

What Is Engaging Content?

I'll admit it

I like to say what I want to say

And despite what you may think, I don't have that much to say

Talking on social media – does it mean you should have something to say?

At least some of the time

Engagement

Engaging posts means writing something that means something to your audience

It isn't about telling them what you doing

It's about presenting what you're doing or experiencing that is about them

They must see them in what you say

Example

Here is what I'm having for dinner – chicken marinated in miso, mirin vinegar, ginger, garlic, and ponzu, stir fried with vegetables and served with brown rice. This is a meal made for good gut health.

The miso, mirin, and ponzu are all fermented. Garlic, ginger, brown rice and the vegetables are all prebiotic, feeding our residential good bacteria and the chicken provides protein needed for good gut function.

I've posted the recipe on my website – see link in profile

Does this sound like something you would like to eat?

Chicken marinated in miso, mirin vinegar, ginger, garlic, and ponzu, stir fried with vegetables and served with brown rice.

If yes, then you like food that feeds your gut

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Example

“Enjoying my walk with the cherry blossoms in bloom”

“So grateful I am able to walk and enjoy the blooming cherry blossoms – something I never thought I would be able to do 2 years ago”

“I have strategies to help you achieve your goals to look and feel your best”

“Who is going to want me when I look like this? she said to me

We’ve all thought this and the answer is: You have friends, you have family and you have lots to offer

Can we talk about what might help you achieve your goals”

Engagement is when people comment and respond – “following” is the 2nd best
This ranks higher than “likes” on social media
Emails: Engaging people means that they will read your emails when you send them
Only way to get sales - they must read the emails

Tell them something meaningful

Don’t talk about you

Unless you write it so they see them in you

Stories are good

Relatable symptoms

Inspiring quotes

\Ask These Questions

How does your content affect the audience?

Does it grab their attention (with good title or heading)?

Is it relevant to them at the moment they read it? Sometimes timing is everything

Look at trending topics – can you write about it with a new twist or perspective?

Does it contain an interesting piece of information they can use

For emails – get attention, make it interesting, touch on a desire and ask them to take action

Social media – shorter – get attention – inspire, make them laugh or relate

Important to know what you offer and who wants it so they can see you have it

It’s All About The Audience

When you’re not sure what to say, think about the audience

What are they thinking?

What do they wish someone knew about how they feel?

What do they need to hear you say

Make a list and then say it from their perspective

