

IMH Creative Toolkit

Everything you need to build, test, and systematically improve high-performing creative hooks.

100%
Editable

— customize every hook and test to match your brand

Works with Google
Workspace

— no extra software needed

Whether you're writing your first hook or running a dozen tests a month, the IMH Creative Toolkit gives you a proven framework for the creative and a live system for the testing. Download the resources below and turn creative testing into a repeatable process instead of a guessing game.



Creative Hook Library

A professionally organized library of 20 hook frameworks, the psychology behind each one, and ready-to-adapt examples for every stage of the funnel.

INCLUDES

- ✓ How to Use This Library
- ✓ Hook Psychology (12 Triggers)
- ✓ Hook Categories Overview
- ✓ 20 Full Hook Frameworks
- ✓ Choosing the Right Hook
- ✓ Testing Best Practices
- ✓ Creative Mistakes to Avoid

[Get the Google Doc](#) →



Creative Testing Dashboard

A live Google Sheets dashboard for planning, running, and learning from every hook test — from first hypothesis to institutional memory.

INCLUDES

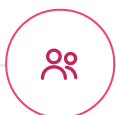
- ✓ Dashboard
- ✓ Campaign Planner
- ✓ Hook Database
- ✓ Test Planner
- ✓ Daily Results
- ✓ Winner Analysis
- ✓ Experiment Log
- ✓ Creative Insights

[Get the Google Sheet](#) →

How the Toolkit Works



Campaign Goal



Audience



Choose Hook Type



Write Variant



Launch Test



Measure



Save Winner