

Launch a security awareness program people actually like.

Everything here is undated and works any month of the year. Fill in a few blanks, follow the 30-day plan, and let Hook run the monthly training and simulations.

What's inside

01 Launch Playbook (AI-ready).md	The 30-day launch plan, admin setup links, and copy-paste prompts for ChatGPT, Claude, Copilot, or Gemini.
02 Tip Sheets	6 one-page PDFs: phishing, passphrases, MFA and passkeys, software updates, clicked a phishing link, working from anywhere.
03 Posters	5 posters, US Letter and 18x24 in. "Report It" has a blank line for your report button or IT contact.
04 Launch Emails.docx	A leadership announcement plus 3 short launch emails. Edit the [BRACKETS] and send.

Start in three steps

1. **Set up the platform** (about an hour): safelist Hook's emails, authorize your domains, connect your directory, and turn on the report button. Links are in the playbook.
2. **Fill in your details** at the top of the playbook, or paste the playbook into your AI assistant with Prompt 1.
3. **Send the leadership announcement** and follow the 30-day plan.

Three pieces of advice

Make reporting the goal.

Someone will always click. A fast report stops the attack. Thank every reporter.

Go short and steady.

A few minutes a month beats an hour a year. Training gains fade in months.

Never shame or score people.

People who fear trouble don't report. Keep clicks private and learning light.

Help

Welcome page	hooksecurity.co/welcome
Hook Docs	docs.hooksecurity.co
Support	support@hooksecurity.co · 863-563-6706