YOU BETTER BELIEVE IT!
How to Create Visuals Blending Purpose and Humor

Benton Crane, CEO Harmon Brothers
ABOUT HARMON BROTHERS

Over 1.5 Billion views & $400 Million in sales
FACEBOOK STUDY

On average, people spend **1.7 seconds** viewing a piece of content on mobile devices.

It only takes **.25 seconds** of exposure for people to recall mobile feed content.

Millennials consume content **2.5x quicker** than older users.
Unlock the power of video to generate those sales
WHAT MAKES A GOOD HOOK?
WHAT MAKES A GOOD HOOK?

» Strong visuals

» Opens a story loop

» Sets up a problem

» Entertains
WHAT MAKES A GOOD HOOK?
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Starts off with a relevant question and utilizes the effective “Test Proposition”

Audience members are forced to ask themselves: “do I care about what they’re testing?”

If the answer is “yes” then they are much more likely to be engaged AND be a likely customer.
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Starts with an intriguing visual and an engaging list: things that should never mix with water

The visual hook is delivered by a seasoned comedian and the jokes are downstream progressing the sale to great success
PRO TIPS

1. **Show** don’t tell

2. Joke Downstream

3. Hire a comedian to be your salesman, not a salesman to be a comedian
HOW TO CRAFT A GREAT HOOK

» Research

» Brainstorm

» Execute
SQUATTY POTTY
LET’S CONNECT

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