

Write it Rich! *How to resonate with an invisible audience*

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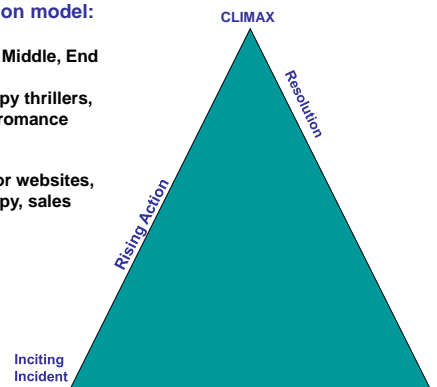
How to Resonate with an Invisible Audience

- Your story needs structure!
 - Organize your thoughts
 - Pick a key message
 - Spin your message
- Recipe for good content
 - Be brand YOU
 - Resonate with your reader
 - What makes good online content



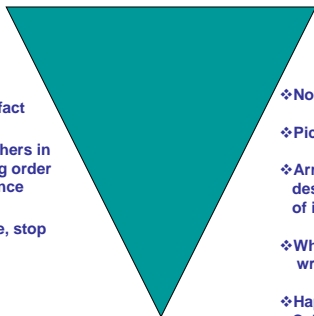
Classic fiction model:

- ❖ Beginning, Middle, End
- ❖ Used for: Spy thrillers, mysteries, romance novels
- ❖ Not good for websites, marketing copy, sales letters



Inverted Pyramid

- ❖ Used by journalists
- ❖ Pick main fact
- ❖ Arrange others in descending order of importance
- ❖ When done, stop writing.



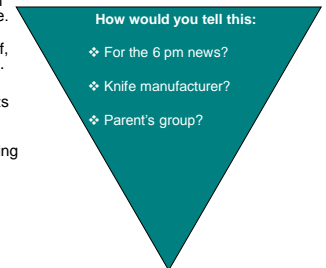
- ❖ Now used by **YOU**
- ❖ Pick main fact
- ❖ Arrange others in descending order of importance
- ❖ When done, stop writing.
- ❖ Happy ending: Call to Action!

Instead of a story, now think of this as a collection of facts:

- ❖ Little Red Riding Hood is on her way to grandma's house.
- ❖ She meets the Big Bad Wolf, tells him where she is going.
- ❖ The wolf gets there first, eats grandma.
- ❖ Then he eats Little Red Riding Hood.
- ❖ A hunter realizes what has happened.
- ❖ He cuts open the wolf.
- ❖ Little Red Riding Hood and her grandma are saved.
- ❖ They live happily ever after.

How would you tell this:

- ❖ For the 6 pm news?
- ❖ Knife manufacturer?
- ❖ Parent's group?



What makes good content?

❖ Be brand YOU

- ✓ Support your personal brand
- ✓ Show how you help others

❖ Write to resonate

- ✓ Anecdotes and shared language make people feel like they know you

Recipe for good content

❖ Start with:

- ✓ Intriguing headline
 - 5 ways to save money on insurance (*list*)
 - Do you want top dollar for your home? (*question*)
 - We're looking for people to write children's books (*excite*)
- ✓ Compelling first sentence
 - Follow the headline's lead with a question, statement or story:
 - *Are you paying too much for car insurance?*
 - *Before you remodel your kitchen, save thousands of dollars – and keep your home value high – by answering this one question.*
 - *Let me tell you the story of how I became a published author...*
- ✓ Strong call to action
 - Tell your reader what you want them to do + how to do it
 - Offer incentives: coupons, frequent buyer card, tell a friend
 - Use Facebook, Twitter, mailing lists to build connection

Recipe for good content

❖ Include these ingredients:

- ✓ Use simple language
 - Avoid jargon, multi-syllabic words
- ✓ Focus on easy reading
 - Relate complex numbers to everyday facts
 - Write in present tense
 - Avoid these verbs:
am, is, are, was, were, be, being, been
 - Choose descriptive nouns and powerful verbs:
Lose weak modifiers
- ✓ Place emphasis on communication
 - Stick to 1 or 2 key messages
 - Your goal is to connect, not overload

Say hello to video

❖ Why video?

- ✓ Say hello to your invisible audience
 - Reach more people
 - Adds layer of legitimacy

❖ Tell a better story

- ✓ Demonstrate product or service
- ✓ Include testimonials

Recipe for good video

❖ Video content = Writing content

- ✓ Resonate, build your brand
- ✓ What are selling?
- ✓ Why are you the best?
- ✓ How are you different?
- ✓ What do you want the viewer to do?

Make sure your video is focused, easy-to-understand, and has a clear call to action.

The Fine Print

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