

UNIVERSAL HOOKS

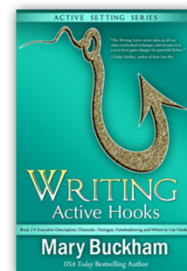
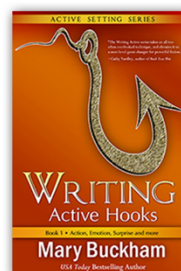
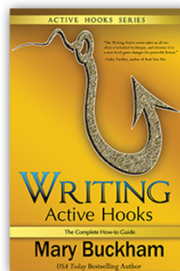
Mary Buckham

The 10 strongest and most universal hooks shown to raise questions or reactions in a reader:

- **Action/Danger**
- **Surprising Situation**
- **Foreshadowing with or Without Warning**
- **Overpowering Emotion**
- **Raising Questions**
- **Totally Unexpected**
- **Unique Character**
- **Evocative**
- **Surprising or Shocking Dialogue**
- **Humor**

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