

Examples of the 3 traps for you to review.

Can you see how everything is in the 3rd person? There are no specific examples, just lots of what you should do. i.e. instead of giving you a time he used a specific hook and telling you what it was, he just says have a hook.

- https://www.youtube.com/watch?v=zAZ_8UJUpno

In an attempt to be professional the speaker is using lots of formalized language. How does that sound to you? We almost always notice when someone is reading because it sounds so unnatural.

- <https://www.youtube.com/watch?v=32WEzM3LFhw>

Too many details. She doesn't even address the topic until almost a minute in. Did you feel the urge to skip forward? In her attempt to be clear, she ended up doing the opposite. The moral? Less is more.

- <https://www.youtube.com/watch?v=l9zxNTpNMLo>