

Establish Buy-In (the “Why?”)

Buy-in statement	Hook
<p>“First, take in a deep breath. Now, if you’re ready to learn something amazing, that will help your grade, stomp your feet twice.”</p>	<p>(The hook is the new learning.)</p>
<p>“How about if we try out a way to help your brain remember more things at test time, with less study time? Are you willing to give it a go?”</p>	<p>(The hook is an easier time on tests while saving on study time.)</p>