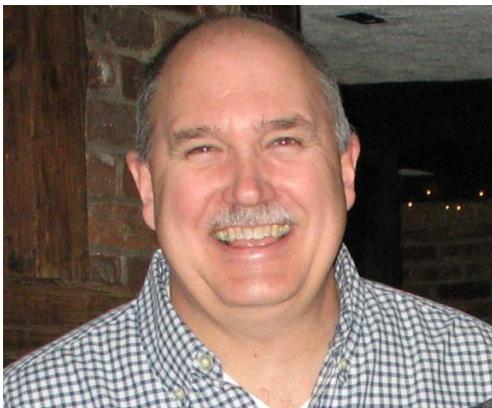


# Audience Engagement Checklist - 10 Quick Tips to Hook Your Readers and Keep Them Coming Back for More

Hello!



My name is Ted Begnoche and I'm a published author and digital marketer. My areas of expertise consist of writing blog posts, eBooks, email sequences, creating landing pages, and also paid advertising. My writing specialties include the health and wellness niche, fishing, and the outdoors.

I also play the banjo, but hey, we all make mistakes so please don't hold that against me!

Below you'll find 10 actionable tips that you can quickly incorporate into your writing to keep readers engaged and coming back for more. Getting the click isn't enough, you gotta keep 'em on your page as long as possible.

And this is how you do it with ease, so let's take a look!

## ☐ Make it Personal

Get to know your audience. What are their fears? Their frustrations? What keeps them up at night? Let them know you're a real person and that in all likelihood you share some of the same feelings.

## ☐ Start a Conversation

Pretend you're writing to just one person, and write as if it's a personal note or email. Write as you speak, and make your points as simply and quickly as possible. Reading an essay is BORING, and boring means readers won't hang around long. Involve your readers by being conversational.

## ☐ Tell a Story

People love to hear stories, so don't be afraid to share details of your successes and failures. Readers like to connect with real people, not anonymous robots hidden behind boring blog posts. Share your personality, and don't be afraid to use humor!

## ☐ Hook Your Readers Immediately

Let's face it: Millions of blog posts are published every day. And research shows that over 50% of visitors spend only about 15 seconds on your post before their attention wanders and they surf away. Your intro has to be engaging, or you'll lose the click you worked so hard to get. You can do this by creating curiosity, asking questions, and involving your readers in a conversation.

## ☐ Be Honest and Open

People engage with and buy things from those they know, like, and trust. Being honest about your own story will help people get to know the human side of you, and see you as a real person and not some elite and unrelatable blogger or, even worse, a huge corporation.

## ☐ Use Empathy

Encourage your readers. Find a common enemy and help them conquer it. Show them you've been where they are and understand what they're going through. But don't forget to make it about them, not you. Offer real help and make them feel less alone.

## □ Provide Accurate Data

You want your posts to be as accurate and helpful as possible, so don't skimp on the research, and make sure you're quoting from reliable sources. Be the source of information people can trust.

## □ I, We, You

You can involve your reader more by using the words I, We, and You. For example, "One would think one would know that" comes off as stuffy and pretentious. A better way to say the same thing would be, "I woulda that you knew that already". Using "you" sounds like you're talking directly to the reader, and "we" makes it sound like you're in this thing together.

## □ Ask a Rhetorical Question

A rhetorical question here and there can be very powerful, but be sure not to overdo it or your reader will feel like they're on an interview. The rhetorical question is a powerful tool because it makes the reader seem like they reached the conclusion all on their own. It also connects you with your reader. You can almost see them nodding their head and saying, "yeah, that's exactly what I thought, too". An example would be "Are you as sick of mowing the lawn as I am?" or "Can you believe these kids nowadays?" Used judiciously, rhetorical questions are a great engagement tool.

## □ Short is Sweet

Keep your sentences short and punchy, and use one or two sentences paragraphs. You can stretch it to three when you're making a point, but the more white space the better. Internet readers get overwhelmed pretty easily, and a huge block of text quickly sends them searching for the back arrow.

## **BONUS: Create a Killer Title**

I saved the best for last. No one will read your blog post without an incredible title to draw them in. Most people spend hour after hour creating the best blog post they can, and then write the title in 11 seconds.

Please don't do this.

There are all sorts of formulas and guides that can help you craft a perfect title, but some of the recommended components include the following:

- Create Curiosity
- Use a trigger word (How, When Why)
- Give a Benefit
- Use your keyword as naturally as possible
- Use a number if possible (19 ways to... )

Make sure your article delivers on the promise the blog title advertises, or you'll lose visitors immediately. No bait and switch tactics, please.

Take some time to craft the best title you can, and you'll be rewarded with clicks and happy readers.

That's it! By following the tips above, you'll be on your way to creating an engaged and loyal audience.

If I can help clarify anything, or if you have any questions at all, please don't hesitate to reach out here... [Ted@TedBegnoche.com](mailto:Ted@TedBegnoche.com) I'd love to hear from you!

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