



## 2) A Picture is Worth a Thousand...

Is a picture *really* worth a thousand words? Maybe not. But a great photo added to your article might be worth a thousand *clicks* - or ten thousand, or a million. Photos have been shown to be particularly helpful in garnering social shares.



*Sharing great content is as much fun as sharing ice cream...well, almost!*

## 3) Let Your Personality Shine Through

Far too often people post articles that are stiff and stilted, bland and boring. It doesn't have to be that way. It *shouldn't* be that way. Even for the most buttoned-down of businesses, writing that sparks with personality will attract far more attention than writing that is performed Dragnet-style: Just the facts, Ma'am, delivered in a dry, boring monotone.

Writing yawn-inducing content is a great way to assure that your content *won't* be shared.

## 4) Get Emotional

Content that evokes an emotional response is far more likely to get shared. So don't be afraid to tap into your readers' emotions. The very best emotions to evoke? Awe and amusement. The least compelling emotions? Sadness, surprise and anger.

## 5) People Love Lists

For whatever the reason, people love to read lists about nearly any topic. (*You've* read nearly to the end of *this* list, haven't you?) So if you can present your topic in a list format, that'll give you a leg-up in getting your content shared.

## **Find Content - Read Content - Share Content: That's the Goal**

You're going to the trouble of writing an article for a reason. You want people - LOTS of people - to find your content and read it. And you want them to be so taken with your article that they're motivated to share your content with their friends.

That's the goal. And while it isn't an easy chore, it's very doable. And now you know 5 great tips for making that happen with *your* next article.