and your answer lands a bit flat?

In this workbook, you'll see how you can flip that on its head, creating story style hooks that spark curiosity and make people actually want to know more.

Because let's be honest, bland introductions don't win clients, but stories do, and the best hooks have a little bit of storytelling in them. We're not going to have you sounding like a robot with a rehearsed elevator pitch.

It's about finding a natural way to talk about what you do that feels like you and lands with impact.

The good news? You don't need a long speech. You just need 60 seconds or less to spark curiosity and get the conversation flowing.

In this workbook, you'll work through exercises to:

- Spot the pain points and wishes your clients really care about
- Turn them into simple, powerful story hooks
- Practise saying them out loud so they feel natural, not scripted
- Build your own “Hook Bank,” a stash of mini pitches you can pull out in different situations, whether you're chatting at an event, catching up with a friend, posting on LinkedIn, or jumping on a prospective client call.

Who do you talk to?

Start thinking about who you interact with most. We'll start to build your hook bank with these people as you'll get the most practice with them.

Your hook doesn't need to be the same for everyone. In fact, you should have a few variations – that's why you're going to build a hook bank. Talking to a prospective client on Zoom is very different to chatting with Aunt Sally over Sunday lunch.

List your audiences

Write down 3 groups of people you regularly interact with. Then note down where you usually meet them (e.g. networking event, LinkedIn, coffee catch-up, client call).

People

Where

1.

2.

3.

Reflection

Which of these groups do you find easiest to talk to? Which feels the most awkward? Why?

Profit vs Passion

Let's get real for a moment. Not every bit of work you do will feel exciting, and not every bit of work you enjoy will put food on the table. Most freelancers have a mix — the projects that give you energy and the ones that keep the cash coming in.

Your Passion Niche

This is the work you'd happily do all day even if the fee wasn't huge. It might be the projects where you get to be super creative, collaborate with your favourite type of people, or dive into a topic you're buzzing about.

Your Profit Niche

This is the work you might not love quite as much, but you know you're skilled at it and clients will pay well for it. Think of it as your bread and butter — the reliable income that keeps your business sustainable.

Before you dive into mapping your niches, you might find it useful to [explore the Find Your Niche, Find Your Superpower workbook](http://bit.ly/46KgkgV) (<http://bit.ly/46KgkgV>). It will take you through some extra exercises to help you get clearer on what sparks your energy and what brings in the money. If you're feeling stuck, work through that first and then come back here to map your niches.

Map your niches - Passion Niche (feeds your soul)

Map your niches - Profit Niche (funds your business)

Reflection

Looking at your two lists, where do you spend most of your time right now?
If you could shift the balance by 10%, which side would you want to lean into more?

This isn't set in stone.

Think of it as your 'niche right now,' not your niche forever.

Now that you've thought about who you talk to and mapped out your profit and passion niches, it's time to get clearer on where you actually sit right now.

Your "real niche" is the one you can confidently describe to someone else. It doesn't have to be perfect or permanent. Think of it as your current starting point — something you can refine as you gain more experience, shift focus, or spot new opportunities.

Finish the sentence "My niche right now is..."

Reflection

How confident do you feel about this niche?

Does it lean more towards profit, passion, or a balance of both?

Who's the first type of person you'd share this with?

Client Pain Points and Wishes

Hooks work best when they connect to what your clients actually care about.

That usually comes down to two things:

- **Their pain points** – the struggles, frustrations, or challenges they want to solve
- **Their wishes** – the goals, dreams, or results they'd love to achieve

What does your client desire?

Write down the 5 most common pain points and the 5 big wishes your clients have.

Pain Points

Wishes

1.

2.

3.

4.

5.

Reflection

Looking at your list, which pain point or wish comes up most often in conversations?

Flip it into Story Hooks

Now that you've listed the pain points and wishes, the trick is flipping them into hooks that make people curious.

Example:

Pain point: "Our managers are great technically but struggle with leading people."

Hook: "I help new managers go from overwhelmed to confident leaders so their teams can thrive."

Wish: "We want our staff to feel excited about training, not bored by it."

Hook: "I design learning experiences that people actually look forward to."

Flip it

Choose 2 pain points and 2 wishes from your list. Write the pain or wish on the left, then draft a hook on the right.

Pain/Wish

Hook

1.

2.

3.

4.

Reflection

Which hook feels strongest? Which needs more personality?

Breaking Down a Hook with FLASH

A strong hook is more than just your job title. It's about sharing what you do in a way that makes people curious and gets them talking back. To help you keep it simple, natural and effective, we're going to use the FLASH framework:

F

OCUS

Focus on ONE clear idea.
Your pitch isn't your whole CV - it's your hook.

L

ANGUAGE

Use simple, natural language
If your gran wouldn't get it, rewrite it.

A

UDIENCE

Pitch for the audience.
What's in it for them? Lead with that.

S

AY IT

Looks clever on paper? Great.
Now say it out loud. If it's awkward, fix it.

H

ONE IT

Practise, tweak, repeat.
A pitch in your head is just a thought — test it with people.

Even if you do 10 things, pick one for this hook.

You can always share another later.

Remember, you've got about a minute to hook someone.

If you can't say it in 60 seconds, you'll lose them.

Build your Hook Using FLASH

Focus

Language

Audience

Say it

Hone it

Reflection

When you pull your FLASH notes together, what does your hook sound like? Does it feel more natural than your usual intro?

Robot vs Human

Writing your hook once isn't enough. The more you play with it, the more natural it will feel. Try reading each version out loud and time yourself.

Can you get it across in under a minute without rushing?

Write the stiff, formal version of your hook.

Rewrite it so it feels natural, like you'd say it over a cup of tea with a friend.

Reflection

When you read them both out loud, which one feels more you?

Build your Hook Bank

One hook won't cover every situation. You'll need a handful, ready to pull out depending on who you're talking to and where. This is your Hook Bank.

This is where your variety becomes a strength. You don't need to force everything into one sentence — instead, build a set of hooks that match different situations.

Networking Event

LinkedIn DM or comment

Casual Conversation

First Client Call

Video/Podcast Intro

Reflection

Which of these hooks feels the strongest? Which one do you need to practise more?

Adapt on the Fly

Your hook isn't one-size-fits-all. The magic is in flexing it to suit the situation — whether you're chatting at a networking event, filming a short video, writing a LinkedIn post, or introducing yourself on a client call.

Think of it as the same message, just wearing different clothes.

Example – one hook, three formats

Base hook: *"I help new managers go from overwhelmed to confident leaders so their teams can thrive."*

Casual conversation:

"I work with people who've just stepped into management. You know that feeling when you're good at your job, but leading others feels like a whole different thing? I help them find their feet, so their teams do well too."

30-second video:

"Hi, I'm [Name]. I help first-time managers move from feeling overwhelmed to feeling confident in leading their teams. Because when managers grow, the whole business grows too. Stick around and I'll share one tip that makes a huge difference."

LinkedIn DM or comment:

"Stepping into management is exciting - and maybe a little scary. Most new managers I meet feel overwhelmed at first. That's why I focus on giving them the tools and confidence to lead well, so their teams can thrive."

Reflection

When you look at the three examples, what stands out to you? Is it the length, the tone, or the way the message is framed for the audience?

Adapt on the Fly

Pick one hook from your Hook Bank. Now adapt it for these three formats:

Casual conversation

• 30-second video

LinkedIn DM or comment

Reflection

How does your hook change when you shift the format? Does it still feel like you?

Wrap-up

Hooks only work if you actually use them. So, before you close this workbook, make a quick plan to try one out.

Remember, curiosity beats a sales pitch.

A strong hook should spark a question back, not close the deal on the spot.

Which hook do you want to try first?

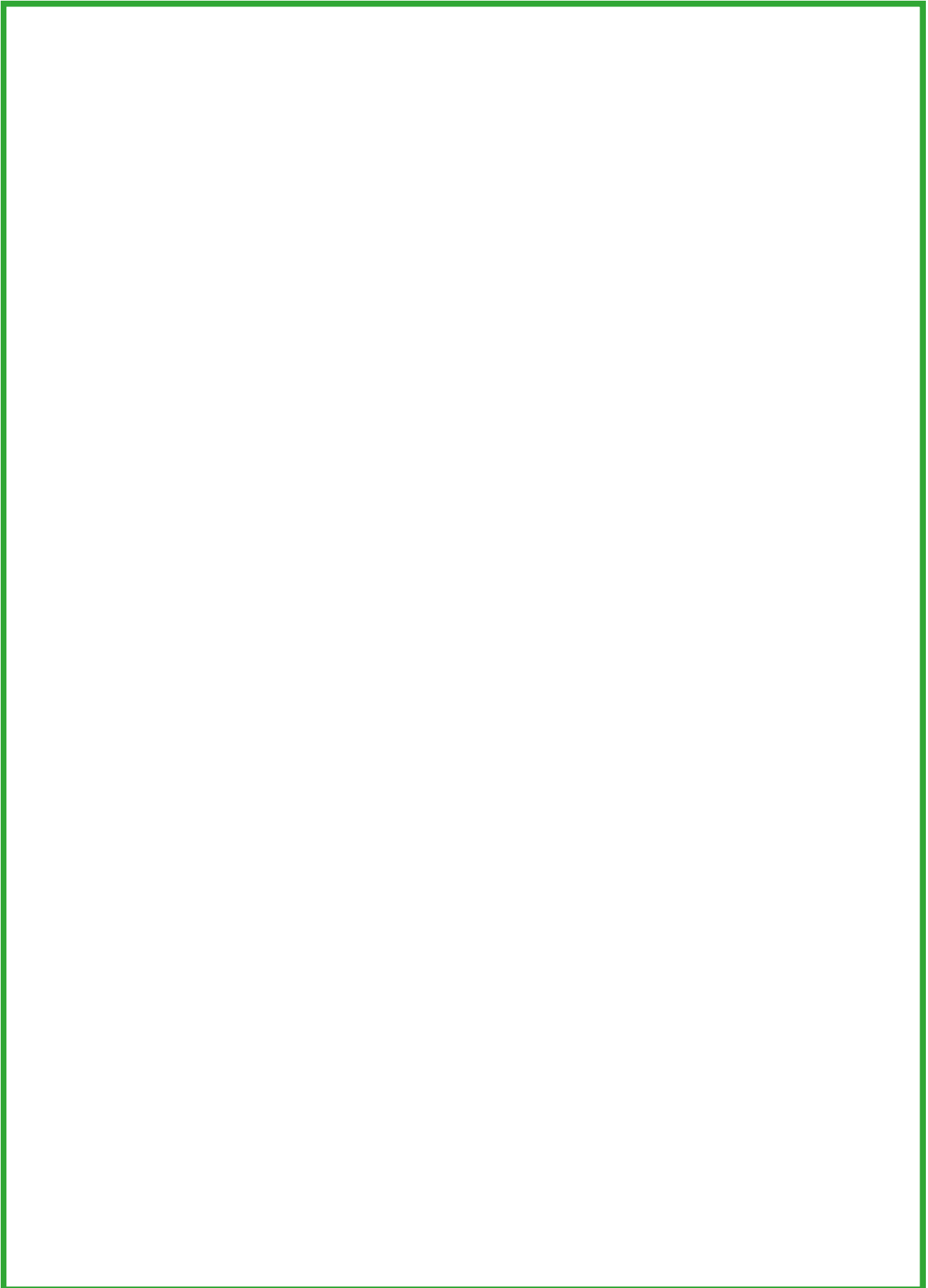
Which of your hooks feels strongest when you deliver it in 60 seconds or less?

Where will you use it this week?

Who could you test it with and get feedback from?

Next Steps

1. Practise one hook with a friend or colleague
2. Try one in your next networking chat
3. Add one to your LinkedIn bio or About section
4. Keep refining and topping up your Hook Bank



Bringing business skills to self-employed professionals of L&D.



Thank you for completing this workbook, if you would like to provide feedback please email hello@ldfreespirits.com

