

# Session 2

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*The Art*  
*of Writing*  
**ENGAGING  
CONTENT**



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Average amount of time to engage interest: 2-3 seconds

Headlines: Usually for sales page and possibly blog posts and articles

Titles – Blog posts and articles

Subject lines - Email

Captions – Social media



# Headlines

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Must indicate problem and solution with some kind of timeline

If person see what's offered as something they want, they will move to the next section

If this is what they see to click on the page, they will click

Doesn't have to be this to click – can be a caption with a story (social media, Facebook ad)



# Examples

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<https://mypeakbiome.com/w/prebio-lp?hop=cfl14&vendor=peakbiome>

<https://relief.feelgoodknees.com/email?hop=westy04&offer=westy04>

<http://www.criticalbench.com/bench-press-anniversarysale.php?hop=gworavut&msclkid=93025e1f1c071cad0ba9011e305d37ff>

# Titles

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Pycnogenol Boosts Athletic Performance – Who Needs Doping?

Antibiotics Weaken Signs of Alzheimer's Disease In Mice

The End Of Yo-Yo Dieting

Autism, Schizophrenia, Bipolar Disorder Share Molecular Traits

A Spring Detox Does Not Have to Be What You're Thinking

5 Ways To Keep Your Heart Healthy

Mediterranean Quinoa Salad

Carrying The Burden of Unresolved Emotions

Why Old People Fart





# Subject Lines

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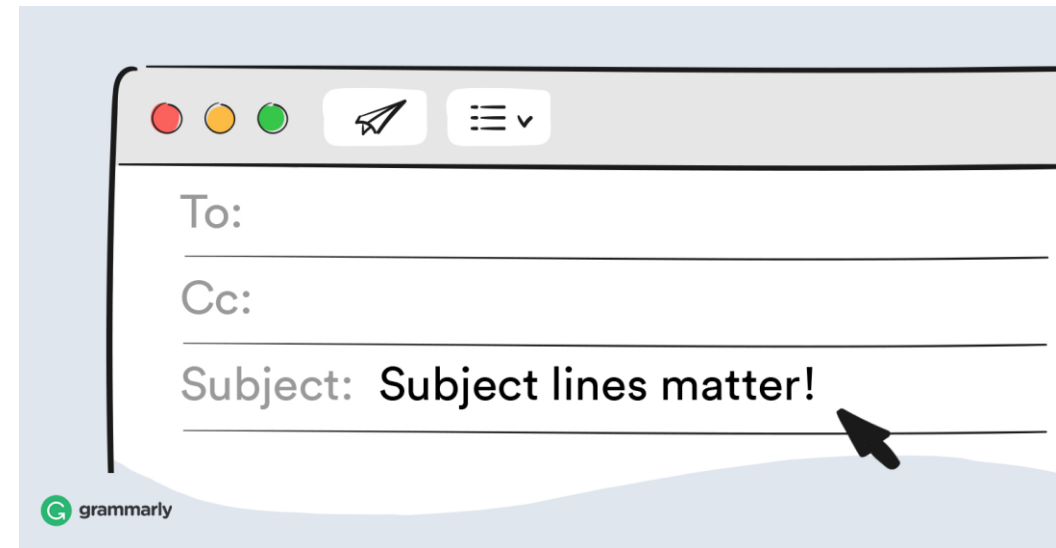
Where is the best place to find a subject line for you email?

In your story

Can also be found in benefits or features – depends on what email you're sending

He spit in my face

<https://members.thedigestersdilemma.com/wp-content/uploads/2020/07/WE-Story-telling-example.pdf>



# Other Subject Line Examples

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Permission to expand, take up space and think bigger...

Can I send you my new book?

Best Water to Drink in the AM

Burn an extra 40 calories per week... by drinking water

Untold stories + surprise today LIVE

5 Fixes for Your Midweek Meals

Can certain “healthy foods” trigger behavior and mood symptoms?

Take this one-minute Stress Test Now

Daily efforts for max benefit

Top Brain DESTROYING medications. Are you taking one of these?

Plant Magic Is About to Happen! Will I See You?

A gastroenterologist’s trick to tell if you’re drinking too much coffee

Need a Health reboot? Take a Voyage to Health, Without Packing a Single Bag



# Captions

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What is your intention with you post?

Connect with audience?

Share your personality?

Call to action?

I should always be about promoting or teaching

Sharing is different from teaching – it implies

[Most overused captions](#)

MOST OVERUSED CAPTIONS

Sorry Not Sorry

BuddyBits

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Ask open ended questions to encourage conversations

Don't always be seeking business

Some info you share should just be good info - stories make this easier

Be inspiring – make their day in a positive way

Make note of any observations you may make about anything



*Your  
Stories*

# Benefits vs Feature

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Benefit: The reasons client buy the product or service

Example: To have more energy, gain control, learn what works for them

Features: Demonstrate how they receive or get the benefits

Example: 4 week program which includes menu plan, recipes, Q&A sessions

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Benefits when selling are easy

Just list them

Benefits when writing an article are different

They have to flow from the story

ie: “Here’s what I learned: or “What does this mean?”

Features are easy – just give some tips or solutions (at least one)

# Assignment 2

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Decide what your story is for – email, social media

Write a caption or subject line (or title)

Decide what goes next

What benefits can you add (what can be accomplished)

What features can be added (solutions)

This is not for selling anything – just information that will be helpful to them and to your larger purpose