

You either help them or entertain them

You have to understand human nature, persuasive writing.

Help is more important than entertainment

Help them by providing values:

- solutions of a problem
- tips & tricks & life hacks
- step by step guides
- do's and don't
- pro's and con's
- useful, helpful resources/info/knowledge
- more ...

Entertain them via:

- humor
- memes

Grow audience via values, gain traffics, gain attention

Then drive those traffic into your products/business

Comment to gain more visibility, make yourself available in the raider

Post valuable, helpful, resourceful content

Always ask yourself:

what is the one thing I want my reader to learn from this post? What is the one thing you want to teach in this post?

That's your hook every time.

The hook, makes a promise and by the end of the post it delivers on that promise.

step number one, is the hook. But retention is the rehook. **attention means nothing without retention, especially in online content.** Everyone can read that first line, but how do you get them to read till the end?

These two methods of writing a rehook, first one where you add heft, where you address a common objection, and the other one where you say something completely opposite.

Writing is simply get people to buy into an idea, to buy into an opinion

Associate a problem, make the readers feel **resonate** with you.