



How can I create compelling content?

Six ways to grab attention and keep it.



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If it was easy... everyone would do it.

Everyone wants to create compelling content.

But, grabbing attention and holding onto it isn't easy.

This quick read covers six ways to grab—and keep—your audience's attention.

That way you can be sure your ideas are heard...*and* remembered.

Let's get to it!





Have a purpose.

Do you ever read something and wonder, what's the purpose? Why was this written? Or maybe the worst reaction: I don't get it.

Odds are it had little thought behind it. No reason for being. No purpose.

The first step to creating engaging content? Have a purpose. Know why you're creating your content. Do this:

Answer the question, "What is the goal of this piece."

Seriously...write it down!

Do this and you're on your way...



Evoke emotion.

Do dry, academic papers get your heart racing? Does a boring, slurp-your-saliva-off-the-desk lecture move you?

Why not? The basics of neuroscience say your opinion is shaped by an initial gut reaction. In other words, emotion rules the roost. Evoke emotion and your audience is more likely to stick with you to the end.

How? Define the tone you want your content to evoke. Then, use that word as a theme...a guide to creation.

Pick out imagery and language that supports your chosen theme.





Start with a **BANG!**

If you demand attention from the start, you're in a better position to keep it.

This flies in the face of what was taught in high school English class. “*Work to a logical, strong conclusion,*” my teacher would say.

To keep attention, you have to grab it first. How? Take that strong statement and pop it up top!

Or, take a dramatically different approach: Start with what your target audience couldn't possibly expect. Demand attention.

Start with a BANG.



Don't be afraid *to stand out!*

The easiest way to create something compelling is also the toughest.

Being different has less to do with creativity than it does the guts to try something unexpected...to put something out there even if it makes you feel uncomfortable.

How can you get past a fear of standing out? Write down the real answer to this question: *What's the worst thing that could happen?* You'll find the worst thing usually isn't so bad.

Define your fear, know the action to take if it happens, and push ahead.





Use a variety of media.

Look. No doubt, words you use are important. But, they're only one part of the content you create.

Visuals, audio, video? It sets your stuff apart.

Use different types of media to expand your amazing words. Here are a few:

- [Beautiful, royalty-free photos](#)
- [High-quality, royalty-free stock video](#)
- [Best royalty-free audio sites](#)

Need more perspective? [Read this.](#)



Tap into stories and analogies.

One of the best ways to connect with any audience is using stories and analogies. And...good news! This is an easy skill to hone.

The key? Practice!

- Look for analogies to life moments. What are the lessons hidden in your experiences?
- Look for analogies to pop culture or world events. What do these remind you of?

Connect ideas to familiarity, and you'll better connect with your audience.



How to Create Engaging Content

A pineapple is the central figure, anthropomorphized with a pair of black sunglasses and red sneakers with white laces. It stands on a patch of green grass in front of a rustic brick wall. The pineapple's body is yellow and brown, and its crown is green with long, spiky leaves.

Have a purpose.

Write down the goal of your piece.

Evoke emotion.

Define the tone you want your content to evoke.

Start with a BANG.

Demand attention from the start.

Don't be afraid to stand out.

Define your fear, know the action to take if it happens, and push ahead.

- **Use a variety of media.**

Use different types of media to expand your amazing words.

Tap into stories and analogies.

Connect ideas to familiarity, and you'll better connect with your audience.



BONUS TIP: Work with me!

You KNOW your offer is amazing.

So why is it so hard to connect with a buying audience?

Email me *(or click on that cool logo below).*

Let's set time to talk.

Because I can help.

My name is Zach Messler.

I help you know what to say and how to say it...

So you make a bigger impact on the world...

...and your wallet.

