HOW TO USE THE WRITTEN WORD TO GET PEOPLE TO DO WHAT YOU WANT THEM TO DO.
- Business news website
- Goal: help our users make better decisions at work and home
- Mostly young professional readers
- 1m readers a day
- 25+ employees
- Me: very little media background. Serial entrepreneur
1. How to get people to do what you want them to do via the written word
2. Email heavy
3. By the end of this talk you’ll have something written
4. You’ll also have many actionable tactics

Outline:
1. Three high level takeaways + examples
2. Q+A and discussion
Write down your examples
Write like you speak
Water tax

This program promotes efficient water use in homes and businesses throughout the country by offering a simple way to make purchasing decisions that conserve water without sacrificing quality or product performance.

VS

This program helps homeowners and businesses buy products that use less water without sacrificing quality or performance.
For local PC printing, it is recommended that you use a high-resolution laser or wax-transfer type printer for color reproductions, and that the printer have at least 1 MB of memory.

VS

For printing color reproductions, use a high-resolution laser or wax-transfer printer that has at least 1 MB of memory.
No one cares about you...they only care about themselves
We have been in business since 1999. We put our customer satisfaction first. We are family owned and value honesty and integrity.

VS

Sick of wrinkled shirts? Welcome to Zack’s, home of the world’s greatest wrinkle-free shirt.
Integrity, honesty, family values, and 10+ year community member. Vote for Sam.

VS

Earn more than $50k a year? Vote for Sam and you’ll make $5k extra a year because I’ll reduce taxes to just 10%.
A: attention
I: interest
D: desire
A: action
Attention

Ever see those big muscular guys at the gym with those comically large jugs of water?

Interest - Interest them with interesting facts/uses

When you work out and tear muscle tissue, it rebuilds itself with amino acids which are fueled by water in your body. Newbies don’t drink enough so muscles can’t repair.

Desire - Make them desire this on their own

So if you’re working out 3 times a week, just drink one more bottle of water before your workout. You’ll see 30% more muscle gains. Just from drinking some more water! It’s like getting free muscle without working out more.

Action - Show them exactly how to take action.

All you have to do is chug a half liter of water before you walk to the gym.

@thesamparr
Attention
The government is after your freedom...

Interest - Interest them with interesting facts/uses
The greatest threat to our security is Prop 6. They are trying to sneak in rules that will control how we want to handle our families in the name of “adding a small tax to sugary drinks.”

Desire - Make them desire this on their own
What’s next - will they ban other foods, making YOU pay more for what they’re forcing on you? Where will it stop!? The only way to prevent this is by winning in the courtroom. A $10 donation is the perfect weapon to help us fight and win this war.

Action - Show them exactly how to take action.
Show your support with a $10 donation by clicking here. Otherwise, you’ll see hundreds added to your annual grocery bill.
PS: 100% of your money goes towards fighting this bill.

@thesamparr
RULES

1. Write 20 headlines then description, first draft. Then indubate.
2. Now edit. This is the secret.
3. Write simple. 7th grade level. Use Hemingway.
4. Create the slippery slope
5. Kill your darlings
6. Make the first sentence punch
7. 8. Write simple
8. Passive vs active
9. Post length
10. Sentences (25 words), paragraphs (2-4 sent.)
11. Limit adverbs
12. Go back to your headline
14. plainlanguage.gov

@thesamparr
Questions?