

Session 3

The Art
of Writing
**ENGAGING
CONTENT**



Personality

How do you add it to what you write?

Add typical phrases you use in your speech

Not all the time – strategically

Don't be afraid if they're corny

Don't be afraid to use slang (where appropriate)

le: *Is your big belly really a "Swollen Colon?"*



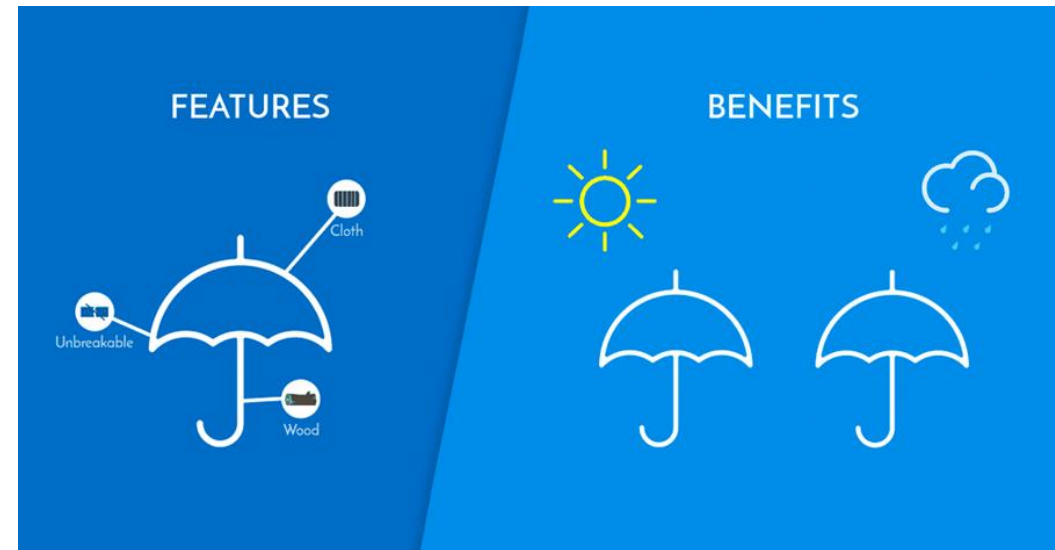
Benefits vs Feature

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



Example

“He Spit In MY Face” re-write

What is the benefit ?

What is the feature?



Assignment 4

Re-write your story or parts for different purposes

Look at the story and see if you can see it in parts that can be used for other things

ie: Same story different topics

Or

ie: Different versions of the same story for different (blog post, social media, email)

