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Now, we'll take a quick look at how you can use Nir Eyal's 4-part Hook Model to embed habit-forming cycles into a product/service. The 4 Steps of the Hook Model. The Hook Model involves 4 steps that run in a loop or cycle: Trigger => Action => Variable reward => Investment.

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This audiobook introduces listeners to the "Hooked Model", a four-step process companies use to build customer habits. Through consecutive cycles through the hook, successful products reach their ultimate goal of bringing users back repeatedly - without depending on costly advertising or aggressive messaging.

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- Practical insights to create user habits that stick

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Nir Eyal is an Israeli -born American author, lecturer and investor

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