

Loop the yarn around the white nail to hold it then weave your hook in from the right and grab the yarn and pull it through.

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Now days I find it easier to start with a long slip knot around the opposite diagonal nails with the knot at the bottom. Then I bring the yarn up and start from the white nail on the left of the corner.



Hook it on the next course of nails and...



...back to the beginning where you weave your hook through and grab the yarn again to...



...pull it through and start the circle (or in this case, square) all over again.