

Hook Press Kit

Summary

Filing & searching wreck concentration. Using links is fast & easy. With Hook, you can instantly link & access information in your favorite Mac apps! Hook is a CogSci Apps® invention that connects your files, web pages, tasks, emails, & more.

Hook's nimble context-sensitive navigator is loved by people who need to focus on project info, such as professors, researchers, lawyers, software developers & creatives.

Product website: <https://hookproductivity.com>. Related webpages [below](#).

Hook Product Description

Hook is a new app for macOS that links your digital work, so you can instantly re-access the information you need to get the job done right, now.

"Deep work requires quickly accessing documents from your Mac. Unfortunately, filing and searching are distracting, slow and effortful," shares Luc Beaudoin, a cognitive scientist and co-founder of CogSci Apps Corp. "Hook allows you to skip these steps by immediately linking and accessing contextually relevant information."

For instance, creating or editing a key document, typically requires repeatedly consulting various resources such as

- emails,
- one's task list (e.g., in OmniFocus or Things),
- an outline,
- rough notes (e.g., in Apple Notes, Bear or nvALT),
- reviewers comments,
- local PDFs, spreadsheets, diagrams and other files on your Mac, and
- web pages

It is normally not practical, nor even possible, to store such items in the same folder. Moreover, navigating Finder folders, using Spotlight, web searches, tags and aliases takes one out of "the zone" (flow). With Hook users can link and access these related items. Links to and from the foreground item appear in Hook's popup window, or they can be pasted and used elsewhere.

Like Spotlight and launchers, Hook can be invoked with a keyboard shortcut (⇧⌘SPACE). In contrast to these tools, however, Hook operates *contextually*: on the *currently selected or open item*!

Screenshots

Annotated screenshots are available here [Hook Window – Hook](#).

Universal bookmarking tool

Hook is also a truly universal bookmarking tool, meaning that it can not only create web bookmarks (<https://>), but bookmarks to any URL (e.g., [drafts5://](#) , [OmniFocus:///](#)).

Hook is quick, elegant, and minimalist

Hook is an efficient, elegant, minimalist app that enables users on macOS to link information

To connect two items:

1. having selected or opened a file (or other item), (a) popup the Hook popup window, and (b) choose the `Copy Link` command (`⌘C`) from the title menu (or simply copy an address from anywhere else),
2. having selected or opened a different item, popup the Hook window again, and select `Hook to Copied Link` command.

Presto! The two items are hooked!

Next time you popup the Hook window on one item, you will see a link to the other. Double-click or press the `return` key on a link to navigate to it.

Hook connects and extends users' apps, solving age old problems

Internet pioneer [Douglas Engelbart proposed decades ago](#) that every information resource should be independently addressable. Alas, modern operating systems still do not directly enable users to address and link arbitrary resources, including local ones, such as emails, notes, files and tasks.

Before Hook, Mac apps essentially operated in silos. Hook delivers the vision of addressing and linking arbitrary information resources. Hook integrates with apps whose resources are addressable. This essentially connects objects within and between apps, thereby extending the benefits of each app. Hook Pro can also be customized by users through its Script editor.

Enables sharing of links to emails and files too

Hook not only helps users with their own tasks, it also helps users' colleagues.

Hook enables users to send each other links to files that are in locally synced shared folders - such as Dropbox or iCloud - or even revision control system folders, like Git. Colleagues can then click on a link, and Hook finds the file and displays it in their Mac's Finder window (or opens it) - even if the file has moved.

Solving yet another age-old problem, links to emails can also be shared, so users can easily refer to specific previous conversations.

Sending a Hook link to a file or email enables the recipient to immediately access the content, increasing the odds that they will act on the information -- and feel grateful. (Hook Lite is free and enables consuming any links and creating/sharing links to emails.)

Linking notes to what they are about

Co-founder Luc P. Beaudoin, who is also Adjunct Professor of Cognitive Science and Education at Simon Fraser University, says

"Educationalists have known for generations that to learn from one's readings, students and experts alike should take notes about their readings. However, the Information Age actually introduced challenges that set many learners back. Electronic resources, such as web pages, screencasts, podcasts, audio-books, and PDFs have little or no annotation functions. There is no shortage of excellent note-taking apps, including sketching and diagramming apps. But their documents are isolated. Before Hook, relating one's notes to one's readings was extremely cumbersome —even domain experts and software developers were challenged. This is part of what I called the "meta-access" problem in my *Cognitive Productivity* books"

Hook allows users to instantly create notes linked to what they are about. Hook allows users to instantly navigate between linked documents.

Hook does not *replace* your apps. Instead, it *augments* them by connecting their documents.

For instance, with Hook a user can link a knowledge-intense PDF to a new note, outline, diagram, spreadsheet, or project in the app of their choice. As long as the apps support minimal automation, Hook users can connect the documents together. One can then use proven techniques — such as the Feynman technique or the Zettelkasten method — or one's custom note-taking methods with one's favorite apps.

Features

Hook's popup window enables you to act on the currently selected item in the foreground linkable app. Whether you are in Finder, Mail, Safari, or one of [many other apps](#), invoke Hook with ⌘⇧SPACE (or other means). Now start doing what used to be impossible:

- **Universal Copy Link.** Instantly copy formatted links not just to web pages (though that is very handy), but also to *files, emails, tasks* and [many more types of objects in various apps](#). Paste these links anywhere!
- **Our links to files are robust:** unlike file:// URI's, Hook's links to files (`hook://file/`) work even if you rename or move the files around.[\[2\]](#)
- **Hook items together.** After you've copied a link, you can bidirectionally link (aka 'hook') the copied link to

the current item using `Hook to Copied Link (⌘V)`, because it also 'pastes' in Hook window).

- **Open hooked links.** The Hook window shows you a list of all the items that you have 'hooked' (bidirectionally linked) to the current item. Hit 'return' on a link, or double-click it, to open the linked item. (See the next image for an example of hooks on this page.)
- **Navigate hooks.** Recursively navigate the network of items hooked to the current item, with arrow keys or by clicking. This means Hook is also a link browser!
- **Hook current item to a new one.** The `Hook to New` command instantly creates a new item *in the app of your choice*, names it, stores it, and 'hooks' it to the current item. Great for taking bidirectionally linked ('hooked') notes about a document.
- **Reveal current file in Finder.** How many times have you wanted to quickly see where the current file is stored on Finder? Whatever the current linkable app is, just invoke Hook and `Reveal File in Finder (⌘R)`. (Only works for files, not web pages of course.)*
- **Create a `.hook` file** on Finder that when double-clicked will open the current linkable item, regardless of its type (web page, file, email, task, etc.). They're [in plain, editable text](#) 😊. [1] All this functionality is available via a very compact, elegantly organized window that is very easy to use. The Hook window hides automatically when you are not using.

More New Forms of Linking

- **Drag and drop linking.** You can also drag files on Hook's menu bar icon to hook them together (bidirectionally link them) in one or two drops.*
- Create **`hook://search` links**. When you use them, Hook will trigger a Spotlight® search based on the link's parameters.[3]

Sharing the Previously Unshareable

Whether you use Hook's built in "share sheet", or its universal `Copy Link` command, you can share links to information that you previously couldn't:

- **Share links to emails!** As long as the recipient has a copy of the email in a linkable app and Hook, when they click on the link, the email will open on the *their* computer! This immediately puts you both in the same context, and gives them instant gratification.
- **Share links to files.** Share copied file links (`hook://file/...`) that reveal the linked files in the recipient's Mac's Finder! Whether the file is in a synced or version controlled (e.g., Git) folder, or other location, if the file is indexed by Spotlight on their Mac, Hook can reveal it. No more long descriptions of where a file can be found!
- **Share "search links".** `hook://search` links, mentioned above, can also be shared. Help your family, friends and colleagues find the information they need by sending them search links. When they click on the search link, Hook will trigger a Spotlight search based on the link.

Markdown Innovation

- **Universal Copy Markdown Link.** Instantly create a well-formed Markdown link with title and URL pointing to the current item, *whether it is a web page, file, email, task, or any other linkable item*. Paste them wherever you use markdown.*
- **Embed links to anything in your markdown documents.** Hook extends the reach of your markdown documents. With the hook:// file scheme, you can embed links to files without having to worry about what happens to your links should you move the files! And you can embed links to all kinds of objects. Great for taking notes, writing todo lists, and editing documents in Markdown.
- **.hook files can contain Markdown links.** Quickly paste a Markdown link into a .hook file. Next time you double-click on the file, Hook will open its target.

Automation

- **Customize with AppleScript.** You can customize how Hook controls apps, and add new integration scripts for other apps.*
- **Update Hook integration without re-launching Hook.** Hook can automatically update its integration script without relaunching Hook.
- **Control Hook with AppleScript.** You can programmatically access Hook bookmarks, see what is linked to a particular item, add Hook bookmarks and hook them together (Hook 1.6), and more. Use [LaunchBar actions](#), [Alfred workflows](#), [Keyboard Maestro](#) or other software.

Multi-mac and Portability

- **Sync with Your favorite technology** (Beta). Automatically Sync your links between Macs using any underlying medium you choose: iCloud, Dropbox, Google Drive, even a floppy drive.
- **Import/export.** Export your links in human readable format. Import them on the same Mac or a different Mac. The 'import' [replaces the current links database](#).

More Features

- **Hotkeys.** Keep your hands on the keyboard using familiar [keyboard shortcuts](#).
- **Private.** Hook data is not sent to us or synced to our servers. You can sync it with the technology of your choice (iCloud, Dropbox, etc.).
- **Customize how new items are created by Hook.** Choose where items created by Hook's Link to New command are stored, the default template for new files, and the prefix and/or suffix of new files.
- **Tagging linked files.** Hook can automatically apply a Finder tag to any file you hook to something else. So, you can use Spotlight to find all the files you've linked with Hook.
- **Unobtrusive popup window.** Like the Spotlight search window, Hook appears when you call it up (⌘⇧SPACE or another method). It is compact. And it disappears automatically when you're done.

Even Works with Information Managers, Search Tools and Launchers

One of our major design objectives is for Hook to help you get more out of all your favorite apps. Hook works not only with special purpose apps (that deal with one or few file or object types), but

- Hook also works with **personal information managers** like **DEVONthink**, **EagleFiler**, **Keep It**, **Yojimbo** and **Evernote**. For instance you can use the universal **Copy Link** function to link items in a personal information manager to an item inside or outside the information manager. You can use **Link to New** to create and hook items in your personal information manager to other items.
- Hook even works with utilities and **search tools**, like **HoudahSpot**.
- Hook also can be invoked from **launchers**. You can also access Hook's automation from launchers (as noted above). You can even use **LaunchBar's** "Send To" and many other features with Hook.

Open, no lockin

CogSci Apps not only are committed to interoperability, we *champion it*. It is in our DNA. The very purpose of Hook is to help you access and connect documents and data from all your favorite apps. That requires inter-app communication. [Learn more.](#)

Hook productivity web pages

- Hook app website: <https://hookproductivity.com>
- The Benefits of Hook: <https://hookproductivity.com/benefits>
- Features of Hook: <https://hookproductivity.com/help/features/>
- Screencasts/Videos of Hook: <https://hookproductivity.com/help/general/videos/>
- Download page: <https://hookproductivity.com/download>
- Hook Discussion Forum: <https://discourse.hookproductivity.com>
- Hook Documentation and Customer Support: <https://hookproductivity.com/help/>
- Press Kit: <https://hookproductivity.com/press>

Requirements:

- macOS 10.12.6 or Higher (Big Sur compatible)
- 12 MB

Pricing and Availability:

Current pricing is described on [Hook's Buy](#) page. There is also [academic pricing](#).

- Hook Pro has all the features of Hook Essentials, but also enables users to generate Markdown links, make Hook files, edit integration scripts, generate search links, and install and use Hook on more Macs.

- Software updates: Both versions include software updates for one year and are available worldwide exclusively at the Hook website. Subsequent one-year software updates are available at a significant discount of the original price.

A 30-day full-featured Pro trial is available. After 30 days, Hook reverts to Hook Lite.

- Hook Lite enables users to create Mail link and open any Hook link. (This means Lite users can use `hook://file/` and `hook:///file/` URLs they receive.)

In Sum

Hook is an innovative, well-rounded product created by Mac enthusiasts who have been doing R&D on cognitive productivity software and linking for nearly 20 years. Its universal Copy Link and other features enable you to reference and immediately navigate *information that matters to you*. This mean you can often skip searching and get the full benefits of links. You know links are great for navigating the web. Now you and your network (friends, colleagues, etc.) can use them to access the information that matters most *to you*.

Two co-founders

Luc Beaudoin, Ph.D. (Cognitive Science)

<https://hookproductivity.com/about-us-luc-beaudoin/>

Brian Shi, M.Sc. (Computer Science) <https://hookproductivity.com/about-us-brian/>

Cognitive Science

Beaudoin is the author of [Cognitive Productivity](#) books, on which Hook is based.

Each CogSci Apps invention addresses very specific "pain points" with potent new strategies tailored to the way the human mind works. Hook addresses the need to access related information with the brain's limited *working memory*, while staying in flow, and augmenting *long-term working memory* (a key feature of human expertise).

CogSci Apps also develops [mySleepButton app](#) for iPhone and iPad.

Corporate Identity: CogSci Apps Corp.

Hook is developed and marketed by CogSci Apps Corp.

- Founded in 2014, spin-off of [CogZest](#).
- Headquarters: Metro-Vancouver, British Columbia, Canada

[CogSci Apps inventions and Beaudoin's work](#) have been described in Forbes Magazine, The New York Times, Inc.com, The Guardian, O Magazine, The International Business Times of London, Popular Science, CBC, Cool

Tools, Lifehacker, Women's Health Magazine, and Canadian Institute of Health Research, and many more places.

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