

# How to Write Content So *Engaging* Even Your Competition Will Want to Share

Is your content vibrant and full of life?

Or is it so dull even *you* need another cup of coffee just to get to the end?

Don't get me wrong.

I'm sure it's informative.

It's probably helpful.

And it's likely chock full of value for your customers and prospects.

But if it's something people don't want to read – what's the point?

(And if they can't bring themselves to get to the end of it, it's a good bet you're not feelin' the love from social sharing, either.)

What's a content marketer to do?

You could throw up your hands in despair.

*You could go the route of so many other blogs and quit.*

Or, you could check out these tried and true tips. They'll make your content so engaging that your mom, your friends, and yes - even your competitors - will read and share your posts far and wide.

## 1) Shorten your sentences and paragraphs

I'm starting with this one for a reason. As many of the people I've collaborated with know, this is my Achilles heel when it comes to writing content.

I could have a bumper sticker: I ♥ Long and Complex Sentences.

But readers (other than your 11<sup>th</sup> grade English teacher) don't. So if you're finding your bounce rate on blog posts is high, checking your writing for long and winding sentences is a great place to start.

The reason for this is simple. It's the easiest way to write the way you speak.

Let your content do the same and it's more likely to pull your reader along.

## 2) Engage your readers' senses

There is no digital picture out there that can engage all of your readers' senses as powerfully as the well-written word.

Don't believe me?

Sure, a photo might engage your readers' sense of sight and even the sense of touch, if it's a close-up with decent detail.

But a photo of an old book in a bookstore, for instance, can't do what you can do with your words.

You can describe the creak of the old book's binding as you open the dusty volume. Or the immense sneeze triggered by the cloud of dust you blow off the front cover. Or the comfort of the old book aroma that rises from the pages.

No matter what you're writing, using words that trigger the senses – or the emotions – makes for a more engaging and vivid experience your readers will actually look forward to.

### **3) Use a well-known format**

Yes, this is a list post.

Yes, list posts are overdone. Especially short list posts.

*mea culpa*

...but I digress...

One reason so many people use list posts – even badly – is because it's a format that works. It's one that resonates with people.

When you create a list post – people have an idea of what to expect, at least in terms of how your post is formatted.

Familiar patterns are reassuring.

If you go to a church, think about what would happen if the basic order of your service were rearranged.

Everyone would go nuts, right? (Especially those sweet little old ladies up front.)

But when you stick to the expected format of the service, it works.

And it's all because people know what comes next.

The same is true when you use a well known format to structure your content.

So – what's it going to be?

None of this was rocket science, right?

Shorten your sentences and paragraphs. Engage readers' senses. Use a familiar structure.

But if you're willing to actually take an honest look at your writing and use these tips, the payoff could be huge.

As in – you could actually find people reading and sharing your content more than you ever dreamed possible.

Success with content isn't just for the lucky few – it's for everyone who does the work. With these quick tips, that can be you, too.

Give it a shot! Use these tips to tighten up your next piece of content and link to it in the comments when you've finished.

Go!