

Savage Hook Psychology

(Know What Makes Them Click!)

A Quick-Reference Report for Affiliate Promotions

A strong affiliate promotion is not only about what you say. It is also about the psychological angle you choose to lead with. The same product can feel completely different when approached through curiosity, a desired outcome, proof, an objection, or a unique mechanism.

This report explains each of the 14 angles used in Big Fat Commissions Hooks!, when to reach for it, and the key guardrail that keeps the promotion credible.

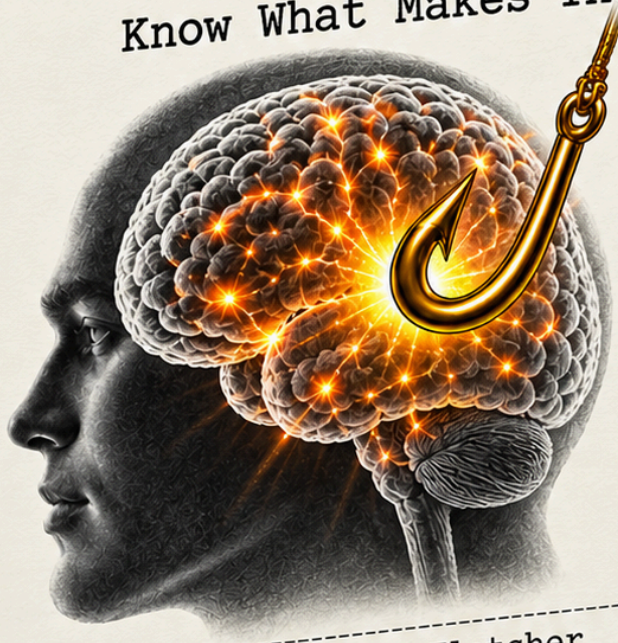
Quick principle: Match the angle to the audience's current state of awareness. Cold prospects often need attention and curiosity. Problem-aware prospects respond to pain and desired outcomes. Warmer prospects often need mechanisms, proof, objection handling, urgency, or a reason to act.

From: Ben Fletcher
Re: Know what makes them click!

Ben Fletcher

Savage Hook Psychology

Know What Makes Them Click!



- ✓ CURIOSITY
- ✓ OUTCOME
- ✓ PROOF
- ✓ OBJECTIONS
- ✓ MECHANISM
- ✓ URGENCY
- ✓ ACTION

Ben Fletcher

1. Curiosity

WHAT IT IS

Curiosity creates an information gap: the prospect learns just enough to realize there is something important, surprising, or useful they do not yet know. A strong curiosity hook withholds the answer without becoming vague or misleading.

WHEN TO USE IT

Use it when the offer contains a surprising method, unusual discovery, counterintuitive result, interesting story, or unexplained mechanism. It is especially useful with cold audiences who are not yet actively shopping for the product, because the immediate goal is simply to earn the next click.

AFFILIATE PROMOTION GUARDRAIL

Avoid empty clickbait. The sales page must genuinely close the loop opened by the promotion.

SIMPLE EXAMPLE

"I thought I knew why my promos were getting ignored. Then I found the one part I had completely backwards..."

2. Problem Agitation

WHAT IT IS

Problem agitation brings an existing frustration, cost, risk, or inconvenience into sharper focus. Instead of introducing a new problem, it helps the prospect feel the consequences of a problem they already recognize.

WHEN TO USE IT

Use it when the audience is problem-aware and the offer provides a clear solution. It works well for tools, training, productivity products, troubleshooting products, and offers that remove a recurring frustration.

AFFILIATE PROMOTION GUARDRAIL

Do not exaggerate fear or invent consequences. Agitate a real pain that the offer can legitimately address.

SIMPLE EXAMPLE

"If you keep finding good affiliate offers but freeze when it is time to promote them, the problem may not be the offer at all."

3. Desired Outcome

WHAT IT IS

The desired-outcome angle leads with the result the prospect wants rather than the process required to get there. It makes the promotion about the attractive 'after' state.

WHEN TO USE IT

Use it when the result is easy to visualize and highly desirable: saving time, creating content faster, becoming more organized, learning a skill, simplifying a workflow, or reaching another concrete improvement.

AFFILIATE PROMOTION GUARDRAIL

Keep outcomes realistic and avoid implying guaranteed financial or performance results.

SIMPLE EXAMPLE

"Imagine opening a new affiliate offer and having your first usable promotion ready before your coffee gets cold."

4. Contrarian Insight

WHAT IT IS

A contrarian angle challenges a familiar assumption, standard tactic, or widely repeated piece of advice. Its power comes from creating tension between what the prospect believes and what the promotion suggests may actually be true.

WHEN TO USE IT

Use it when the offer genuinely takes a different approach or when you can support the disagreement with logic from the sales page. It is particularly effective in crowded markets where prospects have heard the conventional advice repeatedly.

AFFILIATE PROMOTION GUARDRAIL

Contrarian does not mean outrageous. The alternative viewpoint needs to be defensible.

SIMPLE EXAMPLE

"You probably do not need more affiliate offers. You may need a better way to promote the ones already sitting in front of you."

5. Unique Mechanism

WHAT IT IS

The unique-mechanism angle focuses on the distinctive process, system, technology, framework, or method that produces the product's result. It answers: 'Why might this work differently from everything else I have seen?'

WHEN TO USE IT

Use it when the product has a named method, unusual workflow, proprietary framework, novel combination of steps, or distinctive way of solving a familiar problem. It is excellent for skeptical or solution-aware audiences.

AFFILIATE PROMOTION GUARDRAIL

Explain the mechanism clearly enough to feel concrete. A fancy name alone is not a mechanism.

SIMPLE EXAMPLE

"Instead of asking AI for random headlines, this system extracts hooks from the actual sales page and builds them around a chosen psychological angle."

6. Benefit

WHAT IT IS

A benefit angle directly communicates what improves for the buyer. It translates features into practical value: faster, easier, clearer, cheaper, more convenient, more reliable, or less stressful.

WHEN TO USE IT

Use it when the audience already understands the category and does not need a long story. Benefit-led promotions are strong for email subject lines, ads, bullets, retargeting, and straightforward offers.

AFFILIATE PROMOTION GUARDRAIL

Favor specific, believable benefits over inflated adjectives.

SIMPLE EXAMPLE

"Turn a sales page into platform-specific promotional hooks in minutes instead of brainstorming from scratch."

7. Identity

WHAT IT IS

Identity marketing connects the offer with how prospects see themselves - or how they want to see themselves. The promotion signals: 'This is for people like you.'

WHEN TO USE IT

Use it when the audience has a strong shared role, mindset, experience level, profession, hobby, or self-image. Affiliate marketers, creators, side-hustlers, beginners, agency owners, and busy parents are examples of identity-rich groups.

AFFILIATE PROMOTION GUARDRAIL

Use identities the audience would willingly claim. Avoid insulting labels or manipulative stereotyping.

SIMPLE EXAMPLE

"If you are the kind of affiliate who would rather promote than spend an hour pretending to be a copywriter, this is built for you."

8. Objection Reversal

WHAT IT IS

Objection reversal takes a reason the prospect might hesitate and addresses it directly - sometimes turning that concern into an advantage. Common objections include price, complexity, time, skill, risk, and 'this probably is not for me.'

WHEN TO USE IT

Use it when the sales page clearly answers a predictable objection. It is especially valuable with warm traffic, retargeting, follow-up emails, and promotions aimed at prospects who have seen similar products before.

AFFILIATE PROMOTION GUARDRAIL

Only reverse objections the product can honestly overcome.

SIMPLE EXAMPLE

"Not a copywriter? That is the point - the system is designed to start from the sales page instead of expecting you to invent the copy yourself."

9. Discovery

WHAT IT IS

The discovery angle presents the offer as something found, tested, noticed, or stumbled across rather than as a hard pitch. It often feels conversational and story-led.

WHEN TO USE IT

Use it in emails, social posts, creator content, reviews, and audiences that respond better to recommendations than direct-response advertising. It is useful when you have a genuine reason for noticing the product.

AFFILIATE PROMOTION GUARDRAIL

Do not fabricate personal experiences, results, or discoveries. If you have not used the product, frame the discovery truthfully.

SIMPLE EXAMPLE

"I was looking through new affiliate tools and found one that solves a surprisingly specific problem: the blank page before every promotion."

10. Aspiration

WHAT IT IS

Aspiration sells progress toward a more capable, confident, efficient, respected, or successful version of the prospect. It goes beyond one immediate benefit and connects the product to who the buyer wants to become.

WHEN TO USE IT

Use it when the product develops a skill, creates leverage, improves consistency, or helps buyers operate at a higher level. It works well for education, business systems, productivity tools, and creator products.

AFFILIATE PROMOTION GUARDRAIL

Keep the aspiration grounded. Sell progress and capability rather than fantasy outcomes.

SIMPLE EXAMPLE

"Become the affiliate who can spot an offer and have a strong promotional angle ready while everyone else is still deciding what to write."

11. Pattern Interruption

WHAT IT IS

Pattern interruption breaks the visual or verbal rhythm the audience is used to seeing. An unexpected statement, unusual comparison, abrupt question, or surprising framing makes the brain pay attention.

WHEN TO USE IT

Use it on fast-moving platforms such as social feeds, short-form video, ads, and crowded inboxes. It is most useful when your audience is seeing many similar promotions for the same offer.

AFFILIATE PROMOTION GUARDRAIL

The interruption still needs to connect naturally to the product. Random weirdness may win attention but lose the click.

SIMPLE EXAMPLE

"Your affiliate link is not the part of your promotion that needs fixing."

12. Urgency

WHAT IT IS

Urgency gives the prospect a legitimate reason to act now rather than postpone. It can come from a deadline, launch window, expiring bonus, price change, limited enrollment period, or time-sensitive opportunity.

WHEN TO USE IT

Use it when the merchant or your own promotion has a real, verifiable deadline or changing condition. It is strongest late in a campaign, after the audience already understands the value.

AFFILIATE PROMOTION GUARDRAIL

Never invent countdowns, fake scarcity, or deadlines that reset. If there is no real urgency, use another angle.

SIMPLE EXAMPLE

"The launch pricing ends tonight, so if you were already considering it, this is the window to take another look."

13. Proof

WHAT IT IS

Proof reduces uncertainty by showing evidence that supports the product's claims. Depending on what is legitimately available, proof may include demonstrations, verified testimonials, case studies, product walkthroughs, examples, or transparent comparisons.

WHEN TO USE IT

Use it when the audience is skeptical, when the claim needs substantiation, or after earlier promotions have established curiosity and desire. Proof is particularly valuable in follow-up promotions.

AFFILIATE PROMOTION GUARDRAIL

Use only evidence you can substantiate and represent it accurately. Never invent testimonials, statistics, screenshots, or results.

SIMPLE EXAMPLE

"Rather than telling you it creates different angles, here is a side-by-side example of the same offer approached through curiosity, objection reversal, and unique mechanism."

14. FOMO

WHAT IT IS

FOMO - fear of missing out - emphasizes the cost of being left behind while other people take advantage of an opportunity, trend, resource, or window of access. It is social and comparative rather than purely deadline-driven.

WHEN TO USE IT

Use it when there is truthful evidence of adoption, participation, momentum, a live launch, a community event, or a genuine opportunity that becomes less useful if delayed. It can work well near the end of a launch.

AFFILIATE PROMOTION GUARDRAIL

Do not invent popularity, customer counts, sales activity, or social proof. FOMO must be grounded in facts.

SIMPLE EXAMPLE

"If this launch is already appearing across your audience's feed, waiting another week to write your promotion means competing after everyone has seen the obvious angles."

Quick Angle Selection Guide

Need attention from cold traffic? Start with Curiosity, Contrarian Insight, Pattern Interruption, Discovery, or Identity.

The audience already feels the problem? Try Problem Agitation, Desired Outcome, Benefit, or Aspiration.

They know solutions exist but need a reason to believe? Use Unique Mechanism, Proof, or Objection Reversal.

They understand the offer but have not acted? Use legitimate Urgency, FOMO, Proof, or Objection Reversal.

The strongest campaigns rarely depend on one angle forever. A launch might open with curiosity, deepen the desire with a desired outcome, explain the unique mechanism, answer objections, show proof, and finish with legitimate urgency. Changing the angle gives you a fresh reason to promote the same offer without simply repeating the same pitch.

Final rule: The angle should amplify what is genuinely present in the offer - not manufacture claims the sales page cannot support. A persuasive hook earns attention. A credible hook earns attention without creating a promise the product cannot keep.

For educational use. Results from affiliate promotions vary by offer, audience, traffic source, execution, and other factors. Nothing in this report is a guarantee of clicks, conversions, commissions, or income.