

BETTER CONTENT

SUMMER ISSUE

8 Easy (*And Hot!*) Ways to Turn Your Content from ZZZ to OMG

*STEAL these
ideas from
women's mags!*

WHAT'S IN IT FOR ME?

The question your readers are too afraid
to ask. *Don't leave them hanging.*

SPILL the DETAILS

That client in your case study
didn't just *complain to their old
service provider*, they sent six
unanswered messages to the
helpdesk.

GET PERSONAL

Readers resonate more with stories
than with lifeless facts. Weave a story
about your client's challenges in a case
study, or craft a hypothetical anecdote
in the lead of a blog post.

C'MON ALREADY

Your readers just aren't that into you, so
be sure your content isn't all about me-
me-me. Offer take-home service with
actionable advice and insights from
real experts.

SHOCK YOUR READERS

(They love it!)

COME FULL CIRCLE

*(How does the
story end?)*

MAKE IT EASY

*(Try skimmable
subheads!)*

CHUNK IT DOWN

JUST SAY NO TO BIG BLOCKS OF COPY!