

Transformando seu Conhecimento em Artigos
Técnicos





- 39 Anos
- 23 anos com Tecnologia
- Mestre pelo ITA
- Palestrante há 12 anos
- Treinador Comportamental
- Head de Educação na DIO

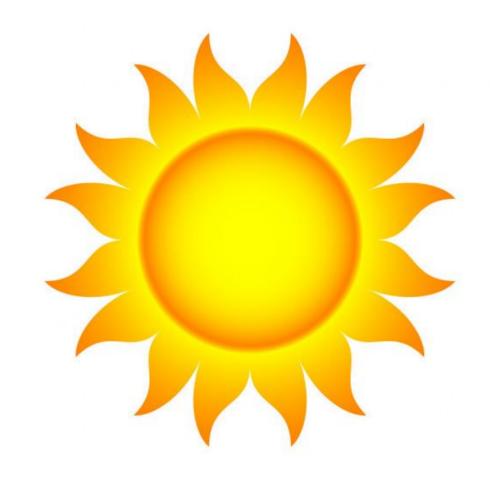
Renan Oliveira



Neuroassociação









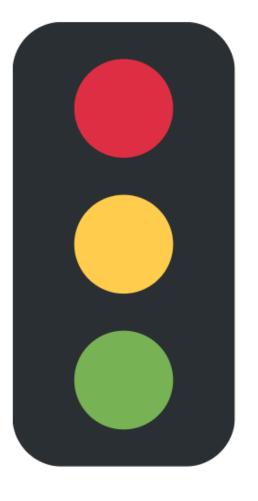






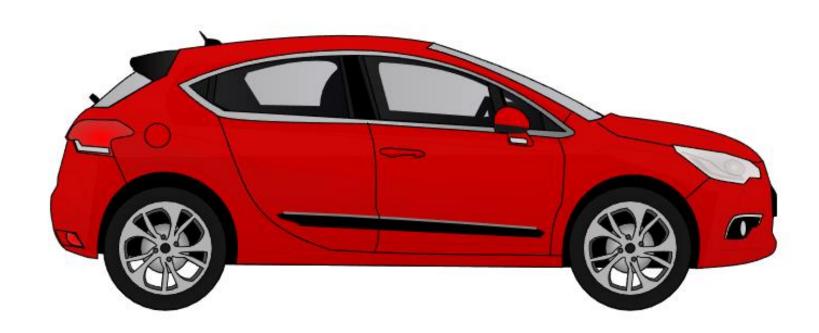






























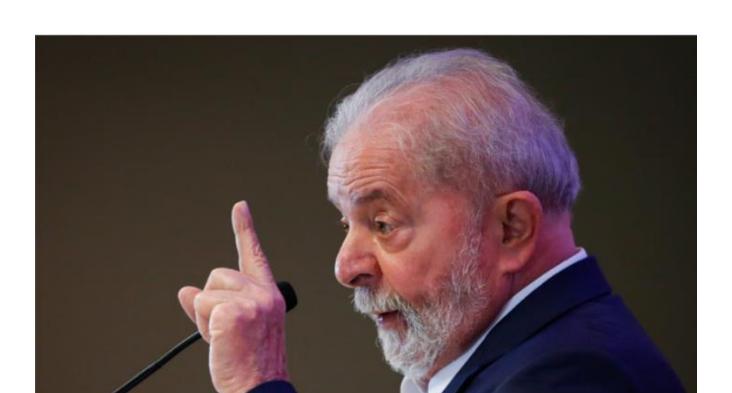


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Neuroassociação

Esse termo refere-se às associações que fazemos no nosso cérebro entre eventos externos e estados emocionais.

Sabe quando toca uma música e você se lembra de algo ou de alguém?

Esse é um exemplo perfeito de neuroassociação. **Somos criaturas de emoção e não de lógica.**



Tá bem, mas o que a Neuroassociação tem a ver com Artigos Técnicos?





1) Brainstorming

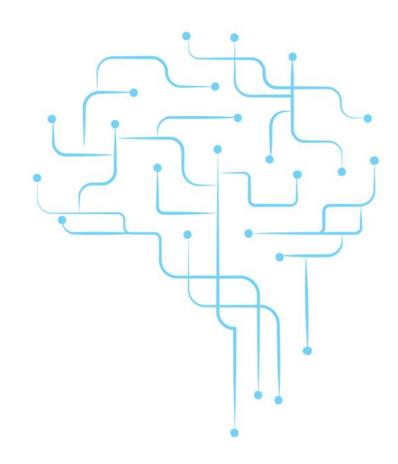
"Tempestade de Ideias"





2) Neuroassociação

"Conectar ideias de forma lúdica"





3) HeadLine

"Chamando a Atenção"

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Among other things will also discuss new measures on global security. Last

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Discussion for global warming and terrorism issues.

Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought



3) HeadLine

- 1° Gerar desejo
- 2° Usar gatilhos mentais
- 3° Explorar resultados e não processos

Substitua:

Aprenda / Pratique;

Por:

Domine / Saiba como;

4° Transmitir segurança

- 5° Dar uma solução definitiva
- "Guia definitivo"
- "Para iniciantes"



4) Pesquisa

"Seja Curioso"





5) StoryTelling

"Contando uma História"





6) Tornar Lúdico

"Adicionando Imagens, Links e Código Fonte"





7) Escrever

"Coloca suas ideias para fluir"





8) Validar e Revisar

"Double Check sempre!"





8) Validar e Revisar

Máximo 3.000 palavras:

✓ Usar um contador de caracteres (https://www.invertexto.com/contador-caracteres)

Títulos com Capitalize:

✓ Use sempre captalize (https://capitalizemytitle.com)



Obrigado

https://www.linkedin.com/in/renanoliveira-dio

