



Writing 102: A Beginner's Guide

10 Ways to Write More Engagingly

Full article:

<http://www.marketingforowners.com/writing-102-beginners-guide-10-ways-write-engagingly/>

The Writing Phase

1

Tell A Story

People love a good story. They are a **compelling way to 'suck the reader in'** and keep their attention.

Tuck one into your next piece of writing. Try to **open with it or introduce it in the first third** or so of your piece.

2

Get Specific

Details are a great way to keep the reader's imagination engaged and wanting to find out what happens.

Whenever possible, sneak a little specific detail into your piece, e.g. the location or details about one of the people in your story.

3

Take A Stand

No one likes reading middle of the road, uber-safe opinions. You have to **take a stand and voice your opinion**. The point of your article is not to placate and please. It's to **get people reading and engaging**.

If those who vehemently disagree with you start arguing with you in the comments, better still. They're reading and interacting! That's a win.

4

Write Like You Talk

Think of it like dictating your thoughts - writing them out onto paper or the screen. **Record *the way you think about the topic***. This results in not only faster writing, but more **conversational and engaging tone** as well.



The Editing Phase

5

Breaking Blocks

People *skim* read! So **keep things short, punchy and simple**. Be specific. Let each paragraph be about one thing and one thing only. If you start to address another topic, chop that paragraph in half and start a new one.

Use **sub-headings and bullet points** where you can.

6

Abbreviations And TXT talk

Don't ever use any kind of internet or text speak. Period.

7

Same Perspective

Make sure that the perspective of your piece never switches. This is especially important if you've included a story in your writing. **Keep it from one viewpoint, all the way through**.

8

Same Tense

Don't switch all over the place from present to future to past tense. **Pick a tense and stick to it** throughout your whole piece otherwise you risk confusing your reader.

9

Proofread...The Day After

When you're in the 'writing flow' you're likely to be in a more creative frame of mind, and less critical. So give it a rest, literally. Write, edit, proofread... then **put it aside until tomorrow**.

The following day, proofread it again. You'll be surprised at the mistakes you've missed the day before.

10

Second Set of Eyes

Have someone else look at it before you publish (or have someone proofread it on Fiverr.com for \$5).

Ask them to be very honest and tell them to let you know if any word or phrase didn't make sense, or if they had to read it more than once to understand it clearly, etc.