

HOOK-LOOK-TOOK

AN EFFECTIVE WAY TO CREATE BIBLE LESSONS OR SERMONS

HOOK

Brain research shows that we don't pay attention to boring things. Surprise your listeners with a hook that immediately grabs their attention and sparks curiosity for the message. The hook could be an interesting question, strong statement, powerful quote, shocking statistic, a joke that's actually funny or a short engaging story. Your hook should lead straight into your message instead of wasting precious time with a random detour. Here are three examples from Jeff Magruder: (1) "If God is so good, then why do such bad things happen in the world?" (2) "Today I'm going to teach you how to backslide in three easy steps." (3) "One in three marriages will end in divorce." Remember, "It's not simply what you say that's going to capture people's attention, but how you say it. We should deliver the opening of our messages with excitement and confidence." - Jeff Magruder



LOOK

The look directs listeners to the scripture(s) and says, "Look at what God's word says about it!" The look can be a simple sentence bridging the curiosity developed during the hook to the answers in scriptures. Examples: (1) "I'm happy to say that the Bible deals with this issue in John chapter..." (2) "Jesus said this over 2,000 years ago, but he could have said it today, because it's still just as relevant today. He said..." (3) "Let's look at the main text and see why Paul could rejoice even while being persecuted in prison."

"Take a look, it's in a book, a Reading Rainbow!" - Reading Rainbow Theme Song



TOOK

Give your listeners application they can take home and put into practice. Application can be a question to think about, a challenge to trust Jesus in a particular area of life or a call to action. Examples: (1) If the blood of animals cleansed God's people, how much more the blood of God's son! (2) Next time worry tries to take over, remember to hand it over to God. Pray and let God worry about it. (3) This week, let's intentionally make our quiet time with the Lord a priority. As J. Hudson Taylor said, "Do not have your concert first, then tune your instrument afterwards. begin the day with the word of God and prayer, and get first of all in harmony with him."

