



Gulf Coast Anti-Money Laundering Forum September 11, 2018

How to Capture Your Reader's Attention

- **Help them see what you see.** You might be focusing on yourself when creating messages about your business, thinking that everyone sees things the way you do. *But they don't.* People won't "hear" you, or pay attention, until they perceive what you perceive. So you've got to make your position crystal clear — help them to see what you see, using storytelling, description, personal experiences, case histories, and anything that will put the prospect in the right position to understand your message.
- **Make it personal.** When you make your writing personal, you make it important. Personally interesting or perceptually meaningful information can grab attention, bring clarity, and help it slip right into your prospective client's awareness. You don't have to do a lot of explaining to tell someone his house (or his hair) is on fire — because it's so personal to him. You immediately get attention.
- **Use emotion.** Emotion is a great way to bring clarity to your business messages while making them personal. Emotion also comes with the triple bonus of adding clarity, giving clients a reason to talk about you and your business, and triggering the circuits in the brain that activate behavior and decisions — emotion is *much* better at that than logic is. Emotional messages get attention.

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