

Creating Compelling Content

2015 CALLERLAB Convention

General Overview

1. Know Your Audience
2. Make Your Reader Feel Special
3. Let Your Reader Get To Know You
4. Value Your Reader's Time

Quick Tips for Compelling Writing

1. Be Useful – inform, inspire, entertain, or make someone's life better
2. Share Your Opinion – opinions can set you apart
3. Cut Out The Fluff – revise and remove anything that doesn't add value
4. Visualize Your Reader – writing with your audience in mind personalizes your writing
5. Allow Your Reader to Scan – format your writing so that the main points stand out
6. Work and Rework Your Headline – a good headline can be the make all the difference
7. Write with Passion – when you show you care, your readers will too
8. Give Your Readers Something To Do Next – action items spark action
9. Tell Stories – stories can inspire, teach, create memories and allow you to connect
10. Create Visual Appeal – include an eye-catching image as a memory hook
11. Practice – the best way to improve writing is to write

Headline Patterns

1. (Number) of (Something) about (Something)
2. What (Something) can teach you about (Something)
3. Following Both Ideas

5 Sections of an Awesome Post or Article

1. Hook Your Reader – describe the symptoms of the issue you are addressing
2. The Issue – explain in more detail the issue that causes the symptoms in “The Hook”
3. The Underlying Cause – a little more detail about why the issue is happening
4. The Solution – your insight on how the issue can be solved
5. Implementing the Solution- how the reader can turn ideas into actions