

How to Write Content They Won't Forget

GoSkills online course syllabus

Skill level

Beginner

Lessons

9

Pre-requisites

No prior experience needed

Video duration

18m

Estimated study time

18m 7s

Instructor

Sam Bennett

Introduction

1 Making your content more memorable

With all of the content that people are consuming every day, it's important to be able to write content that is memorable.

Setting the Stage for Impactful Content

2 Differentiating good vs great content

Understanding the difference between good and great content is the key to making your work stand out in a crowded digital landscape.

3 Unpacking audience psychology

Grasping the psychological factors that influence your audience is essential for creating content that resonates on a deeper level and drives engagement.

Developing Content that Sticks

4 Organizing your ideas for maximum impact

Organizing your ideas effectively is vital because it ensures your message is delivered clearly and powerfully, increasing the chances that your audience will remember and act on it.

5 Creating urgency and relevance in your content

Instilling a sense of urgency and relevance in your content is important because it compels your audience to take immediate action and see your message as important and timely.

6 Crafting emotionally resonant content

Creating emotionally resonant content is crucial because it connects with your audience on a personal level, making your message more memorable and impactful.

Amplifying and Sustaining Content Impact

7

Boosting content engagement and interactivity

Enhancing engagement and interactivity in your content is essential because it encourages deeper audience involvement and increases the likelihood of your content being remembered and shared.

8

Personalizing content experiences

Personalizing content experiences is important because tailored content resonates more with individuals, making them feel understood and valued.

Conclusion

9

Creating compelling content

Thank you for watching this course!

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