

Kingdom Leaders, Stop Hating Hooks and Start Opening Doors

A lot of Kingdom leaders hate hooks.

It feels like manipulation. Like dressing up truth in a costume so a stranger will fall for it.

But think about what you are actually asking for.

You are asking a person you have never met to hand you the scarcest thing they own, in a feed built to pull them somewhere else, before they have any reason to trust you.

The hook is not a trick. It is the moment you make it easy for them to say yes.

1 Corinthians 9:22 “I have become all things to all men, that I might by all means save some.”



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Paul rebuilt his opening for every room he walked into. Synagogue, marketplace, Areopagus. Same message, different door.

Nobody accuses him of manipulation. He was doing the work of meeting people where they stood.

So the hook is hospitality. You are opening a door for somebody who has no obligation to walk through it.

Write your next opening line and then ask one question of it. Why should a stranger care about this before they care about me?

If you cannot answer that, the problem is upstream of your delivery.

What is the last hook you wrote? Hit reply and send it to me. I will tell you straight.

Open the door.

P.S. Hook, retain, reward. Most people fix the first and never build the third, so the traffic arrives and leaves. [Click here](#) to learn more!

Kap Chatfield is a Christian content creator, filmmaker, pastor, speaker, and coach. He has directed two feature-length documentaries (*Acts*, 2019 and *The Time Is Now*, 2021). He has amassed over 1 million subscribers on YouTube. He is the Online Pastor of Love Church in Omaha, Nebraska. He is married to Joy Chatfield and together they have four children. His new book, *The Power to Prosper*, is available on .